

# **UNIVERSITY OF PORTLAND STUDENT MEDIA GUIDE**

## **Operating Policies and Guidelines**

### **INTRODUCTION**

The University of Portland's mission statement, "As a diverse community of scholars dedicated to excellence and innovation, we pursue teaching and learning, faith and formation, service and leadership in the classroom, residence halls, and the world. Because we value the development of the whole person, the University honors faith and reason as ways of knowing, promotes ethical reflection, and prepares people who respond to the needs of the world and its human family." Thus, the University seeks to provide an environment that facilitates development and growth in all aspects of a student's life: intellectual, spiritual, cultural, social, and physical.

The Division of Student Affairs specifically is charged with developing and maintaining a quality of student life that contributes to this development of the whole person. Toward that end, the University supports co-curricular activities that include a student-run digital news publication, The Beacon; a student-run yearbook, The Log; and a student-run radio station, KDUP. The President of the University is the publisher of both The Beacon and The Log and holds an equivalent role with KDUP.

Students from all majors and backgrounds are encouraged to apply for various positions in Student Media as content creators and designers, editors, and managers. Staff positions are compensated by the University in the form of volunteer stipends. Students who participate benefit from skills-based learning laboratory and paraprofessional experience the positions provide. Consistent with the University's policy of nondiscrimination, student media organizations may not discriminate on the basis of age, age, color, national origin, sex, sexual orientation, disability, or any other legally protected status, particularly in their hiring process and group activities.

### **GENERAL OVERVIEW OF STUDENT MEDIA**

The Beacon is the student "newspaper" in digital form. The Editor in Chief is appointed by the President upon the recommendation of the Presidential Advisory Committee on Student Media (PACSM). The Editor in Chief, in consultation with the Beacon advisor, selects the Editorial Board and fills the remaining staffing positions. The editor reports to the Student Media Advisor. In basic terms, The Beacon serves the University community by giving voice to its members and providing a forum for relevant information and dialogue about life on the Bluff.

KDUP is a non-commercial, student-run radio station. The General Manager is appointed by the President upon the recommendation of the PACSM. The General Manager, in consultation with the KDUP Advisor, fills the remaining KDUP staff positions. KDUP serves the University community by giving voice to its members and by providing music, information, dialogue and deejay services.

The Log is owned and published by the University of Portland. The Editor in Chief, who is appointed by the President upon the recommendation of the PACSM, selects the remaining Log staff members. The Log serves the University community as the official student-produced yearbook, archiving and chronicling the year from a student perspective.

## ETHICAL STANDARDS

The duty of student journalists is to serve the truth in the spirit of the University of Portland's motto, Veritas vos Liberabit ("The truth will set us free."). Toward that end, the student digital newspaper, radio station and yearbook are carriers of public discussion and information, acting on the students' freedom of expression to learn and report the facts. Student journalists are obliged to do no harm and to strive at all times to produce the highest quality of work to which they are able and to perform their duties with fairness, accuracy, and using the highest ethical practices.

In providing support for Student Media and the integrity of its operations and content, the University draws from the provisions of:

- The Associated Collegiate Press's Model Code of Ethics for College Journalists (See Appendix A)
- The Code of Ethics of The Society of Professional Journalists (See Appendix B)
- The National Press Photographers Association Code of Ethics. (See Appendix C)
- Radio-Television News Directors Association (RTNDA) Code of Ethics and Professional Conduct (See Appendix D)
- The Federal Communications Commission Guidelines on Broadcast Programming (See Appendix E)
- The College Media Advisors Code of Ethics (See Appendix F)

## BYLAWS OF THE PRESIDENTIAL ADVISORY COMMITTEE ON STUDENT MEDIA (PACOSM)

### **Article I: The Role**

The PACSM is responsible for 1) defining the role and purpose of each student medium; 2) recommending to the President the appointment or removal of student editors and managers; and 3) providing on-going feedback to Student Media leaders. The PACSM is not involved in the day-to-day operations of Student Media, although it can review operating procedures and budgeting, or review for gross negligence at any time. Acting as an advocate for Student Media, the PACSM will seek to ensure editors have adequate resources and support to do their jobs.

Furthermore, the PACSM will review all complaints not resolved by the Editor in Chief, General Manager or Student Media Advisor(s).

## **Article II: Membership**

At the discretion of the University President, the PACSM will include representation from all constituencies of the University (e.g., faculty, staff and students). The membership is as follows:

- a) **COMMITTEE CHAIR**  
The President appoints a faculty or staff member to serve as PACSM chair.
- b) **FACULTY MEMBERS**  
The Academic Senate's Committee on Committees recommends three faculty members for appointment to the PACSM. The President appoints at least three faculty members to serve as voting members of the committee. The President may reappoint at least one faculty member from the previous year to maintain continuity on the committee.
- c) **STAFF MEMBERS**  
The President appoints at least two staff members not including the committee chair, to serve as voting members of the committee. The President may reappoint at least one staff member from the previous year to maintain continuity on the committee.
- d) **STUDENT MEMBERS**  
The Associated Students of the University of Portland recommends two students for appointment as voting members of PACSM. Of the two students, one shall be a current staff member of a Student Media organization and one shall not have any affiliation with a Student Media organization. No more than one of the two students should be a member of the ASUP Senate or its Executive Board.
- e) **DIRECTOR OF STUDENT ACTIVITIES**  
The Director of the Office of Student Activities is an ex-officio, non-voting member of the PACSM.
- f) **NON-VOTING MEMBERS**  
The Student Media Advisor(s), The Beacon Editor in Chief, The Log Editor and the KDUP General Manager also are non-voting members of the PACSM. They are invited by the Committee Chair to attend regular meetings of the PACSM as appropriate.

In addition, all subcommittees formed by the PACSM to interview candidates for editor and general manager positions must include at least three members.

### **Article III: Officers**

Appointed by the President, the chair presides at all meetings, upholds the bylaws of the PACSM, signs and executes all resolutions and correspondence for the PACSM, and votes only in case of a tie. A secretary may be appointed by the chair to keep minutes of meetings and to coordinate sub-committee meetings. Proxies are allowed; however, every proxy must be authorized by signature by the represented PACSM member and shall terminate upon the conclusion of the specific meeting for which the proxy was given.

### **Article IV: Meetings**

Meetings of the Presidential Advisory Committee on Student Media (PACSM), called by the chair, are held a minimum of once a semester. Notification of the time and place of each meeting, whether the meeting is a regular or specially called meeting, is to be served to each committee member and to any other interested party to whom notification may be appropriate due to the matter(s) to be presented at that meeting, not less than seven days prior to each meeting. A special meeting may be called at any time by the chair (or secretary). A special meeting also may be called if at least three members request such a meeting in writing. A quorum, calculated as half of the membership plus one, must be established for any meeting to be official.

### **Article V: Jurisdiction**

The PACSM or its subcommittees may meet at the discretion of the chair to consider written appeals or complaints not resolved through normal procedures.

### **Article VI: Amendments**

The PACSM shall have power to recommend to the President any changes to the committee's bylaws as necessary.

