

# **Journalism Code of Ethics and Professional Practices**

Mount Royal Journalism Program  
Faculty of Communication Studies

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# Journalism Code of Ethics and Professional Practices

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# Introduction and Purpose

## 1. Calgary Journal Mission Statement

The Calgary Journal seeks to encourage civic debate and serve the public interest of our community. We are a community newspaper and website with related multimedia journalism components including Profiles West (a magazine dedicated to the stories of compelling western Canadians), Calgary Journal Connect (a technology-oriented magazine), CJTV.ca (our online television news program), and CJ Multimedia (featuring online multimedia projects). We cover the city of Calgary – including its people, communities and business districts. We seek to portray the full diversity of our community and to give voice to those who live, work, or go to school within it. We aim to encourage public conversation around the issues, trends and successes in our coverage area. We follow professional journalism standards and practices, and we make every effort to ensure that our reports are accurate and balanced.

*“People must be well informed in order to make decisions regarding their lives, and their local and national communities. It is the role of journalists to provide this information in an accurate, comprehensive, timely and understandable manner.”<sup>1</sup>*  
– Society of Professional Journalists Mission Statement

## 2. Preamble/Introduction

The Calgary Journal is published both in print and on the web as a free provider of news and information about our local community. The printed newsmagazine is published monthly as part of the journalism program in the Faculty of Communication Studies at Mount Royal, and the Calgary Journal website is updated with original content weekly. Meanwhile, Calgary Journal Connect – also known as CJ Connect – is published twice a year, both on the web and in print, as is Profiles West. CJ Multimedia is also updated on the web twice a year. The Calgary Journal is produced by student journalists in the bachelor’s degree and post-degree programs; however, we are not a “student” news outlet, and we do not cover student news. We are a professional community news organization, and we adhere to strict journalistic standards and practices, including The

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<sup>1</sup> *Our Mission*, Society of Professional Journalists. 1996-2007. [www.spj.org/mission.asp](http://www.spj.org/mission.asp) (accessed March 19, 2007; May 19, 2009)

Alberta Press Council's Code of Practice<sup>2</sup> followed by the Alberta Weekly Newspaper Association. All student staff members (reporters, photographers, videographers and editors) are supervised by journalism faculty with extensive professional experience at leading media outlets including the Los Angeles Times, Avenue Magazine, CBC, Calgary Herald and Canadian Press. It is those professional faculty members who oversee The Calgary Journal and its student staff. The Mount Royal College Board of Governors is the legal publisher of The Calgary Journal; by policy, however, The Calgary Journal and its staff enjoy editorial independence from the college and the board.

Our staff members strive to embrace and practice professional journalistic standards at all times. We take our role as Calgary's community news provider seriously. We put the interests and needs of our community at the forefront of our coverage, and aim to enhance informed decision-making among our readership. We recognize our responsibility to our community, to our news sources and to our readers, and we do our very best to serve those interests with integrity.

We make every effort to verify the facts we report, and to give voice to the range of interests present in our community. We want the community to trust The Calgary Journal, and we work actively to earn that trust.

*"Good faith with the reader is the foundation of good journalism."<sup>3</sup> - American Society of Newspaper Editors  
Statement of Principles*

Adoption of a code of ethics by a news medium helps to safeguard the public trust given to journalists. We have adopted this Journalism Code of Ethics and Professional Practices as one element of our commitment to professionalism and to our community. Professional media, including print and online newspapers as well as broadcasters, commonly adopt codes of ethics and other policy guidelines to govern their journalistic pursuits. Such codes lend uniformity to the newsgathering process and serve to remind all staff members that they operate under standards of honesty and performance. This code describes these values and procedures for The Calgary Journal and the entire Mount Royal journalism program. These guidelines apply to all of our content, across all media platforms - whether the work involves text, photographs, audio or video. We recognize that we may not be perfect, and that we must always continue to strive to meet the goals contained herein. We have also

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<sup>2</sup> *Code of Practice*, Alberta Press Council. 2007.  
[www.albertapresscouncil.ca/code\\_of\\_practice.html](http://www.albertapresscouncil.ca/code_of_practice.html) (accessed April 16, 2007; May 19, 2009).

<sup>3</sup> *ASNE Statement of Principles*, American Society of Newspaper Editors, 1996-2007.  
[www.asne.org/kiosk/archive/principi.htm](http://www.asne.org/kiosk/archive/principi.htm) (accessed March 19, 2007; May 19, 2009).

sprinkled quotes from other professional codes throughout The Calgary Journal's code to remind our readers, and ourselves, of the universality of professional standards to which we adhere.

