

PR Ethics & Disclosure

Communications & Media

The line between advocacy and deception, and where it gets crossed.

Duties and prohibitions in common professional codes.

Duties

Disclose who you act for

Be accurate; correct errors you cause

Keep client confidences lawfully

Declare conflicts between clients

Keep advocacy separate from journalism

Prohibited practice

Astroturfing and fake grassroots groups

Undisclosed payment for editorial

Front groups concealing the funder

Sock puppets and fake reviews

Passing off advertising as news

Educational reference. Professional codes and legal duties on disclosure vary by country and sector. Not legal or professional advice.