

PRCA warns NLA Code of Practice must be sincere

Submitted by: Public Relations Consultants Association

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London, 6th August – The PRCA today warned that the NLA's new Code of Practice must be a sincere attempt to improve how it behaves, rather than just a gimmick.

The NLA's introduction of a voluntary Code follows Government plans to introduce legislation to force collecting societies to implement codes of conduct. The new regulations form part of the wider Hargreaves Review into online copyright law, where the PRCA lobbied specifically for such a requirement to be introduced in order to raise the standards of collecting societies.

PRCA welcomes legislation to regulate collecting societies

(<http://www.sourcewire.com/newsroom/PublicRelationsConsultantsAssociation/release/73854>)

The PRCA's lobbying efforts followed its own consultation, where many members voiced their concerns regarding abusive treatment by collecting societies. The PRCA has written to its members informing them of the NLA's Code of Practice, and seeking their views on what standards the Code should uphold, and how it should operate.

Francis Ingham, PRCA Chief Executive, commented: "We hope that the NLA's decision to introduce a Code of Practice is a sincere attempt to change. Over the past 13 years of its existence, the NLA has become a by-word for aggressive and heavy-handed bullying. I hope this is a sign that things are changing.

"We will now consult with PRCA members to find out what they think of the NLA's plans. Any Code must be rigorous, have teeth, and have an independent element. Given the NLA's reputation, they will have to work hard to prove that they are capable of policing themselves, and that this is not just a gimmick".

-ENDS-

Members can view the NLA's Codes of Practice here: NLA Codes of Practice

(http://www.nla.co.uk/uploads/public/NLA_Code%20of%20practice_July12FINAL.pdf)

Notes to editors

For more information please contact the Communications team at tom.hawkins@prca.org.uk or 020 7233 6026

About the PRCA

Who we are: Founded in 1969, the PRCA is the professional body that represents UK PR consultancies, in-house communications teams, PR freelancers and individuals. The PRCA promotes all aspects of public relations and internal communications work, helping teams and individuals maximise the value they deliver to clients and organisations.

What we do: The Association exists to raise standards in PR and communications, providing members with industry data, facilitating the sharing of communications best practice and creating networking

opportunities.

How we do it and make a difference: All PRCA members are bound by a professional charter and codes of conduct, and benefit from exceptional training. The Association also works for the greater benefit of the industry, sharing best practice and lobbying on the industry's behalf e.g. fighting the NLA's digital licence.

Who we represent: The PRCA represents many of the major consultancies in the UK, and currently has more than 250 agency members from around the world, including the majority of the top 100 UK consultancies. We also represent over 70 in-house communications teams from multinationals, UK charities and leading UK public sector organisations.