This document – along with common sense and good judgment – should serve as a map to guide all reporters, photographers and editors as they work on The Calgary Journal. It outlines what constitutes professional behaviour and is intended to maintain and enhance The Calgary Journal's reputation with our readers and our community. We can't foresee every possible circumstance that staff members might come across, however. When in doubt as to how these guidelines apply to a particular situation, reporters should be sure to ask supervising faculty. Discussions about ethics are essential to producing both a quality newspaper and responsible journalists.

*“Simply asking oneself whether a course of action might damage the paper's reputation is often enough to gauge whether the action is appropriate.”<sup>4</sup> – New York Times Ethical Journalism: A Handbook of Values and Practices for the News and Editorial Departments*

It is important that we be alert to any situations that could diminish The Calgary Journal's reputation or integrity, and it is important that such situations – including even those that might risk only the *appearance* of impropriety – be reported to supervising faculty.

### **3. The Calgary Journal's Community**

*“The fundamental purpose of news dissemination in a democracy is to enable people to know what is happening, and to understand events so that they may form their own conclusions.”<sup>5</sup> – Canadian Association of Broadcasters Code of Ethics*

The Calgary Journal seeks to inform and explain some of the issues touching our Calgary community, as well as to show how the events, trends and developments we report on might affect our readers.

Although our coverage focuses on interesting people and issues throughout the city, the Calgary Journal's circulation is concentrated just

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<sup>4</sup> *Ethical Journalism: A Handbook of Values and Practices for the News and Editorial Departments*, New York Times. September 2004. Page 4. [www.nytc.com/company-properties-times-coe.html](http://www.nytc.com/company-properties-times-coe.html) (accessed March 19, 2007; May 19, 2009).

<sup>5</sup> *CAB Code of Ethics*, Canadian Association of Broadcasters. June 2002. [www.cab-acr.ca/english/social/codes/ethics.shtm](http://www.cab-acr.ca/english/social/codes/ethics.shtm) (accessed May 19, 2009).

outside the perimeter of the downtown core. The paper is distributed to more than 100 locations in areas with heavy pedestrian traffic including Marda Loop, Fourth Street S.W., Inglewood, Bridgeland and Kensington. Other drop locations include sports and recreation complexes in the north and southwest areas of the city and along commercial strips including Macleod Trail and 16<sup>th</sup> Avenue N.W. (*for a full list of Calgary Journal circulation drop sites and newsstand boxes, see [www.calgaryjournalonline.ca/index.php?option=com\\_content&view=article&id=500&Itemid=80](http://www.calgaryjournalonline.ca/index.php?option=com_content&view=article&id=500&Itemid=80)*).

Our intended readership includes all those who live, work, or go to school within our city, especially those with an interest in local community issues.

We make a concerted effort to understand The Calgary Journal's community, and seek out stories that will interest and affect our readers. We also recognize that those readers are a diverse group, of varying demographics, and we aim to produce journalistic content of interest to those varied readers.

#### **4. Accountability/Invitation to Our Community**

We encourage all members of The Calgary Journal's community to peruse our Journalism Code of Ethics and Professional Practices. Our community members, readers and news sources are important stakeholders in The Calgary Journal's coverage and in our growth as a publication.

We encourage feedback at all times.

We also ask our readers and online viewers to hold us accountable to follow these rules. Please let us know if you feel that we are not following these standards, by contacting the supervising editor listed in the paper's staff box (on page 2 in the printed Calgary Journal). You can also report errors or ethics violations online, by clicking the "Report an Error" link on the Calgary Journal website ([www.calgaryjournal.ca/](http://www.calgaryjournal.ca/)). All such reports will be investigated, with any significant errors corrected in the next Journal issue (errors will also be immediately corrected on the website; see "*Corrections and Clarifications*" below).

The Calgary Journal will publish an apology for any serious ethical breaches. In addition, should any significant matter of dispute arise between our reporters and our readers, story subjects or sources, we will appoint an ombudsman from the outside professional journalism community; that ombudsman would then investigate and publish a report upon the matter.

*"We cannot hold the people we cover to standards we do not meet ourselves."*<sup>6</sup> - *San Jose Mercury News Ethics Policy*

These policies must be adhered to by all members of the Mount Royal journalism program, including degree students, post-degree students, faculty and staff. Standards outlined in this document apply to all journalism undertaken in the Mount Royal journalism program, whether the work consists of words, images, sounds or a combination thereof, and whether it is produced for print, television, radio or the web.

This policy is required course material for all students entering the program, and we expect strict adherence. Any deliberate breaches will result in disciplinary action. In such cases, transgressions will be equated to both academic dishonesty and non-academic misconduct, and any student who breaches this code will face consequences up to, and including, suspension from the college, as outlined in the Mount Royal Code of Student Conduct (described on page 36 in the 2009-10 Calendar, the code is available at [www.mtroyal.ca/codeofstudentconduct](http://www.mtroyal.ca/codeofstudentconduct)).

