

DRPR Guideline for the Handling of Guarantees

Regulations from codes

A pr practitioner shall not enter a contract with his client or employer under which the practitioner guarantees quantified results. (Code de Lisbonne, Cl. 10)

An Association member firm shall not guarantee the achievement of results which are beyond the member's direct capacity to achieve or prevent. (Rome Charter des International Committee of Public Relations Consultancies Associations, Cl. 3.9)

Determination of the German Council for Public Relations:

Guarantees of success cannot be given if the agreed PR service can only be realised with the help of third parties not included in the contract or due to the free decision of such third parties. This is generally the case if the realisation of the PR success cannot be attributed to the 'direct control' of the contractor (US Code) or is beyond the contractor's 'direct influence' (Rome Charter).

The freedom of the press and the media cannot and must not be affected by the agreement of public relations objectives, content and measures. Therefore, media resonance cannot be guaranteed.

Public perceptions and reactions cannot be guaranteed either. PR contractors who promise this are acting unfairly and contrary to professional ethics.

Guarantees can be given for the quality of the PR tools supplied: Press releases, event preparations, printed materials, advertising material, etc. In this case, the contractor must guarantee a flawless work and, if necessary, indemnify the client.

Mainz, 22.01.1999