## **RESPONSIBILITIES AND ROLE OF THE STUDENT MEDIA ADVISOR(S)**

- A. The Student Media Advisor is responsible for the advising and supervising of their respective Student Media operation -- The Beacon, The Log and/or KDUP -- including its finances.
- B. The Student Media Advisor(s) is appointed by and responsible to the Director of the Office of Student Activities or his/her supervisors, e.g. the Vice President for or his/her designee.
- C. The specific duties of the Student Media Advisor(s) include the following:

1. Advise Student Media staffs to carry out the policies and guidelines set forth in the Student Media Guide;
2. Ensure, in conjunction with editors and General Managers, that these operating policies, guidelines and the mission of the University are understood and observed by staff members;
3. Assist Student Media staff in the development of ethical standards and practices;
4. Assist students in pursuing and maintaining the highest standards by providing training and orientation;
5. Assume the general supervisory responsibilities for the Editors in Chief and General Manager with the authority to caution, reprimand and/or place on probation for violations of journalistic standards or for violations of the Student Conduct Code committed while serving in the role.
6. Monitor group process and dynamics;
7. Serve as a liaison between Student Media and the University community;
8. Using accepted journalism standards, provide ongoing feedback as is possible, both prior and post publication and/or broadcast;
9. Coordinate and advise in the selection and hiring of Student Media positions;
10. Seek to assure that appropriate supplies and resources are available;
11. Counsel staff members individually or collectively;
12. Work with Editors in Chief and the General Manager to design and implement training for staff members and conduct relevant workshops throughout the year;
13. Meet regularly to review publications and broadcasts with Editors in Chief and the General Manager.
14. Work to ensure the successful continuity of the program by recognizing trends in talent acquisition, technology, and content delivery.

D. The College Media Association's Code of Ethical Behavior, the Society of Professional Journalists Code of Ethics and the tenets of Teaching and Learning, Faith and Formation, and Service and Leadership within the Mission of a Holy Cross University shall inform and guide the work of the Student Media Advisor(s).

## **THE BEACON**

### **I. PURPOSES**

- 1) to report relevant news to the University community;
- 2) to disseminate diverse ideas, information, opinion, entertainment and advertisements to the University community;
- 3) to provide a forum where students, staff and faculty members engage in public dialogue on campus-related topics, as well as a wide variety of public issues;
- 4) to serve as an educational laboratory for students and members of the University community in which journalistic ethics and skills are practiced within the context of a Catholic community;
- 5) to serve as a vehicle for free inquiry and free expression

### **II. EDITORIAL RESPONSIBILITY AND FREEDOM**

The Beacon is owned and published by the University of Portland. The University, in delegating editorial responsibility to student editors, provides both editorial freedom and the ongoing financial support necessary for The Beacon to maintain its integrity of purpose.

The editorial freedom of student editors is governed by our University's Catholic identity and the tenets of responsible journalism, such as the avoidance of inaccuracy, libel, indecency, harassment, the spread of innuendo and/or undocumented allegations, and malicious personal attacks.

The Beacon will promptly publish corrections of significant errors of fact.

"The Code of Ethics of the Society of Professional Journalists" and the mission and motto of the University should guide all staff.

Editors will respect and consider the academic and religious traditions of the University and its community in formulating and promoting The Beacon's editorial content. Advertising content will be evaluated according to the advertising policies outlined later in this guide.

### **III. ASSESSMENT**

The editors and the Student Media Advisor assigned to the Beacon will critique content on a regular basis using journalistically sound standards.

Members of the PACSM may provide ongoing assessment to editors and may solicit feedback from various elements of the University community. Using standards for journalistically sound publications, local journalism professionals should also be invited to regularly critique the paper with student editors, the Advisor and reporters.

#### **IV. SELECTION AND TRAINING OF EDITORIAL POSITIONS**

The Student Media Advisor assigned to the Beacon coordinates the selection process of Editor in Chief during spring semester of the academic year. The PACSM interviews the candidates and makes recommendations to the President, who then appoints the Editor in Chief for the following academic year.

Editorial positions will be open to all full-time undergraduate and graduate students who commit to studying on campus the year in which they serve as the Editor in Chief role. While journalism experience is not required, preference may be given to candidates with journalistic experience and educational preparation, including academic courses as well as extracurricular or online training in writing, editing, multimedia tools, and courses or personal reading habits or other activities that develop critical thinking skills and cross-cultural and civic literacy.

All Beacon staff members may be required to complete assigned readings, webinars or other online learning exercises the summer prior to assuming their positions. The Editor in Chief must have been a full-time student at the University for a full academic year before assuming the position. Exceptions must have the approval of the Student Media Committee.

Prior to the start of fall semester, all editorial staff members are required to attend an orientation program coordinated by the Editor in Chief under direction of the Student Advisor assigned to the Beacon.

#### **V. OVERSIGHT**

The PACSM, responsible for recommending the hiring of the Editor in Chief to the President, also has the authority to recommend dismissal to the President. If dismissal or review for gross negligence is considered, the PACSM or its subcommittee will hold a hearing and review the matter, and make a recommendation to the President. No Editor in Chief will be dismissed without benefit of due process as described above. Should, for any reason, an untimely vacancy of the Editor in Chief position occur, the Student Media Advisor assigned to the Beacon shall work with the PACSM to recommend a new candidate to the President.

The Beacon staff will accept public complaints concerning content on any of its platforms, including social media. When appropriate, the Editor in Chief may respond to the complaint in writing. In the event that a complaint is not resolved satisfactorily, it may be referred to the Student Media Advisor assigned to the Beacon. If the matter is still not resolved, it may be forwarded to the PACSM for review. The Student Media

Committee, after careful deliberation, will make a recommendation to the President of the University about the need for further action.

Guidelines for the Editor in Chief to oversee the performance of other editors are contained in “Personnel Guidelines for Student Media” found in the Student Media Guide.

### **BEACON Editor in Chief JOB DESCRIPTION**

#### ***The Beacon Editor in Chief shall:***

- A. Supervise and contribute to ongoing content on upbeacon.com and other digital platforms.
- B. Be responsible for all material that appears in the publication, except for advertising content. While advertisers are responsible for the accuracy of their advertisements, the editor should monitor and approve advertising content so that it is consistent with University values. Adhere to all University policies and the basic tenets of responsible journalism as outlined within this Student Media Guide and its appendices.
- C. Exercise sound judgment grounded in fairness and accuracy and the canons of responsible journalism, including ensuring significant errors of fact are corrected and published promptly. In cases of subjective analysis and editorial opinion, full opportunity must be given for dissenting replies or opinions with equal space and display, as determined by the editor.
- D. Consult with the Editorial Board to determine general editorial policy (as distinct from opinion articles that represent the points of view of specific writers). The approval of a simple majority of the Editorial Board is required before the publication of specific editorials. Ensure that all editorial direction is guided by the Society of Professional Journalists’ Code of Ethics.
- E. Maintain an open mind and be accessible toward all elements of the University community, while realizing that students constitute its largest element. In so doing, the editor shall personally, or through delegated staff members, maintain reasonable access for individuals and campus groups wishing to meet with the editor.
- F. With regard to personnel issues, the Editor in Chief will:
  - 1. In consultation with the Student Media Advisor, appoint members of the staff actively recruit, train and supervise staff.
  - 2. Exercise leadership that establishes and maintains an effective and productive managerial and editorial relationship with members of the



staff. By personal example, encourage similar relationships between editors and the staff members they supervise.