*"Credibility, a newspaper's most precious asset, is arduously acquired and easily squandered. It can be maintained only if each of us accepts responsibility for it."*<sup>7</sup> - *Los Angeles Times Ethics Guidelines*

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<sup>6</sup> *Mercury News Ethics Policy*, San Jose Mercury News. 2004-2007. [www.mercurynews.com/ethicspolicy](http://www.mercurynews.com/ethicspolicy) (accessed March 19, 2007; May 19, 2009).

<sup>7</sup> *Los Angeles Times Ethics Guidelines*, Los Angeles Times. July 2005. Page 1. [www.latimes.com/news/local/la-na-ethics15jul15\\_0\\_519646.story](http://www.latimes.com/news/local/la-na-ethics15jul15_0_519646.story) (accessed March 19, 2007; May 19, 2009).

# Fairness in Reporting

## 5. Fair and Balanced Coverage

*“The good newspaper is fair, accurate, honest, responsible, independent and decent. Truth is its guiding principle.”<sup>8</sup>*  
-Associated Press Managing Editors Statement of Ethical Principles

At all times, we strive to treat news sources fairly and openly. There are no hidden agendas in our reporting. With the exception of opinion columns, reviews, or analyses that are clearly labeled as such, The Calgary Journal’s readers should not be able to ascertain the private opinions of the newspaper’s reporters and editors, nor should the paper promote any agenda outside of sound community journalism. All Calgary Journal staff members must strive to recognize their own biases and stand apart from them in an effort to provide balanced coverage. Reporters should always attempt to understand all points of view, and should seek out intelligent, articulate sources from all perspectives.

*“For journalists to be professional is not to be without opinions, but to be aware of those opinions and make allowances for them, so that their reporting is, and appears to be, judicious and fair.”<sup>9</sup>* - Canadian Broadcasting Corporation Journalistic Standards and Practices

We recognize that our reporting could have negative impacts on those whom we cover, and we work to respectfully balance that impact against the public interest and the public’s need to know. For instance, those who are criticized or shown negatively in a report must be given a chance to respond. This means that the reporter must make an exhaustive effort to give the subject of allegations or criticism ample time and information to respond to all charges. If someone is given the opportunity to respond but declines comment, the story should say so.

*“When criticism is serious, we have a special obligation to describe the scope of the accusation and let the subject respond in detail. No subject should be taken by surprise when the paper*

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<sup>8</sup> APME Statement of Ethical Principles, Associated Press Managing Editors. 1999-2007. [www.asne.org/index.cfm?ID=388](http://www.asne.org/index.cfm?ID=388) (accessed March 19, 2007; May 19, 2009).

<sup>9</sup> Journalistic Standards and Practices, Canadian Broadcasting Corporation. September 2004. Balance: 1. [www.cbc.radio-canada.ca/accountability/journalistic/index.shtml](http://www.cbc.radio-canada.ca/accountability/journalistic/index.shtml) (accessed March 19, 2007; May 19, 2009).

*appears, or feel that there was no chance to respond.”<sup>10</sup> – The  
New York Times: Guidelines on Our Integrity*

We do not manufacture events, nor do we cause news to happen. We do not imply we have witnessed events we haven't seen, been in places we haven't been, or talked to sources to whom we haven't spoken. Our reporting is our own, and we do not plagiarize.

*“The most valuable asset of a (journalist) is public respect, which must be earned and can be maintained only by adherence to the highest possible standards of public service and integrity.”<sup>11</sup>  
– Canadian Association of Broadcasters Code of Ethics*

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<sup>10</sup> *The New York Times: Guidelines on Our Integrity*, New York Times, 1999-2007. [www.asne.org/index.cfm?id=408](http://www.asne.org/index.cfm?id=408) (accessed March 19, 2007; May 19, 2009).

<sup>11</sup> *CAB Code of Ethics*, Canadian Association of Broadcasters. June 2002. [www.cab-acr.ca/english/social/codes/ethics.shtm](http://www.cab-acr.ca/english/social/codes/ethics.shtm) (accessed May 19, 2009).

# Sources and Attribution

## 6. Selection of Sources

Reporters must seek out intelligent, articulate sources from all relevant perspectives and partisan viewpoints. We will at all times seek to give voice to the diverse values and viewpoints within our community. We will seek out both those who have power and those who do not, and we believe that all groups and lifestyles within our community should see themselves represented in The Calgary Journal's pages.

That said, we always choose news sources who are credible, and we readily provide the identity and credentials of our sources so that readers and viewers can themselves judge those sources' credibility.

The Calgary Journal generally does not permit single-source stories. Although every reporting situation is different (a news brief, for instance, may be compiled from a single source), most stories should have a minimum of three sources, while special reports, in-depth features, analysis pieces and magazine profiles will contain several more. With broadcast stories, the general rule is to include a minimum of two sources.

