



**Public Relations Practice in ASEAN
Economic Community:
Friendship & Mutual Understanding Among
ASEAN PR Practitioners**

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ASEAN Economic Community

Single market and production base

10 nations

An opportunity for us all

*Free flow of goods
and services*

Asia-Pacific hub

600 million
people

Single market by end-2015



Challenge #1

- Practical 'borders' remain
 - Urban vs rural
 - Language/dialect
 - Customs
- PR advisors will need complex networks



Ethical Challenges

- Transparency
- Integrity of channels
- Social justice



Transparency

- Fake blog – **flog** – flack blog
- Astroturfing
- 'Material connections' between **reviewers** and brand owners



Integrity of Channels



Police probe staff at China business daily, PR firms for graft: Xinhua

BEIJING | Thu Sep 4, 2014 2:53am EDT

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World » (Reuters) - Chinese police have arrested eight people, including several editorial staff from a prominent financial newspaper, on suspicion of extorting money from businesses, the official Xinhua news agency said on Thursday.

Employees of two local public relations firms were among the eight people being investigated by Shanghai police, it added.

The probe into the 21st Century Herald newspaper is one of the biggest into the local media since President Xi Jinping's crackdown on corruption when he took over the ruling Communist Party in 2012.



Corrupting the integrity of 'channels' eg media

- Paying for **positive** coverage
- Paying to avoid **negative** coverage

Social Justice

'Obligation to serve the interests of society'



Our World is ...



A Recommendation

Every market:
Adopt and share a
Code of Ethics