3. Provide leadership aimed at assuring optimum learning, including enhancing the journalistic skills of staff members.
4. Foster amicable and productive relationships with various departments, student groups and other stakeholders in the University community.-
5. Represent The Beacon as a non-voting member of the PACSM. Upon request of the PACSM, prepare a one-page summary of accomplishments, challenges and feedback related to The Beacon to date.
6. Maintain an effective working relationship with the Student Media Advisor in his or her role as a resource and as a representative of the University. To accomplish this, the Editor in Chief will initiate weekly conferences with the Student Media Advisor.
7. Conduct ongoing evaluations of the performance and product of staff members with weekly oral and written updates to the Student Media Advisor, and through periodic conferences with individual staff members.
8. Follow the “Personnel Guidelines for Student Media” found in the Student Media Guide in all matters dealing with the publication staff.

G. Assessment:

1. Lead planning and critique meetings with the entire editorial staff twice per week while school is in session and separate meetings with the editorial board once a week.
2. When such help can improve the quality of the reporting and writing of The Beacon, direct individual staff members to seek out the Student Media Advisor for individual coaching.
3. Write (before concluding his or her term) an evaluation of the year that includes a brief critique, lessons learned, problem areas, suggestions for changes, etc. The editor also will be expected to train his or her successor once that person has been selected.
4. Ensure job descriptions for each position within the organization are updated in a timely manner within the appropriate student media section(s) on up.edu.
5. Attend and actively participate in all budget planning meetings, Ed Board meetings and critique meetings. Prior to attending the critique meetings,

must read that week's publication. Absences must be cleared in advance through the editor and Student Media Advisor.

6. Assume the duties of the Editor in Chief when requested to do so.
7. Report and write stories as needed.

## **KDUP**

### **I. PURPOSES**

- 1) to involve the campus community by providing information, news, opinion and entertainment;
- 2) to build community by establishing and maintaining an atmosphere of free and responsible discussion;
- 3) to provide a wide variety of music and to connect students to the local Portland and greater college music scene;
- 4) to serve as an educational laboratory for students to learn the ethics and skills of broadcast and Web journalism within the context of a Catholic community.

### **II. STATION RESPONSIBILITY AND FREEDOM**

KDUP is owned and operated by the University of Portland. The University, in delegating broadcast responsibility to student managers, provides both freedom and the ongoing financial support necessary for KDUP to maintain its integrity of purpose.

The broadcast freedom of student managers is governed by our University's Catholic identity and the tenets of responsible journalism, such as the avoidance of slander, libel, indecency, harassment, the spread of innuendo and/or undocumented allegations, and malicious personal attacks.

Any material proposed for KDUP that contains controversial subject matter as determined by University guidelines is to be submitted to the Program Director prior to broadcast of the material. The Code of Ethics and Professional Conduct of the Radio-Television News Directors Association shall serve as a guide in operations and programming for all KDUP staff members, including the General Manager and deejays. Pertinent guidelines can be found in the Student Media Guide.

Managers will respect and consider the academic and religious traditions of the University and its community in formulating and promoting the station's programming and public service announcement content.

### **III. ASSESSMENT**

The managers and the Student Media Advisor assigned to KDUP will meet to critique programming on a regular basis throughout the year. Members of the PACSM may provide ongoing assessment to KDUP staff and may solicit feedback from various elements of the University community.

### **IV. SELECTION AND TRAINING OF MANAGERIAL POSITIONS**

The Student Media Advisor assigned to KDUP coordinates the selection process of the General Manager during the spring semester of the academic year. The PACSM interviews the candidates and makes recommendation to the President, who appoints the General Manager for the following academic year.

Management positions will be open to all full-time undergraduate and graduate students who commit to studying on campus the year in which they serve in the General Manager role. Preference will be given to candidates with broadcast experience and related academic preparation.

A General Manager designee, without experience in broadcast journalism and academic training in communications law, may be required to take those courses (or appropriate directed studies) the summer prior to assuming the position. The General Manager must have been a full-time student at the University for one full academic year before assuming his or her position. Exceptions must have the approval of the PACSM.

Prior to the start of broadcasting in the fall, all paid staff members are required to participate in an orientation program coordinated by the General Manager under direction of the Student Media Advisor assigned to KDUP.

Prior to broadcasting, all staff and deejays must sign a statement acknowledging that they are aware of station rules and guidelines. Station rules and guidelines are outlined later in this guide. Consult “KDUP DJ Manual.”

### **V. OVERSIGHT**

Because the PACSM is responsible for recommending the hiring of the General Manager to the President, it also will have the authority to recommend dismissal to the President. If dismissal or review for gross negligence is considered, the PACSM or its subcommittee will hold a hearing, review the matter, and make a recommendation to the President. No General Manager will be dismissed without benefit of due process as described above. In the event of an untimely vacancy of the General Manager, the Student Media Advisor assigned to KDUP will work with the Student Media Committee to recommend a new General Manager candidate to the President.

Under normal circumstances, KDUP staff will accept public complaints concerning their broadcasts. When appropriate, the General Manager may respond to the

complaint in writing and on air. In the event that a complaint is not resolved satisfactorily, it is referred to the Student Media Advisor assigned to KDUP. If the matter is not resolved, it may be forwarded to the PACSM for review. After careful deliberation, the PACSM will make a recommendation to the President of the University.

Guidelines for overseeing the performance of managers are contained in “Personnel Guidelines for Student Media” in the Student Media Guide.

## **KDUP JOB DESCRIPTIONS**

### **KDUP General Manager Job Description**

#### **The KDUP General Manager shall:**

- A. Be responsible for all on-air material and discussion.
- B. Uphold all rules and regulations of the FCC and of the University of Portland as they relate to station operation, and assist the Student Media Advisor assigned to KDUP in implementing policies and directives.
- C. Represent the station in community relations.
- D. Represent the station as a non-voting member to the PACSM. Upon request of the PACSM, the General Manager will present a one page summary of accomplishments, challenges and feedback related to the station’s standing to date.
- E. Make the final decisions in all station matters in consultation with the Student Media Advisor assigned to KDUP.
- F. Exercise overall responsibility for supervising station staff. Exercise leadership in establishing and maintaining a professional managerial relationship with all members of the staff. Provide leadership in assuring an optimum learning experience for all members of the staff leading to the enhancement of their broadcast and interpersonal communication skills.
- G. It is recommended that the GM host one regular air shift each semester: two hours, one day a week.
- H. Follow the “Personnel Guidelines for Student Media” in the Student Media Guide.
- I. Initiate and forward to the Student Media Advisor assigned to KDUP all requests for station requisitions and purchases.
- J. Maintain an effective working relationship with the Student Media Advisor assigned to KDUP in his or her role as a resource person and as a representative of

the University. To accomplish this, the General Manager will initiate weekly conferences with the Student Media Advisor.

- K. Write a concluding report/evaluation of the year.
- L. Serve as the lead on all station budgetary matters in coordination with the Student Media Advisor assigned to KDUP.
- M. Set an agenda for and hold weekly all staff meetings. The meeting agenda shall be distributed one day in advance of the all-staff meeting.
- N. Ensure job descriptions for each position within the organization are updated in a timely manner within the appropriate student media section(s) on up.edu.

## ***THE LOG***

### **I. PURPOSES**

- 1) to assure a historical record that accurately and fairly reflects in print, photos and graphics the entire academic year at the University;
- 2) to serve as a keepsake and reminder for students and members of the University community of their time at the University;
- 3) to serve as an educational laboratory for students to learn the ethics and skills of publication within the context of a Catholic community.