*“Nor are range and breadth of presentation sufficient in journalistic programming: there must also be depth, the capturing of dimensions and nuances. Without these elements, the programming becomes too simplistic to permit adequate comprehension of issues put before the public.”<sup>12</sup> – Canadian Broadcasting Corporation Journalistic Standards and Practices*

## 7. Honest Sourcing

We do not fabricate sources, nor do we create composite characters or imaginary situations. Likewise, we do not use pseudonyms or obscure identities, except in rare circumstances such as a rape victim telling her story. In such cases, the reason for the pseudonym must be compelling, and the device must be clearly indicated at the outset to readers.

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<sup>12</sup> *Journalistic Standards and Practices*, Canadian Broadcasting Corporation. September 2004. Diversity: 1. [www.cbc.radio-canada.ca/accountability/journalistic/index.shtml](http://www.cbc.radio-canada.ca/accountability/journalistic/index.shtml) (accessed March 19, 2007; May 19, 2009).

We do not exaggerate sourcing; a single source is merely “a source,” not “sources.” Likewise, we do not imply that news sources made statements to The Calgary Journal’s reporters when in fact the statements came through a third party. And when we write about documents that are not publicly available, we should tell readers how we obtained those documents.

Any quotes received through a translator should be indicated as such (“so-and-so said through a translator”). This indicates to readers that the reporter was unable to independently verify the exact wording of the speaker. Likewise, any quotes received via electronic means such as email must also be identified as such (see “*Conducting Interviews Via Email*,” below).

We do not interview or use as sources our family members, or others with whom we have close personal relationships. Likewise, we do not interview our friends, boyfriends or girlfriends, or other students in the journalism program.

## **8. Unnamed Sources**

The Calgary Journal frowns upon the use of unnamed or anonymous sources. We do not use unnamed sources to publish or broadcast material that is trivial, obvious, incidental or self-serving. We use unnamed sources only when absolutely necessary and the information provided is of strong importance to readers. In such cases, we will make every effort to verify the information with other sources, and will always seek to locate sources willing to be named. Relying on unnamed sources is a last resort.

Any unnamed sources that we do use must be approved by supervising faculty, and reporters must divulge the source’s identity to the faculty member so that she/he can evaluate the source’s credibility.

If the reporter and faculty member agree that the importance of the story warrants the use of unnamed sources, then we inform readers by identifying sources as completely as possible without compromising anonymity. For instance, “a longtime member of the premier’s staff” would be much preferable to “a government worker.” The former identification is preferred because it indicates that the source is aligned with and connected to the premier, and thus has an insider’s knowledge, but could be politically biased. Such complete identification – including the source’s placement and possible motivation – allows readers to judge sources’ credibility for themselves.

Any unnamed source must have a compelling reason to insist on anonymity, such as fear of job loss or other reprisal, and that reason should always be cited in the story.

*“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.”<sup>13</sup>*  
- Radio-Television News Directors Association Code of Ethics and Professional Conduct

To be properly named, both the first and last name (or two initials and the last name, if that is how the source is commonly known), of each source must be given. Thus, merely quoting “Jim, who works at Best Buy,” would not be acceptable. Meanwhile, if we interview someone who truly goes by only one name, the story must say so for the purpose of clarity.

*“News sources should be disclosed to readers in a news story unless there is a compelling reason not to do so.”<sup>14</sup>* - Alberta Press Council Code of Practice

Sources will never be permitted to use anonymity to make attacks against others. Reporters should always question the motives of any unnamed sources, and must ascertain that all sources have a sound factual basis for all statements made; sources could be tempted to use the protection of anonymity to lie or exaggerate. All information provided by unnamed sources should be independently corroborated whenever possible.

While using unnamed sources in stories is a last resort, it is permissible to engage in not-for-attribution conversations with secondary sources who might provide avenues to further information. For example, a reporter need not disclose the name of a source who merely provided a name or phone number used in further reporting.

Reporters must be particularly sensitive to using material from unnamed sources who do not customarily deal with the media. In such cases, the source must be explicitly told that while we make every effort to honour any promises made, the courts may ultimately require a reporter to name his or her source.

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<sup>13</sup> Code of Ethics and Professional Conduct, Radio-Television News Directors Association. 1997-2007. [www.rtnda.org/pages/media\\_items/code-of-ethics-and-professional-conduct48.php](http://www.rtnda.org/pages/media_items/code-of-ethics-and-professional-conduct48.php) (accessed May 19, 2009).

<sup>14</sup> Code of Practice, Alberta Press Council. 2007. [www.albertapresscouncil.ca/code\\_of\\_practice.html](http://www.albertapresscouncil.ca/code_of_practice.html) (accessed April 16, 2007; May 19, 2009).

