

Charter on Media Transparency

In July 2005, ICCO formally adopted the IPRA Charter on Media Transparency.

Public relations consultancies affiliated to ICCO through their member trade associations expect editorial providers to observe the following:

Editorial. Editorial appears as a result of the editorial judgment of the journalists involved, and not as a result of any payment in cash or in kind, or barter by a third party.

Identification. Editorial which appears as a result of a payment in cash or in kind, or barter by a third party will be clearly identified as advertising or a paid promotion.

Solicitation. There should be no suggestion by any journalist or members of staff of an editorial provider, that editorial can be obtained in any way other than through editorial merit.

Sampling. Third parties may provide samples or loans of products or services to journalists where it is necessary for such journalists to test, use, taste or sample the product or service in order to articulate an objective opinion about the product or service. The length of time required for sampling should be agreed in advance and all loaned products or services should be returned after sampling. All resulting published reports should state clearly that the product or service was provided for the purpose of the test.

Policy statement. Editorial providers should prepare a policy statement regarding the receipt of gifts or discounted products and services from third parties by their journalists and other staff. Journalists and other staff should be required to read and sign acceptance of the policy. The policy should be available for public inspection.

Definitions:

- Editorial means print or electronic publication; radio, television, web or other transmission.
- Journalist means the person creating the editorial.