### **II. EDITORIAL RESPONSIBILITY AND FREEDOM**

The Log is owned and published by the University of Portland. The University, in delegating editorial responsibility to student editors, provides both editorial freedom and the ongoing financial support necessary for The Log to maintain its integrity of purpose.

The editorial freedom of student editors is governed by our University's Catholic identity and the tenets of responsible journalism, such as the avoidance of inaccuracy, libel, indecency, harassment, the spread of innuendo and/or undocumented allegations, and malicious personal attacks.

"The Code of Ethics of the Society of Professional Journalists" found in the Student Media Guide will guide The Log staff.

Editors will respect and consider the academic and religious traditions of the University and its community in balancing the coverage of campus life in the yearbook.

### **III. ASSESSMENT**

The editors and the Student Media Advisor assigned to the Log will meet regularly to discuss progress on the book's development. Members of the PACSM may provide ongoing assessment to Log staff and may solicit feedback from various elements of the University community.

#### **IV. SELECTION AND TRAINING OF EDITORIAL POSITIONS**

The Student Media Advisor coordinates the selection process of the Editor in Chief of The Log during spring semester of the academic year. The PACSM interviews the candidates and makes recommendations to the President, who appoints the Editor in Chief for the following academic year.

Editorial positions will be open to all full-time undergraduate and graduate students who commit to studying on campus the year in which they serve in the Editor in Chief role. Preference will be given to candidates with yearbook experience, strong writing and design skills and academic preparation in journalism.

An Editor in Chief designee without academic training in publication production and communications law may be required to take those courses (or appropriate directed studies) the summer prior to assuming the editorship. The Editor in Chief must have been a full-time student at the University for a full academic year before assuming the position. Exceptions must have the approval of the Student Media Committee.

All paid staff members are required to participate in an orientation program coordinated by the editor under the direction of the Student Media Advisor assigned to the Log.

#### **V. OVERSIGHT**

Because the PACSM is responsible for recommending the hiring of the Editor in Chief to the President, it also will have the authority to recommend dismissal to the President. If dismissal or review for gross negligence is considered, the Student Media Committee or its subcommittee will hold a hearing, review the matter and make a recommendation to the President. No Editor in Chief will be dismissed without benefit of due process as described above. Should, for any reason, an untimely vacancy in the Editor in Chief position occur, the Student Media Advisor assigned to the Log will work with the PACSM to recommend a new candidate to the President.

Under normal circumstances, The Log staff will accept public complaints concerning the publication's content. When appropriate, the Editor in Chief will respond to the complaint in writing. In the event a complaint is not resolved satisfactorily, it is referred to the Student Media Advisor assigned to the Log. If the matter is not resolved, it may be forwarded to the PACSM for review. After careful deliberation, the PACSM will make a recommendation to the President of the University.

Guidelines for the Editor in Chief to oversee the performance of other Log staff are contained in “Personnel Guidelines for Student Media” found in the Student Media Guide.

## **The Log JOB DESCRIPTIONS**

### **The Log Editor in Chief Job Description**

#### **The Log Editor in Chief Shall:**

- A. Be responsible for all material appearing in the yearbook, and its appearance and form. Shall exercise sound judgment grounded in fairness and accuracy and the tenets of journalism to assure the yearbook truthfully and fairly reflects the entire academic year at the University in print, photos and graphics in as complete a manner as production schedules permit. In so doing, he or she will call on the Student Media Advisor assigned to the Log for counsel and support.
- B. Attempt to present a balanced depiction of the University and all elements of the University community during his or her year of editorship to create a publication of accurate record, which is an acknowledged goal of the yearbook.
- C. Strive to produce a yearbook that is a valid representation of the University community. The Log is not a publication for commentary nor a forum for personal opinions of any one part or portion of the community.
- D. Maintain an open mind and an open-door policy toward all elements of the University community while recognizing that the students are The Log’s largest constituency. The editor shall personally, or through delegated staff, keep in close touch with all facets of the University and all constituencies.
- E. Establish goals at the beginning of the term in conjunction with the yearbook staff. Expected to coordinate all facets of yearbook production (including senior portraits and yearbook distribution) and to meet all deadlines with the publishing company.
- F. Represent the yearbook as a non-voting member to the PACSM. Upon request of the PACSM, the Editor will present a one page summary of accomplishments, challenges and feedback related to the publication’s standing to date.
- G. Lead planning and critique meetings with the entire staff once per month while school is in session and separate meetings with the editorial board once a week. When such help can improve the quality of the photography, reporting, and writing of The Log, direct individual staff members to seek out the Student Media Advisor assigned to the Log for individual coaching.

- H. Write (before concluding his or her term) an evaluation of the year that includes a brief critique, lessons learned, problem areas, suggestions for changes, etc.
- I. Ensure job descriptions for each position within the organization are updated in a timely manner within the appropriate student media section(s) on up.edu.

**With regard to Campus Duties, the Editor in Chief shall:**

- A. Set occasional compensation for adjunct/supplementary staff after consultation with, and subject to the approval of, the Student Media Advisor assigned to the Log.
- B. Foster an amicable working relationship with student affairs staff and with the communications faculty and students.
- C. Establish close and productive working relationships with campus services, the contract printer and other agencies providing production assistance and services. This can be done through judicious delegation of responsibilities to staff members and continuing supervision.
- D. Represent The Log as a non-voting member of the PACSM. Meet with the PACSM or its subcommittee for evaluation of the previous yearbook and consult during planning for the current year's publication.
- E. Maintain an effective working relationship with the Student Media Advisor assigned to the Log in his or her role as a resource person and as a representative of the University. Initiate weekly conferences with the Student Media Advisor.
- F. Work productively with the incoming editor during the weeks following that person's selection and appointment in order to fully acclimate him or her to the responsibilities of the position.
- G. Follow the "Personnel Guidelines for Student Media."

**PERSONNEL GUIDELINES FOR STUDENT MEDIA**

**NOTE:** For the purpose of these guidelines, "editor" refers to the Editors in Chief of The Beacon and The Log and the KDUP General Manager. "Staff member" refers to those who serve in a role as a member of the staffs of The Beacon, the Log, or KDUP. Volunteers DJs are not considered staff members.

**I. Job Description**



- A. Student Media Advisors and editors for The Beacon, The Log and KDUP shall maintain a list of job descriptions for each media outlet that are also posted within the appropriate student media section(s) on up.edu. Job descriptions shall be discussed by the editor with prospective employees prior to hiring, preferably in the presence of the Student Media Advisor.
- B. At the discretion of the Student Media Advisor, and in consultation with the editor, job descriptions may be altered to adjust to the needs of the organization. Such changes shall not necessarily constitute a precedent for future staff members holding the position. Any changes to a written job description will be provided by the editor to the staff member and Student Media Advisor in writing.

## **II. Staff Evaluations**

- A. If warranted due to deficient performance, the editor shall make a written evaluation of staff members he or she has appointed, with copies to the individual staff member and to the Student Media Advisor.
- B. The editor will set up conferences with individual staff members to explain these evaluations. The frequency of these evaluations is to be determined by the editor, in consultation with the Student Media Advisor. It is recommended that such conferences include the Student Media Advisor.