With the exception of court-ordered requirements to the contrary, all promises to sources must be strictly kept. In fact, such promises – even verbal ones – are enforceable according to civil law. However, if a source were found to use the newspaper to spread misinformation, any promise of anonymity would be considered null and void.

## **9. “Off the Record” and Similar Terms**

Much confusion exists regarding terms such as “off the record,” “not for attribution” and “for background only”; thus it is generally best to avoid such terminology altogether and to instead discuss with a news source more specifically the terms of any agreement.

Strictly speaking, however, “off the record” means that not only the source, but also the content of the conversation, may not be used by the reporter in any way. This term is often confused with the more common situation of “background” or “not for attribution,” which means that the material may be reported, but the source is not to be named.

If a potential source requests to speak “off the record” or “on background,” the reporter should first try to avoid such a request and get the source to speak on the record. If a source cannot be convinced to speak on the record, and the information is compelling and sensitive enough to warrant the use of an unnamed source, then the reporter must first ask the source what exactly is meant by the request (*see “Unnamed Sources,” above, for a discussion of the rare circumstances when anonymous information might be used*). It is the reporter’s responsibility to always be 100 per cent clear as to what is meant by any agreement. As stated in “Unnamed Sources” above, any anonymous sources must be approved by supervising faculty. As also noted above, once an agreement is made, it must be adhered to.

## **10. Credit and Attribution/Plagiarism**

The Calgary Journal’s staff members always report our own stories. We do not plagiarize, or present others’ work or ideas as our own. If information is provided by outside sources, it will be credited. Any material borrowed from outside sources – even if only a paragraph, single photograph or short video – must be credited (failing to do so is plagiarism – a serious offense that we simply do not tolerate). However, information garnered by standard reference material, or that is widely available from several sources (i.e.: the winner of a certain Juno Award, or the manufacturer of a given product), usually does not need attribution. The Calgary Journal’s

reporters and editors always take care to verify and cross-check facts and to use a variety of reliable sources.

Material printed in an outside publication may occasionally be used in a story, but must be credited to the publication (such as “The Calgary Herald reported last week” or “Bronconnier told the Calgary Sun”). In general, however, The Calgary Journal always prefers its own reporting.

## **11. Material Garnered From the Internet**

Material on the Internet is not always truthful, and thus must be used with caution. Any Internet material must be independently corroborated whenever possible. If a reporter encounters a live news source on the Internet, the source must be told that the information is for a story, and the source’s identity should be verified with a follow-up phone call (see “*Interviews Via E-Mail,*” below). In general, information from chat rooms and bulletin boards should not be used, unless the story is directly related to the content (such as a story about the popularity of a particular chat room, for instance). As always, the origin of such material must be clearly attributed.

Material published in a reputable online publication may be used as if it were published in more traditional print or broadcast media. Of course, such material should be used sparingly, and must always be clearly credited to the publication.

Under no circumstances may information from the Internet be cut-and-pasted into stories. Such information may be used as background research, but all reporters must be especially careful in their note-taking processes to avoid any cut-and-pasting that could appear in a later article. Such practice, even when inadvertent, is plagiarism.

## **12. Paid Sources and Promises for Coverage**

The Calgary Journal does not make deals for access or coverage. We do not pay sources for information. Nor do we promise any specific placement of a story. The placement of stories and the angles of coverage are for reporters and editors to decide, and may not be dictated by sources. That said, we do make every effort to let news sources know the general scope and direction of a story we have in mind. Such openness often encourages sources to be co-operative.

We also honour all promises to sources regarding publication embargoes until specified dates.

### **13. Quotations**

We do not manufacture quotes, and we use quotation marks only with direct quotes, used verbatim. That means that anything in quotation marks must be the exact words used by a source. We follow without exception the Canadian Press Stylebook's rules when it comes to any alterations within a quote: "We correct slips of grammar that are obvious slips and that would be needlessly embarrassing. We remove verbal mannerisms such as *ah's*, routine vulgarities and meaningless repetitions. Otherwise we do not revise quotations."<sup>15</sup>

The above should not be taken to mean, however, that we *a/ways* correct grammar slips. Sometimes, especially with public figures, grammatical errors might be part of the story and thus should be left intact (the grammar of former U.S. President George W. Bush is one example). In addition, if a quote is given in a public speech, press conference or other situation that is widely broadcast on TV, radio or the Internet, we likely won't fix the grammar, since we don't want the quote to appear in print differently from how readers will hear it spoken.

We also limit the use of parenthesis and ellipses in quotations. We use such devices only when necessary to ensure context and accuracy, and never in a context that could lead to misinterpretation. If a quote must be spliced together with ellipses, or needs parenthetical explanations, it is usually better to paraphrase.

