

## Ethical Guidelines and Working Practices for NUJ Press/PR and Information Officer members

- 1** Members shall observe the highest professional and ethical standards in performing their duties
- 2** They shall uphold the Union's Code of Conduct and defend the freedom of the press and the right of the public to balanced and accurate information
- 3** They shall deal fairly and honestly with the public, their employers or clients and the media
- 4** They have a duty to ensure that their employers or clients acknowledge that goodwill and reputation are based on trust, and that effective public relations practice depends on enhancing the organisation's reputation by truthful means and by ensuring that information disseminated is accurate and fair
- 5** They shall refuse to disseminate false or misleading information and should take care to avoid doing so inadvertently
- 6** They shall not engage in any practice likely to corrupt the integrity of the public relations profession, the organisations they represent, the media or the NUJ and its members. They will have the union's immediate backing should they decline to carry out unethical instructions
- 7** The production of clearly identified advertorials or advertising features is acceptable practice, but members shall not attempt to "buy" editorial space or air time, either by direct bribery or by promising to buy advertising space. Members shall not recommend the payment of "colour separation" charges nor any other fee demanded by publications for editorial material. Hospitality should not exceed normal courtesy
- 8** Members shall provide independent professional advice to their employers or clients without fear or favour. Whether this is accepted or not they should be willing to explain and defend decisions by the organisations they represent in truthful terms
- 9** When commissioning freelance work members shall attempt first to offer it to fellow NUJ members. They shall not attempt to induce any journalist to work for less than NUJ rates or conditions
- 10** Members working in local and national government shall maintain professional political neutrality at work, unless their conditions of employment specifically allow otherwise.