## **III. Disciplinary Procedures**

The Beacon, The Log and KDUP will follow a “Three Strikes and You’re Out” disciplinary policy, with the third strike resulting in termination:

- A. If any aspect of a staff member’s job performance is judged to be inappropriate or unacceptable, the editor/GM may issue a “strike.” The first strike is a warning via email, which will be cc’d to the Student Media Advisor. The email should clearly state the editor is giving the recipient a “strike,” and describe the violation/unacceptable performance and or pattern of behavior that triggered the strike. As a result, the editor may assign the recipient to take specific action(s) to remedy the problem. The email should also request that the recipient reply to confirm the email was received and read and give the recipient an opportunity to respond on the performance issue.
- B. If the staff member’s performance continues to be inappropriate or unacceptable, the editor/GM may issue a second “strike.” This results in a probationary period of close observation and evaluation of the staff member’s performance. The second “strike” should be outlined in writing, for a specific length of time, and should detail corrective action to be formally reviewed at the end of the probation.
- C. At the end of the probationary period, the editor/GM will meet with the staff member, and if the corrective action steps have not been completed satisfactorily, the editor/GM may issue a third “strike” and terminate the employee.

- D. Automatic Termination: If a staff member commits an act that is determined by the editor/GM, the Student Media Advisor or Director of Student Activities to be so egregious that it warrants automatic termination, written notification via email, citing cause, will be issued to the staff member. The other parties shall be consulted before the termination email is sent, and cc'd on the email.

#### **IV. Right of Appeal**

- A. Appeal of termination may be made in writing to the Presidential Advisory Committee on Student Media (PACSM) within five business days.
- B. On receipt of the written appeal, the chair of the PACSM will review the matter and issue a recommendation to the President.

### **POLICIES ON ACADEMIC STANDARDS FOR STUDENTS IN PAID POSITIONS IN THE STUDENT MEDIA**

1. Students applying for paid positions in Student Media should be in good academic standing at the time of application. Preference will be given to students who have a cumulative grade point average of at least 3.0. The Student Media Advisor should screen applications and may allow exceptions to this guideline, especially in circumstances involving illness or family emergency.
2. Any student in a paid Student Media position who is put on academic probation must meet with the Student Media Advisor. The Student Media Advisor has the option of terminating the student from the paid position, if the time required to perform job duties hinders or jeopardizes the student's academic focus. The Student Media Advisor will consider extenuating circumstances, such as illness or family emergency.

### **CODE OF ADVERTISING ACCEPTABILITY**

Editorial and Advertising functions of media outlets should operate separately and not influence the other. While responsible free speech is a core value intrinsic to editorial content, that principle does not extend to advertising placement. The courts have upheld the theory that the media does not have to accept any advertising that is offered.

To protect the interests of readers, listeners and advertisers, the PACSM adopted a code of advertising acceptability standards during the 1990-91 academic year that applies to all media under its jurisdiction. These standards serve to protect the reader and listener from the potentially harmful effects of misleading, inaccurate, fraudulent, doubtful or ambiguous representation, and dishonest or unfair competitive statements. These standards also serve to prevent the effects of questionable advertising from destroying reader and listener confidence in the media and in the good advertising that it carries.

The general standards that govern the acceptability of advertising by the PACSM are outlined below. Public Service Announcements for KDUP are to be screened according to the same standards. With the 1961 production of The Log, the solicitation of advertising for future yearbooks was discontinued as matter of policy.

1. The PACSM does not accept advertising that, in its judgment, contains attacks of a personal, sexist, racial or religious nature, or that reflects unfavorably on competitive organizations, institutions or merchandise. No advertising will be accepted that subjugates any person due to gender.
2. The PACSM does not accept any advertising that appears to contradict the institution's values and any advertising with subject matter that violates the standards and/or policies of the University community. This includes such advertising that would promote abortion, artificial contraception, X-rated movies, academic dishonesty, underage or binge drinking, illicit drug use, or other illegal activities or products. Ads that implicitly or explicitly perpetuate sexism, racism and religious and/or ethnic bigotry are also unacceptable.
3. The PACSM does not accept any advertising submitted in the expectation of receiving publicity in editorial content.
4. The PACSM does not accept advertising that, in its judgment, might destroy the confidence of readers or advertisers. This includes advertising that is misleading or deceptive, or that grossly exaggerates or makes unwarranted claims.
5. The PACSM does not accept advertising that evades or attempts to encourage the evasion or violation of any law, regulation or ordinance -- municipal, state or federal.
6. The PACSM does not accept advertising that resembles news matter. If a type resembling standard body type is used, a border will be placed around the ad and the word "Advertisement" will be clearly defined at the top of the ad. Headlines shall not be a standard news headline type.
7. All ads that are written in a foreign language shall have at least an abbreviated translation of its contents in English to accompany the ad.
8. If telephone numbers are in an ad, written permission must be granted by the person who will be receiving the phone calls.

The ultimate authority in determining whether or not an advertisement or series of advertisements is acceptable resides with the publisher. This authority is delegated to the Student Media Advisor and through him or her to the Beacon Advertising Manager. At the discretion of the Advertising Manager or News Director, questionable advertising will be submitted prior to the publication/broadcast to the Advisor. The Advisor's ruling is final unless an appeal made to the PACSM is granted. If the advertiser or interested

group insists that the advertisement or type of advertising in question be submitted to the PACSM for its consideration, then all appeals shall be considered by the PACSM within seven working days after the appeal is made. A decision of the PACSM may be appealed to the President.

## Appendix A

### MODEL CODE OF ETHICS FOR STUDENT JOURNALISTS

© Associated Collegiate Press

1. **Free travel:** To remain as free of influence or obligation to report a story, the journalist should not accept free travel, accommodations or meals related to travel. For convenience, sports reporters may travel on team charters, but the publication should pay the cost of the transportation and related expenses. The same pay-as-you-go policy should apply to non-sports reporting as well, including businesses and governments. Free travel and accommodations which are non-coverage related and which may be provided by the vendor may be accepted if the primary purpose is for education or training of an agreement or contract.
2. **Gifts:** Gifts should not be accepted. Any gifts should be returned to the sender or sent to a charity. If the gift is of no significant value, such as a desk trinket, small food item or pen, the staff member may retain the gift.
3. **Free tickets, passes, discounts:** If money is available, staffers assigned to cover a sporting event, lecture, play, concert, movie or other entertainment event should pay for admission. Free tickets or passes may be accepted by staff members assigned to cover an event or by those attending for legitimate news purposes. Press facilities at these events may only be used by staff members who are assigned to cover the event. Free tickets or passes may be accepted by staff members for personal use only if the tickets are available on the same complimentary basis to non-journalists.
4. **Ownership of books, records, other products given for review:** Any materials given to the publication for review become the property of the publication and not of any individual staff member.
5. **Other employment:** Other employment must not conflict with the staffers first responsibilities to the publication. The staffer must report any other employment to the editor to avoid any conflicts of interest with the assignments or other staff editorial or business responsibilities or influences.
6. **Other campus media work:** To avoid a conflict of interest, a staffer may not hold two or more similar positions on two or more campus news, public information or public relations mediums or organizations.
7. **Other off-campus or freelance media work:** Any free-lance work or work for an off-campus medium by a Student Media staffer requires prior approval of the Student Media Advisor. Permission may only be granted when the off-campus or free-lance work does not compete with Student Media work, when it is performed

on a staffer's own time and when it does not conflict in any way with the staff member's obligation to the University publication.