### **14. When a Source Can't Be Reached or Declines Comment**

We must always say so when we have made good faith, but unsuccessful, efforts to reach an important subject who is integral to a story. We don't want to leave readers wondering why certain views are not represented. This is especially important in cases where allegations have been made about the subject.

Such stories should contain honest descriptions of the efforts made to reach the subject, such as, so-and-so "did not return several phone

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<sup>15</sup> *The Canadian Press Stylebook: A Guide For Writers and Editors*, 15<sup>th</sup> Edition. 2008. Ed. Patti Tasko, page 15. Toronto: The Canadian Press.

messages,” “did not respond to repeated interview requests made through his secretary,” or “could not immediately be reached before deadline.” The generic, “could not be reached for comment” is unspecific and should be avoided.

Being unavailable or unreachable is much different than not responding, and such distinctions must be made clear to our readers. Hence, we tell readers when a source is reached, but won’t answer reporters’ questions. Again, we will be as specific as possible. If a source cites pending legal matters as the reason for declining comment, we say so. Likewise, if a reporter never actually reaches the subject but he or she declines comment through a secretary, we must tell readers. Also, we should be cautious of saying a subject “refused” to respond because of its connotation (though such wording could be appropriate depending on the circumstance).

Meanwhile, we do not mislead readers by saying that a source refused comment, when in fact, the source did talk to our reporter, but the conversation was off-the-record or not-for-attribution.

# Accuracy

## 15. Accuracy and Verification

*“It is an essential prerequisite for success in the news and information business that our (readers) believe us to be telling them the truth.”<sup>16</sup> - Code of Conduct, Dow Jones and Company*

Printing and broadcasting only what is accurate is one of our core values. We uphold the Society of Professional Journalists’ Code of Ethics, which maintains (among other elements) that journalists should “test the accuracy of information from all sources and exercise care to avoid inadvertent error.”<sup>17</sup> That means that we do not blindly accept the word of sources – including public officials and bureaucrats – and we do not report “facts” when we are unsure of their origin. We always seek a second source when information presented is contentious. And we ask to see supporting documentation whenever possible.

*“Concrete facts (such as) distances, addresses, phone numbers (and) people’s titles must be verified by the writer with standard references like telephone books, city or legislative directories and official websites. ... It is especially important that writers verify the spelling of names, by asking. A person who sees his or her own name misspelled in The Times is likely to mistrust whatever else we print.”<sup>18</sup> - The New York Times: Guidelines on Our Integrity*

At The Calgary Journal, we double-check all verifiable elements, such as names and numbers. We ask all sources to spell their names before they are interviewed, and we verify this spelling again, at the end of each interview. Diligence in accuracy is paramount for all reporters and editors. If readers recognize one inaccurate fact (or misspelled name) in a story, they will question the entire paper’s content.

Reporters must serve as their own fact-checkers, and are responsible for the accuracy of their work – including the accuracy of information provided by an outside source. In addition, editors must confirm the

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<sup>16</sup> Code of Conduct, Dow Jones & Company. 2004-2007. [www.asne.org/index.cfm?ID=3555](http://www.asne.org/index.cfm?ID=3555) (accessed May 19, 2009).

<sup>17</sup> Code of Ethics, Society of Professional Journalists. 1996-2007. [www.spj.org/ethicscode.asp](http://www.spj.org/ethicscode.asp) (accessed March 19, 2007; May 19, 2009).

<sup>18</sup> The New York Times: Guidelines on Our Integrity, New York Times. 1999-2007. [www.asne.org/index.cfm?id=408](http://www.asne.org/index.cfm?id=408) (accessed March 19, 2007; May 19, 2009).

accuracy of stories on their pages whenever they have a slightest doubt. Editors are solely responsible, meanwhile, for the accuracy of any facts that they add or change in a story.

To accomplish proper fact-checking, all reporters must individually verify each fact in every story. After completing a story, the reporter should go through the story line-by-line and ask himself/herself, "How do I know this fact is accurate?" This applies even to facts supplied by official sources (just because the mayor says Calgary is "the country's cleanest city" does not make it so, for instance). Meanwhile, when filing, a note must be included at the end of every story indicating how each name, figure, address or website link was verified.

We must also be especially diligent that all headlines, photo cutlines, teasers, graphics and supers maintain the above standards of accuracy. The short space in headlines, graphics and other display type does not give us license to misrepresent or oversimplify facts, or to take them out of context. Likewise, work intended for Internet publication only must follow the same processes of verification; the fast-paced online environment is no excuse for relaxed standards of accuracy.

## **16. Reporting on Polls**

We will question the interpretation of all polls, especially those commissioned by special interest groups and political think tanks. Any stories reporting on polls will include the full context, such as the names of the sponsor and polling agency (as well as their political affiliations, if relevant), and details such as the sample size, margin of error, and the population from which the sample was drawn. Likewise, we take care in the way we describe the results of polls and surveys - we do not say that they "prove" or "show" anything; they merely "indicate" or suggest."

