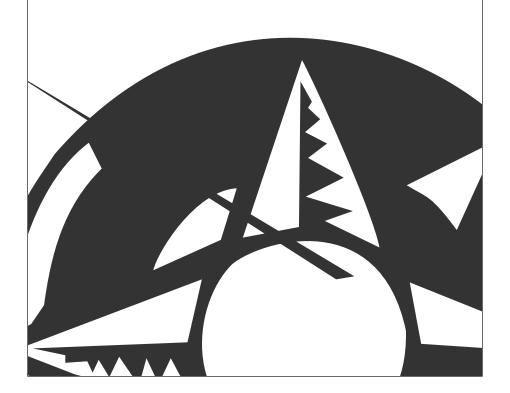


# for Collegiate Journalists

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 O!-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

To remain as free of inßuence or ob

Student journalists working with es tablished 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 O -campus or Free Lance Media Work

Approval of work for an o!-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 sta!erÕs own time and should not consict with the sta!erÕs obligations to the publication.

## 09 Membership in Campus Organizations

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

Sexual harassment is: (verbal) sug gestive comments, sexual innuendo, threats, insults, jokes about sex-specibo traits, sexual propositions; (nonverbal) vulgar gestures, whistling, leering, sug gestive 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 workrelated assignments, compensation and other factors, or if such conduct interferes with the stalerOs perfor mance or creates a hostile, intimidating or olensive work environment. Sex ual harassment is prohibited. A sta! 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 stall meeting that includes a discussion of sexual harassment and working condi tions 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, plagia rism is debned as the word-for-word duplication of another personÕs writing or close summarization of the work of another source without giving the source proper credit. A comparable prohibition applies to the use of graph ics. Information obtained from a published work must be independently veribed 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 mis led or if the caption or creditline tells

news value of the situation, common sense and decency. Reporters and pho tographers 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 orga nization 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 sourceÕs identify with a follow-up telephone call. "e 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 Òfrom the Internet.Ó Since some information

cover. Awards presented to the sta! as a whole or to the publication generally become the property of the publica tion. Individuals who win awards for work published in the sta! publica tion 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 labled or some how clearly and consistently identibed as opinion, especially when it is outside the editorial or op-ed pages and mixed with fact-based reporting.

#### 35 Inßuence 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, Phillipe Perebinosso!, 2008, Focal Press.

Contemporary Media Ethics: A Praeti cal 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 Publish ing.

Online Journalism Ethics: Traditions and Transations, Cecilia Friend and