8. **Membership in campus organizations:** A Student Media staff person may not report on a campus organization of which he or she is a member or participate in any editorial or business decision involving the organization. Staffers may provide news leads to other staff members about the organizations to which they belong. Staffers should disclose their memberships to their supervising editor. Toward the goal of maintaining an independent press, a Student Media staff member should not be an elected or appointed member of student government.
9. **Outside activities, including political:** Political involvement, holding public office off-campus and service in community organizations should be considered carefully to avoid comprising personal integrity and that of the publication. The notion of the journalist as an independent observer and fact-finder is important to preserve. A staffer involved in specific political activity should not be assigned to cover any developments related to the activity or efforts by the respective group(s). Staffers should conduct their personal lives in a manner which will not lead to conflicts of interest.
10. **Relationships and coverage:** Staffers must declare conflicts and avoid involvement in stories dealing with members of their families. Staff members must not cover -- in words, photographs or artwork -- or make news decisions involving family members or persons with whom they have financial, adversarial or close relationships.
11. **Use of alcoholic beverages while on assignment:** To avoid suspicion that a staffer's judgment, credibility or objectivity could be impaired by alcohol, a staffer (of legal age) should not drink -- or should only drink lightly -- while on assignment during a social setting, such as at a dinner or reception. When covering an event where alcohol is served, staffers should not accept free drinks. Staffers should avoid the appearance that they are being "wined and dined" by any source or agency.
12. **Sexual harassment:** Sexual harassment is defined (verbally) as suggestive comments, innuendo, threats, insults, jokes about sex-specific traits, and sexual propositions; (non-verbally) as vulgar gestures, whistling, leering, suggestive or insulting noises; (physically) as touching, pinching, brushing the body, coercing sexual intercourse, or assault. This conduct can be called job-related harassment when submission is made implicitly or explicitly a condition of employment, a condition of work-related assignments, a condition for compensation and/or other factors, and if such conduct interferes with the staffer'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. That procedure should include two alternate methods of reporting; information on how the claim will be investigated; and what will be done to correct the situation

if real harassment is found to have occurred. A staff meeting that includes a discussion of sexual harassment and working conditions is recommended at the start of each publishing term.

13. **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 and shall be limited to passages that contain distinctively personal thoughts, uniquely stylized phraseology or exclusive facts. 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. This policy also forbids lifting verbatim paragraphs from a wire service without attribution or a notation that wire stories were used to compile the story.
14. **Fabrication of any kind:** The use of composite character or imaginary situations or characters will not be allowed in news or feature stories. A columnist may, occasionally, use such an approach in developing a piece, but it must be clear to the reader that the person or situation is fictional.
15. **Electronically altered photos:** Electronically altering the content of photos for news and general feature stories or as stand-alone news and feature photos is not allowed. Content may be altered as a special effect for a limited number of features if the caption or credit line includes that fact and if an average reader would not mistake the photo for reality. Readers expect photos and stories to be truthful.
16. **Photo illustration:** Set-ups or posed scenes may be used if the average reader will not be misled or if the caption or credit line tells readers that the visual is a photo illustration.
17. **Use of photographs of victims of accidents, fires, natural disasters:** Photos have a tremendous impact on readers. The question of privacy versus the public's right to know should be considered. The line between good and bad taste and reality and sensationalism is not always easy to draw. Care should be taken to maintain as much as possible the dignity of the subject of a photograph without hindering the truth of the event.
18. **Reporting names, addresses of crime victims:** Staffers need to know the state laws governing the publication of information that will identify rape and sexual assault victims. Generally, the names of rape victims are not published; however there is a trend to ask rape victims to go public. This disclosure may be negotiated between the victim and the publication. Victims of non-sexual crimes may be identified, but the publication has a responsibility to give some protection to the victim such as giving imprecise addresses. With the exception of major crimes, an arrested person is not named until charges are filed.

19. **Cooperation with law enforcement, government, college administration:** To maintain its watchdog role, a publication must remain independent. The publication should not take over any of the duties of any outside agency and cooperation or involvement in the work of such agencies should be restricted to what is required by law. Staffers should know any freedom of information, open meetings and shield laws that apply to their work. If a staffer thinks a public authority is interfering with the staffer's ability to function as a journalist, the incident should be reported to the editor.
20. **Scrutiny of a public person's life:** Conflicts exist between a person's desire for privacy and the public good and/or the public's right to know about the lives of public persons. Persons who freely choose to enter public life as a celebrity or servant should expect a greater level of scrutiny of their lives than private persons -- even private persons who find themselves suddenly involved in public situations. Staffers should make judgments based on the real news value of a 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 photographed. One exception is persons who are involved in criminal activity or in court. Publishing intimate details, such as a person's health or sexual activities, should be done with extreme care and **only** if the facts are necessary to tell the story **and** are significant in terms of the public having a meaningful right to know.
21. **Profane, vulgar words, explicit sexual language:** The primary audience of a college publication is adults. Although they are not generally used for scholarly writing, profane and vulgar words are a part of everyday conversation and during the interview stage of news gathering, staffers may encounter subjects whose language fits that description. The staff may publish these words if the words are important to the situation -- the reality of life -- or if the words help establish the character of the interviewee. The staff also may decide to limit such references to prevent the offending language from overshadowing the other, more important facts of the story. Profane and vulgar words are not acceptable for opinion writing. Though they may be vulgar or profane, individual words are not obscene. When writing about health issues, and to a limited extent, when writing about sex crimes, explicit references that are necessary to accurately describe sexual activity and human body parts and functions should be used, provided the language is not vulgar or that which is considered street slang.
22. **Sexist language:** Staffers will avoid sexist labels and language, using neutral terms and descriptions instead.
23. **Negative stereotyping:** Staffers will take care in writing to avoid applying stereotypes to individuals who are members of a particular group. Generalizations based upon stereotypes can be misleading and inaccurate. In a broader sense, writers and photographers should avoid more subtle stereotyping in their selection of persons they interview and photograph. Some examples of



negative stereotypes: unmarried, black, teenage, welfare mothers; unemployed, alcohol-abusing Native Americans; overweight, long-haired, white, biker outlaws; limp-wristed, effeminate gays; inarticulate, dumb, blonde women.