## **17. Corrections and Clarifications**

Any significant errors - whether factual errors, misleading material or errors of omission - will be corrected as soon as possible. This applies to all errors - including those in stories, news briefs, headlines and photo captions - and applies whether the error was made by a reporter, an editor, or a source quoted in a story.

To report an error published in The Calgary Journal, community members can contact the supervising editor listed in the paper's staff box (on page

2 in the printed Calgary Journal), or click on the “Report an Error” link on The Calgary Journal website, at [www.calgaryjournal.ca/](http://www.calgaryjournal.ca/).

All staff members must take responsibility when receiving a complaint about the accuracy of a story. Any suspected errors should be reported immediately to a senior editor, supervising faculty, and the reporter whose story is being questioned.

Whenever possible, any correction or clarification will be written by the original reporter on the story, and the source of the error will be indicated (“due to an editing error,” or “incorrect information supplied by the source,” etc.). For printed material, the correction will usually appear in the next print issue. All printed corrections and clarifications will appear in a consistent location under the heading “For the Record.”

For material published on the web, meanwhile, any correction will be made as soon as the error is discovered, and may be made in one of two ways, based on a consideration of the nature and impact of the error. For innocuous errors that we consider unlikely to have any negative impact – such as routine misspellings or grammar errors – we will simply update and correct the material as soon as possible. For more substantive or contentious errors – including any factual errors or misspelled names, we will not only correct the error within the story, but we will also include an editor’s note explaining and apologizing for the error.

# Digital Media

## 18. Online Content

The need for speed in the online world should never be used as an excuse to compromise key journalistic tenets such as ethics, accuracy and fairness. All online content must be reported and edited as carefully as content in our printed publications.

Whenever practical, we should strive to provide links that are useful to our readers. This makes for thorough journalism and provides an element of service to our audience and community. However, before adding any link, it must be clicked on and viewed – by both the reporter and the editor responsible for the story – to assure that the link works and goes to the intended material. We will make every effort to link only to reputable sites that provide user-friendly information that meets the standards and tastes of the Calgary Journal’s readership and community. However, a link to an external site does not equate to an endorsement of that site, only an indication that it provides further information on the topic at hand.

*“... media sites should make it clear to their readers ... that there’s a difference in the standards between the content that resides on their own site and the content they link to.”<sup>19</sup> – Poynter Institute’s Online Ethic Guidelines: The Wiki*

Any errors in online content will be corrected immediately, as soon as the error appears (see *“Corrections and Clarifications,”* above, for the manner in which online errors will be corrected).

Any user-generated content – such as if we ask readers to send in their photos or tell us their views on a local issue – may be checked for accuracy and taste before publication. No anonymous content will be published, nor will we publish anything that is slanderous, racist or otherwise offensive to our community.

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<sup>19</sup> *Online Ethics Guidelines: The Wiki*, Poynter Online, the Poynter Institute. Jan. 31, 2007. <http://poynter.editme.com/ethicsonline> (accessed April 28, 2009).

## 19. Broadcast and Multimedia

The same journalistic principles apply to all broadcast and multimedia technologies as to our printed work.

*“In a world with multiple sources of information, much of it indistinguishable one from another, credibility is our most precious asset. Credibility is earned over time by continually delivering on promises of accuracy, transparency and fairness.”<sup>20</sup> – Poynter Institute’s Online Ethics Guidelines: The Wiki*

In today’s multimedia environment, journalism takes many forms, and often uses a blend of different media. Each individual medium – including the printed word, still photography, graphics, sound, and video – has benefits and may be able to add depth and dimension to our journalistic storytelling. Thus, our reporters are trained in all media forms. When presenting a journalistic story, reporters should ask themselves which medium, or media, will provide the most compelling news experience for the audience. We also must make sure that our choice of media does not distort the meaning or context of events or the story that we are trying to tell.

With broadcast technologies, video images or sound should never be distorted or manipulated through editing or other techniques in any way that would affect the truthfulness or context of the subject. In addition, images or sounds should not be re-enacted, nor identities obscured, unless the device is clearly explained at the outset to viewers.

*“Professional electronic journalists should use technological tools with skill and thoughtfulness, avoiding techniques that skew facts, distort reality, or sensationalize events.”<sup>21</sup> – Radio-Television News Directors Association Code of Ethics and Professional Conduct*

As always, any supplied material, including video, should be credited. Special rules also apply to the use of recorded music; we must not only identify the work but we must also pay for its use, as per copyright law, or obtain specific permission to use it. In asking for such permission we must be clear about our intended usage and where the material might be

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<sup>20</sup> *Online Ethics Guidelines: The Wiki*, Poynter Online, The Poynter Institute. Jan. 31, 2007. <http://poynter.editme.com/ethicsonline> (accessed April 28, 2009).

