

Dear Deputy Kelly and Members of the Joint Oireachtas Committee,

On behalf of the Public Relations Institute of Ireland (PRII), I would like to thank you for the invitation to attend and contribute to your discussion on the implementation of Coimisiún na Meán's Code of Fairness, Impartiality and Objectivity.

As an organisation that places ethics, transparency and good practice at the forefront of professional communications, we fully welcome and support the Committee's focus on these important themes. Our mission has always been to ensure that ethical communication serves the public interest, underpinned by education, accountability and adherence to internationally recognised standards.

However, on this occasion, we politely decline the invitation to attend, given the Code does not apply to the PR and Communications Sector. We must also note that the PRII cannot comment in an Oireachtas setting on individual cases, particularly where those cases concern non-members. Non-members have not signed up to our Code of Professional Practice and Ethics or to the standards to which our members are guided by.

The PRII is a professional membership body, not a statutory or regulatory authority. Our role is to educate, guide and support practitioners to ensure that factual, transparent and responsible communication underpins public discourse. Through our Codes of Conduct, best practice guidance, annual Impact Awards, education and training we work to uphold high ethical standards in the profession and to promote continuous improvement across the communications industry.

We remain deeply committed to supporting Coimisiún na Meán and all relevant stakeholders in strengthening standards of fairness, impartiality and objectivity in Irish media and public communication. We would welcome the opportunity to engage further with the Committee at future sessions, where our shared goal of advancing ethical and transparent communication can be most effectively achieved.

Thank you for your understanding and for your continued commitment to upholding trust and integrity in public communications.

Yours sincerely,



Laura Wall

Chief Executive Officer

Public Relations Institute of Ireland (PRII)