

Code of Conduct

Last updated April 7th 2014

These principles are a model against which effecinque's journalists can measure their performance. They have been formulated in the belief that our agency should adhere to the highest standards of ethical and professional conduct. The following code of ethics has been modeled after the Associated Press' code.

We are aware that no statement of principles can prescribe decisions governing every situation. Common sense and good judgment are required in applying ethical principles to newspaper realities. As new technologies evolve, these principles can help guide editors to insure the credibility of the news and information they provide.

RESPONSIBILITY

Good journalism is fair, accurate, honest, responsible, independent and decent. Truth is its guiding principle.

It avoids practices that would conflict with the ability to report and present news in a fair, accurate and unbiased manner.

effecinque's journalism should serve as a constructive critic of all segments of society. It should reasonably reflect, in staffing and coverage, its diverse constituencies. It should vigorously expose wrongdoing, duplicity or misuse of power, public or private. Editorially, it should advocate needed reform and innovation in the public interest. News sources should be disclosed unless there is a clear reason not to do so. When it is necessary to protect the confidentiality of a source, the reason should be explained.

effecinque should uphold the right of free speech and freedom of the press and should respect the individual's right to privacy. effecinque should fight vigorously for public access to news of government through open meetings and records.

ACCURACY

effecinque's journalists should guard against inaccuracies, carelessness, bias or distortion through emphasis, omission or technological manipulation.

They should acknowledge substantive errors and correct them promptly and prominently.

INTEGRITY

effecinque's journalists should strive for impartial treatment of issues and dispassionate handling of controversial subjects. They should provide a forum for the exchange of comment and criticism, especially when such comment is opposed to its editorial positions. Editorials and expressions of personal opinion by reporters and editors should be clearly labeled. Advertising should be differentiated from news.

effecinque's journalists should report the news laws without regard for its own interests, mindful of the need to disclose potential conflicts. It should not give favored news treatment to advertisers or special-interest groups.

effecinque's journalist should not plagiarize words or images.

INDEPENDENCE

effecinque's journalists should accept nothing of value from news sources or others outside the profession. Gifts and free or reduced-rate travel, entertainment, products and lodging should not be accepted. Expenses in connection with news reporting should be paid by the agency. Special favors and special treatment for members of the press should be avoided.

Journalists are encouraged to be involved in their communities, to the extent that such activities do not create conflicts of interest. Involvement in politics, demonstrations and social causes that would cause a conflict of interest, or the appearance of such conflict, should be avoided.

Work by staff members for the people or institutions they cover also should be avoided.

Financial investments by staff members or other outside business interests that could create the impression of a conflict of interest should be avoided.

Stories should not be written or edited primarily for the purpose of winning awards and prizes. Self-serving journalism contests and awards that reflect unfavorably on the newspaper or the profession should be avoided.