



Display of or by any labor publication, media production or web site of this emblem certifies that it is a member in good standing of the International Labor Communications Association and has bound itself to observe ILCA's Code of Ethics.

## **INTERNATIONAL LABOR COMMUNICATIONS ASSOCIATION**

### **CODE OF ETHICS**

To serve the members of the American Federation of Labor and Congress of Industrial Organizations and the Canadian Labour Congress and to protect the good name of labor from exploitation, the International Labor Communications Association, AFL-CIO/CLC and its member publications, media productions and web sites subscribe to and shall abide by this Code of Ethics:

1. Members will serve the best interests of the American Federation of Labor and Congress of Industrial Organizations and the Canadian Labour Congress, and will uphold their high ideals.
2. Member publications, media productions and web sites shall prominently display an accurate statement of ownership and endorsement.
3. Members will not represent, either in their publications, media productions, web sites, or in the promotion or sale of advertising, that they are endorsed by the national AFL-CIO or the CLC.
4. Member publications, media productions and web sites will not knowingly solicit, or accept advertising from any firm against which a strike or lockout is in progress, nor from any firm on an official AFL-CIO or CLC or central labor council unfair list.
5. Member publications, media productions and web sites will refuse to accept advertising from any firm which is resisting union organization of its employees.
6. Member publications, media productions and web sites will not solicit or accept local advertising from outside their areas of circulation. This does not apply to national advertising.
7. The name of a publication, media production or web site should not be inconsistent with its actual area of circulation, audience and endorsement.
8. Member publications, media productions and web sites will not accept advertising which has no demonstrable value to the advertiser's relationship with the union members who are the publication(s)' readers or the production(s)' or site(s)' audiences.
9. Member publications, media productions and web sites will not employ high pressure, long distance telephone solicitors, or accept advertising obtained through such methods.
10. Member publications, media productions and web sites will make no claim or suggestion directly, or through salespersons, that the purchase of advertising can accomplish

anything for the advertiser beyond winning consumer acceptance or approval of the advertiser's product or service. All advertising in member publications, media productions or web sites, except that concerned with nationally advertised standard brands, must carry the name and location of the advertiser and, when pertinent, the identification of the product or service sold.

11. Member publications, media productions and web sites will not associate in any manner with any yearbook, directory or program that has for its primary purpose the solicitation of donations under the guise of selling advertising.

Violations of this Code of Ethics by a member publication, media production or web site shall constitute cause for suspension and expulsion under procedures provided in the Constitution of the International Labor Communications Association, AFL-CIO/CTW/CLC.

**Effective January 1, 1998**