

Code of Ethics

I. Seek the Truth and Report It

Journalists should:

- 1) Strive to ensure the information delivered is accurate
- 2) Avoid depicting personal opinions and assumptions as a verified fact.
- 3) Strive to identify sources whenever possible. The public should be entitled to information on sources' reliability.
- 4) Diligently seek out subjects of news stories and give them the opportunity to respond to negative allegations made about them.
- 5) Allow all relevant parties the opportunity to give their views. Official as well as unofficial sources can be equally valid.
- 6) Identify themselves as members of the press when asking for interviews. Clarify and explain intention when gathering information.
- 7) Use images to complement the truth. Do not doctor images to add or remove elements that will affect the authenticity of the original scenes they represent.
- 8) Explain images clearly and accurately through captions, as readers may misinterpret unrepresented images.
- 9) Strive to tell the story of the diversity and magnitude of the human experience boldly, even if it is unpopular to do so.
- 10) Recognise a relevant obligation to ensure the public's business is conducted in the open and that university's records are open to inspection.
- 11) Avoid stereotyping by nationality, age, religion, gender, ethnicity, sexual orientation, disability, physical appearance or social status.
- 12) Never plagiarise.

II. Minimise Harm

Journalists should:

- 1) Recognise that private people have a greater right to control information about themselves than do public officials and others who seek power, influence or attention. Only an overriding public need can justify intrusion into anyone's privacy.
- 2) Show compassion for those who may be affected adversely by news coverage. Use special sensitivity when dealing with children and inexperienced sources or subjects.
- 3) Strictly make use of objective language.
- 4) Provide sufficient and extensive information from higher institutions in cases of violence and other emergencies in order to prevent rumour, speculation and needless panic.
- 5) Always identify sources unless their unveiling would involve serious potential of harming these persons.

III. Act Independently

Journalists should:

- 1) Remain free of associations and activities that may compromise integrity and damage credibility.
- 2) Refuse any sort of gifts, favours or special treatment in order to maintain journalistic objectivity.
- 3) Be vigilant and courageous towards those with power and influence.
- 4) Disclose unavoidable conflicts to the top editors and the public.

IV. Be Accountable

Journalists should:

- 1) Be held accountable for the accuracy and truthfulness of information.
- 2) Report news transparently and clearly.
- 3) Expose unethical and offensive practices of journalism to the public.
- 4) Admit mistakes of any kind immediately, apologise and clarify possible confusion.