24. **Use of racial ethnic other group identifiers:** Identification of a person as a member of any population group should be limited to those cases when that membership is essential for the reader's complete understanding of the story; the identification should be made with great care so not to perpetuate negative group stereotyping. When identifiers are used, correct terms should be employed. Some examples: Hispanic, Jew, lesbian, Italian, person with AIDS (PWA), physically challenged, hearing impaired.
25. **False identity, stolen documents, concealed recording, eavesdropping:** In the normal course of reporting, staffers shall not represent themselves as anything other than representatives of the publication. In extraordinary circumstances, when an editor judges that the information cannot be obtained through any other means and the value of that information to the readers is crucial, the editor may authorize a misrepresentation. Staffers may not steal or knowingly receive stolen materials. Except in situations the editor deems as extraordinary, a staffer shall not record without the interviewee's permission or the obvious placement of a recording device (not hidden) at the start of the interview or meeting in which the interviewee or newsmakers do not object and are aware of the presence of the recording device. Committing an illegal act to eavesdrop on a source is not allowed. State laws on the use of recording devices should be consulted.
26. **Granting and preserving confidentiality to sources:** A reporter should not promise confidentiality to a source without the permission of the editor. Confidentiality should only be given if there is a real chance that physical, emotional or financial harm will come to the source if his or her name were revealed. The editor should have all of the facts and the source's name before the decision is made. The editor should know of any laws pertaining to confidentiality and disclosure before a decision is made. A reporter should make every attempt to get the same information from another source who agrees to be named since the goal is to attribute all information to a specific source for all stories.
27. **Anonymous sources:** Generally, anonymous sources are not used in stories. Information that comes from an unnamed or unknown source should not be used unless it can be verified through another, known source. If two independent sources verify the information and both are unnamed, an editor may decide to publish the information with careful consideration of the need for immediacy and the news value of the information. The source may be identified generally as associated with an agency to give some degree of credibility to the information. (See confidentiality.) The danger exists that the reader may not believe the information if sources are not given; the publication's credibility may suffer;

information obtained later from a named source and verified may disprove the information given by the unnamed or unknown sources.

28. **Corrections:** An inaccuracy is never knowingly published. If any error is found, the publication is obligated to correct the error as soon as possible, regardless of the source of the error. A consistent location should be established for corrections. Corrections should be clearly and prominently labeled. A magazine or yearbook published semi- or annually may want to publish a correction in a more frequently published medium, such as the student newspaper. Clarifications similarly should be labeled and published.
29. **Ownership of work:** Whether a staff is paid or a volunteer, the publication “owns” the published and unpublished work performed by staffers if the work was done as a staff assignment. Ownership of unpublished work may revert to the staffer at a certain time if the editor agrees with this arrangement. The publication has unlimited use of the work. The act of voluntarily joining a staff indicates approval of this policy.
30. **Contests, honors:** The publication has a proprietary interest in the material it publishes. Thus, as a voting group, top editors determine which entries will be selected to represent the publication in contests. This will avoid the appearance of a conflict of interest that may occur if staffers were to win or accept awards from organizations they are assigned to cover. Awards presented to the staff as a whole or to the publication generally become the property of the publication. Individuals who are awarded for their published work may personally accept the award and retain ownership of it.
31. **Five Important Questions for a Reporter:** 1. Why am I reporting the story? 2. Is the story fair? 3. Have I attempted to report all angles? 4. Who will the story affect? 5. Can I defend my decision to report the story?

## **Appendix B**

### **Society of Professional Journalists Code of Ethics**

#### **SEEK TRUTH AND REPORT IT**

Journalists should be honest, fair and courageous in gathering, reporting and interpreting information. Journalists should:

- Test the accuracy of information from all sources and exercise care to avoid inadvertent error. Deliberate distortion is never permissible.
- Diligently seek out subjects of news stories to give them the opportunity to respond to allegations of wrongdoing.
- Identify sources whenever feasible. The public is entitled to as much information as possible on sources' reliability.
- Always question sources' motives before promising anonymity. Clarify conditions attached to any promise made in exchange for information. Keep promises.
- Make certain that headlines, news teases and promotional material, photos, video, audio, graphics, soundbites and quotations do not misrepresent. They should not oversimplify or highlight incidents out of context.
- Never distort the content of news photos or video. Image enhancement for technical clarity is always permissible. Label montages and photo illustrations.
- Avoid misleading re-enactments or staged news events. If re-enactment is necessary to tell a story, label it.
- Avoid undercover or other surreptitious methods of gathering information except when traditional open methods will not yield information vital to the public. Use of such methods should be explained as part of the story.
- Never plagiarize.
- Tell the story of the diversity and magnitude of the human experience boldly, even when it is unpopular to do so.
- Examine their own cultural values and avoid imposing those values on others.
- Avoid stereotyping by race, gender, age, religion, ethnicity, geography, sexual orientation, disability, physical appearance or social status.
- Support the open exchange of views, even views they find repugnant.
- Give voice to the voiceless; official and unofficial sources of information can be equally valid.
- Distinguish between advocacy and news reporting. Analysis and commentary should be labeled and not misrepresent fact or context.
- Distinguish news from advertising and shun hybrids that blur the lines between the two.
- Recognize a special obligation to ensure that the public's business is conducted in the open and that government records are open to inspection.

## **MINIMIZE HARM**

Ethical journalists treat sources, subjects and colleagues as human beings deserving of respect. Journalists should:

- Show compassion for those who may be affected adversely by news coverage. Use special sensitivity when dealing with children and inexperienced sources or subjects.
- Be sensitive when seeking or using interviews or photographs of those affected by tragedy or grief.
- Recognize that gathering and reporting information may cause harm or discomfort. Pursuit of the news is not a license for arrogance.
- Recognize 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.
- Show good taste. Avoid pandering to lurid curiosity.
- Be cautious about identifying juvenile suspects or victims of sex crimes.
- Be judicious about naming criminal suspects before the formal filing of charges.
- Balance a criminal suspect's fair trial rights with the public's right to be informed.

## **ACT INDEPENDENTLY**

Journalists should be free of obligation to any interest other than the public's right to know. Journalists should:

- Avoid conflicts of interest, real or perceived.
- Remain free of associations and activities that may compromise integrity or damage credibility.
- Refuse gifts, favors, fees, free travel and special treatment, and shun secondary employment, political involvement, public office and service in community organizations if they compromise journalistic integrity.
- Disclose unavoidable conflicts.
- Be vigilant and courageous about holding those with power accountable.
- Deny favored treatment to advertisers and special interests and resist their pressure to influence news coverage.
- Be wary of sources offering information for favors or money; avoid bidding for news.

## **BE ACCOUNTABLE**

Journalists are accountable to their readers, listeners, viewers and each other. Journalists should:

- Clarify and explain news coverage and invite dialogue with the public over journalistic conduct.
  - Encourage the public to voice grievances against the news media.
  - Admit mistakes and correct them promptly.
  - Expose unethical practices of journalists and the news media.
  - Abide by the same high standards to which they hold others.
-

## **Appendix C**

### **National Press Photographers Association CODE OF ETHICS**

Visual journalists and those who manage visual news productions are accountable for upholding the following standards in their daily work:

1. Be accurate and comprehensive in the representation of subjects.
2. Resist being manipulated by staged photo opportunities.
3. Be complete and provide context when photographing or recording subjects. Avoid stereotyping individuals and groups. Recognize and work to avoid presenting one's own biases in the work.
4. Treat all subjects with respect and dignity. Give special consideration to vulnerable subjects and compassion to victims of crime or tragedy. Intrude on private moments of grief only when the public has an overriding and justifiable need to see.
5. While photographing subjects do not intentionally contribute to, alter, or seek to alter or influence events.
6. Editing should maintain the integrity of the photographic images' content and context. Do not manipulate images or add or alter sound in any way that can mislead viewers or misrepresent subjects.
7. Do not pay sources or subjects or reward them materially for information or participation.
8. Do not accept gifts, favors, or compensation from those who might seek to influence coverage.
9. Do not intentionally sabotage the efforts of other journalists.
10. Do not engage in harassing behavior of colleagues, subordinates or subjects and maintain the highest standards of behavior in all professional interactions.

