



for Collegiate Journalists

by Albert DeLuca
and Tom Rolnicki

Fourth Edition revised by
Brian Stelen



To seek truth and to publish it is the two-step goal of a journalist. "ough plainly stated, this process is not always simple or easy to achieve. To help journalists be true to this goal, print and online newspapers, magazines and yearbooks adopt rules

- 01 Free Travel
- 02 Gifts
- 03 Free Tickets, Passes, Discounts
- 04 Ownership of Books, Records, Other Products Given for Review
- 05 Other Employment
- 06 Other Campus Media Work
- 07 Online Media Work
- 08 Other Off-campus or Free Lance Media Work
- 09 Membership in Campus Organizations
- 10 Outside Activities, Including Political
- 11 Relationships and Coverage
- 12 Use of Alcoholic Beverages While on Assignment
- 13 Sexual Harassment

01

To remain as free of influence or ob

Student journalists working with established student media may consider starting their own blog or digital-media sites to serve their campus communities. But care should be taken to keep in mind the potential consequences of their decision on the student newspaper, yearbook or other medium. Editors and managers should draft and enforce policies governing the work of student journalists in the online environment as that work impacts the ability of the student press to serve its mission in the campus community.

08 Other On-campus or Free Lance Media Work

Approval of work for an on-campus news medium and free lance media work should be sought in advance of the commitment. It is permissible only in a non-competitive medium, on a student's own time and should not conflict with the student's obligations to the publication.

09 Membership in Campus Organizations

Students may not cover a campus organization they belong to, or participate in any editorial or business decisions regarding that organization. Students may provide story leads about the organizations to which they belong to other students. Students should report

Sexual harassment is: (verbal) suggestive comments, sexual innuendo, threats, insults, jokes about sex-specific traits, sexual propositions; (nonverbal) vulgar gestures, whistling, leering, suggestive or insulting noises; (physical) touching, pinching, brushing the body, coercing sexual intercourse, assault. "is conduct can be called job-related harassment when submission is made implicitly or explicitly a condition of employment, a condition of work-related assignments, compensation and other factors, or if such conduct interferes with the staff's performance or creates a hostile, intimidating or offensive work environment. Sexual harassment is prohibited. A staff should establish a procedure to report any harassment claim. "at procedure should include at least two alternate methods of reporting, information on how the claim will be investigated, and what will be done to correct the situation if it is real harassment. A staff meeting that includes a discussion of sexual harassment and working conditions is recommended at the start of each publishing term.

14 Plagiarism of Words, Art, Other

Plagiarism is prohibited and is illegal if the material is copyright protected. For the purposes of this code, plagiarism is defined as the word-for-word duplication of another person's writing or close summarization of the work of another source without giving the source proper credit. A comparable prohibition applies to the use of graphics. Information obtained from a published work must be independently verified before it can be reported as a new, original story. "is policy also forbids lifting verbatim paragraphs

Set-ups or posed scenes may be used if the average reader will not be misled or if the caption or creditline tells

news value of the situation, common sense and decency. Reporters and photographers should not badger a person who has made it clear that he or she does not want to be interviewed or

Associated Press or another news organization for guidance in properly and accurately identifying individuals on

available for comment should be clear to the reader.

30 Sources on the Internet

Reporters who use the Internet and e-mail to interview sources should identify themselves as a reporter immediately, and should verify the source's identity with a follow-up telephone call. The source should be told that the information given is for a story. Information from Internet chat rooms and bulletin boards should not be used except as background or if it is used, it should be attributed as "from the Internet." Since some information

cover. Awards presented to the staff as a whole or to the publication generally become the property of the publication. Individuals who win awards for work published in the staff publication may accept the award and retain ownership of it.

34 Separation of Reporting from Commentary

To help the reader separate fact-based reporting from commentary, in the form of personal columns, editorials, analysis and similar opinion writing, all commentary should be labeled or somehow clearly and consistently identified as opinion, especially when it is outside the editorial or op-ed pages and mixed with fact-based reporting.

35 Influence of Advertisers

Editors should guard against attempts made by advertisers and others in the

Media Ethics and Accountability Systems, Claude-Jean Bertrand, 2000, Transaction Publishers.

Real-World Media Ethics, Phillippe Perebinosso!, 2008, Focal Press.

Contemporary Media Ethics: A Practical Guide for Students, Scholars and Professionals, Mitchell Land and Bill W. Hornaday, 2006, Marquette Books.

Media and Ethics: Principles for Moral Decisions, Elaine E. Englehardt and Ralph Barney, 2001, Wadsworth.

Issues in Journalism: A Discussion Guide for News Media Ethics, Maclyn McClary, 2005, BookSurge Publishing.

Online Journalism Ethics: Traditions and Transations, Cecilia Friend and