Ideally, visual journalists should:

1. Strive to ensure that the public's business is conducted in public. Defend the rights of access for all journalists.
2. Think proactively, as a student of psychology, sociology, politics and art to develop a unique vision and presentation. Work with a voracious appetite for current events and contemporary visual media.
3. Strive for total and unrestricted access to subjects, recommend alternatives to shallow or rushed opportunities, seek a diversity of viewpoints, and work to show unpopular or unnoticed points of view.
4. Avoid political, civic and business involvements or other employment that compromise or give the appearance of compromising one's own journalistic independence.
5. Strive to be unobtrusive and humble in dealing with subjects.
6. Respect the integrity of the photographic moment.

7. Strive by example and influence to maintain the spirit and high standards expressed in this code. When confronted with situations in which the proper action is not clear, seek the counsel of those who exhibit the highest standards of the profession. Visual journalists should continuously study their craft and the ethics that guide it.

## **Appendix D**

### **THE RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION CODE OF ETHICS AND PROFESSIONAL CONDUCT**

Professional electronic journalists should operate as trustees of the public, seek the truth, report it fairly and with integrity and independence, and stand accountable for their actions.

#### **Public Trust**

Professional electronic journalists should recognize that their first obligation is to the public. Professional electronic journalists should:

1. Understand that any commitment other than service to the public undermines trust and credibility.
2. Recognize that service in the public interest creates an obligation to reflect the diversity of the community and guard against oversimplification of issues or events.
3. Provide a full range of information to enable the public to make enlightened decisions.
4. Fight to ensure that the public's business is conducted in public.

#### **Truth**

Professional electronic journalists should pursue truth aggressively and present the news accurately, in context, and as completely as possible. Professional electronic journalists should:

1. Continuously seek the truth.
2. Resist distortions that obscure the importance of events.
3. Clearly disclose the origin of information and label all material provided by outsiders.

Professional electronic journalists should not:

1. Report anything known to be false.
2. Manipulate images or sounds in any way that is misleading.
3. Plagiarize.
4. Present images or sounds that are reenacted without informing the public.



## **Fairness**

Professional electronic journalists should present the news fairly and impartially, placing primary value on significance and relevance. Professional electronic journalists should:

1. Treat all subjects of news coverage with respect and dignity, showing particular compassion to victims of crime or tragedy.
2. Exercise special care when children are involved in a story and give children greater privacy protection than adults.
3. Seek to understand the diversity of their community and inform the public without bias or stereotype.
4. Present a diversity of expressions, opinions, and ideas in context.
5. Present analytical reporting based on professional perspective, not personal bias.
6. Respect the right to a fair trial.

## **Integrity**

Professional electronic journalists should present the news with integrity and decency, avoiding real or perceived conflicts of interest, and respect the dignity and intelligence of the audience as well as the subjects of news. Professional electronic journalists should:

1. Identify sources whenever possible. Confidential sources should be used only when it is clearly in the public interest to gather or convey important information or when a person providing information might be harmed. Journalists should keep all commitments to protect a confidential source.
2. Clearly label opinion and commentary.
3. Guard against extended coverage of events or individuals that fails to significantly advance a story, place the event in context, or add to the public knowledge.
4. Refrain from contacting participants in violent situations while the situation is in progress.
5. Use technological tools with skill and thoughtfulness, avoiding techniques that skew facts, distort reality or sensationalize events.
6. Use surreptitious newsgathering techniques, including hidden cameras or microphones, only if there is no other way to obtain stories of significant public importance and only if the technique is explained to the audience.

7. Disseminate the private transmissions of other news organizations only with permission.

Professional electronic journalists should not:

1. Pay news sources who have a vested interest in a story.
2. Accept gifts, favors, or compensation from those who might seek to influence coverage.
3. Engage in activities that may compromise their integrity or independence.

## **Independence**

Professional electronic journalists should defend the independence of all journalists from those seeking influence or control over news content. Professional electronic journalists should:

1. Gather and report news without fear or favor, and vigorously resist undue influence from any outside forces, including advertisers, sources, story subjects, powerful individuals, and special interest groups.
2. Resist those who would seek to buy or politically influence news content or who would seek to intimidate those who gather and disseminate the news.
3. Determine news content solely through editorial judgment and not as the result of outside influence.
4. Resist any self-interest or peer pressure that might erode journalistic duty and service to the public.
5. Recognize that sponsorship of the news will not be used in any way to determine, restrict or manipulate content.
6. Refuse to allow the interests of ownership or management to influence news judgment and content inappropriately.
7. Defend the rights of the free press for all journalists, recognizing that any professional or government licensing of journalists is a violation of that freedom.

## **Accountability**

Professional electronic journalists should recognize that they are accountable for their actions to the public, the profession, and themselves. Professional electronic journalists should:

1. Actively encourage adherence to these standards by all journalists and their employers.

2. Respond to public concerns. Investigate complaints and correct errors promptly and with as much prominence as the original report.
3. Explain journalistic processes to the public, especially when practices spark questions or controversy.
4. Recognize that professional electronic journalists are duty-bound to conduct themselves ethically.
5. Refrain from ordering or encouraging courses of action that would force employees to commit an unethical act.
6. Carefully listen to employees who raise ethical objections and create environments in which such objections and discussions are encouraged
7. Seek support for and provide opportunities to train employees in ethical decision-making.

*In meeting its responsibility to the profession of electronic journalism, RTNDA has created this code to identify important issues, to serve as a guide for its members, to facilitate self-scrutiny, and to shape future debate.*

*Adopted at RTNDA2000 in Minneapolis September 14, 2000.*

## **COLLEGE MEDIA ADVISORS CODE OF ETHICS**

Those who advise college and university student media have an obligation to demonstrate, by their example and teaching, the highest ethical and professional standards possible to those they advise.

### **The Advisor serves as:**

A professional journalist who has the skills and education required to teach all aspects of that particular medium;

a professional educator who should explain and demonstrate, commend and critique, and urge students to understand their roles and responsibilities as journalists learning and applying their craft; and

a professional manager who can provide sound fiscal and technological guidance to the staff as it conducts its business and journalistic operations.

### **The Advisor's personal code includes:**

A dedication to the goal for media to be accurate, fair, factual, unbiased and honest;

a deep conviction that the Advisor's role, by law, is to guide and advise, but not to censor or prohibit;

an unyielding commitment to defend and uphold the student's constitutional rights under the First Amendment related to a full and vigorous freedom of expression without fear of prior restraint;

the integrity to reject any situation or instance which might be construed as a conflict of interest to advising duties or which might violate any of the high ideals of the journalism profession;

a determination to uphold the truth in dealing with students, colleagues, administrators, suppliers and the public;

a commitment to encourage in staff members the goal to be as professional as possible through accurate reporting, thorough coverage, editorial opinion labeled as such and based upon verified fact, and a recognition of the public's right to know the truth;

and an open door for consultation and advice.

**The Advisor** teaches by example, by having a strong personal code of ethical values, by possessing journalistic skills and professional experience in the area to be advised and by being an understanding counselor who encourages high journalistic ideals in student staffs.

*Document adopted by the Board of Regents, May 1991. "Policies on Academic Standards for Students in Paid Positions in the Student Media" approved by the University of Portland President, May 16, 1994. Document revised by the Student Media Committee and approved by the University President, February 2006. Document revised by the Presidential Advisory Committee and approved by the University President, February 2020.*