<sup>21</sup> *Code of Ethics and Professional Conduct*, Radio-Television News Directors Association. 1997-2007. [www.rtnda.org/pages/media\\_items/code-of-ethics-and-professional-conduct48.php](http://www.rtnda.org/pages/media_items/code-of-ethics-and-professional-conduct48.php) (accessed May 19, 2009).

broadcast, such as that it will be used as part of a multimedia package intended for posting on a news website available to the public, but also might be played to a classroom audience viewing multimedia projects. Some sources of music are also available free for non-commercial use in creative commons-type sites – although we must check each site’s specific copyright rules and restrictions before using such material.

## **20. Photos and Graphics**

The Calgary Journal reports on and photographs actual news and does not stage events. We do not remove objects from photographs nor do we substantially alter images. Images will not be digitally altered beyond making minor exposure or color corrections, cropping, and removing dust spots or scratches. No technical enhancements may be made that in any way affect the truthfulness or context of the subject (this means that we never “flop” photographs, or flip them horizontally to make a mirror image that might appear more attractively on a page).

*“Images in our pages that purport to depict reality must be genuine in every way. No people or objects may be added, rearranged, reversed, distorted or removed from a scene.”<sup>22</sup>*  
- *The New York Times: Guidelines on Our Integrity*

We do, however, occasionally publish artistic or graphic renderings to illustrate stories, and these may include altered photographs. All such cases will clearly be labeled “photo illustration.” Alterations must be significant enough that the average reader would not mistake the photo for reality. All photo illustrations must be approved by the Calgary Journal production manager or supervising faculty.

Likewise, in *extremely rare occasions*, we may intentionally obscure the identity of a subject in a photograph (or video). This would generally occur only with sensitive subjects like rape victims who wish to tell their story, or when a subject is a minor, or was incapacitated or otherwise unable to give consent to be photographed (*also see “Working With FOIP: Classroom Based Stories,” below*). Whenever we use electronic means to obscure an identity, the result – and the reason for it – must be clearly explained to the reader. Any such measures must be carefully considered and must always be approved by supervising faculty.

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<sup>22</sup> *The New York Times: Guidelines on Our Integrity*, New York Times. 1999-2007. [www.asne.org/index.cfm?id=408](http://www.asne.org/index.cfm?id=408) (accessed March 19, 2007; May 19, 2009).

Meanwhile, we always prefer to use our own photographs and graphics, rather than supplied images. Further, any supplied photographs or graphics that we do use must be identified and credited (clearly labeled as “supplied by” the source, rather than bearing a staff member’s photo credit), as must any video from outside sources. And special care must be taken with the downloading of images from the Internet. Unless specific permission is granted (such as on a media site designated for press use), or the material is from a royalty-free or “creative commons” site, we do not download and use images in our publications or websites. Such an act could be a copyright violation.

The Calgary Journal adheres to the National Press Photographers Association Code of Ethics,<sup>23</sup> which mandates, among other elements, that we “treat all subjects with respect and dignity” and “strive to be unobtrusive and humble in dealing with subjects.” The code also notes that photographs can “cause great harm if they are callously intrusive or manipulated,” and stresses that we not manipulate images “in any way that can mislead viewers or misrepresent subjects.”

Finally, we adhere to and practice the above code’s recommendation that as journalists we should “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.” (*For more information about restrictions placed on photographs, see “Privacy Issues,” “Working With FOIP,” “The Health Information Act” and “Trespass Laws,” below*).

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<sup>23</sup> *NPPA Code of Ethics*, National Press Photographers Association. 2006. [www.nppa.org/professional\\_development/business\\_practices/ethics.html](http://www.nppa.org/professional_development/business_practices/ethics.html) (accessed March 19, 2007; May 19, 2009).

# Respecting Community Standards

*“...journalists should ... respect the dignity and intelligence of the audience as well as the subjects of news.”<sup>24</sup> – Radio-Television News Directors Association Code of Ethics and Professional Conduct*

## 21. Graphic Reporting and Obscenities

We try our best to reflect our community’s generally accepted standards of good taste. We do not condone the use of gratuitous obscenities nor graphic sexual references in our reports. However, from time to time newsworthy topics deal with sensitive material that might necessitate explicit references so as to fully inform our readers. Stories on such matters will be rare, and considered strictly on the basis of newsworthiness. If the subject is important to the knowledge and interest of our readers, then the material will be presented in the most tasteful way possible, so as to avoid offending readers. Any such material must be approved by a supervising faculty member.

## 22. Discrimination and Stereotypes

We respect the basic human rights of all of our readers, news subjects and sources, and do not engage in any abusive actions in pursuit of stories. We make a conscientious effort to avoid stereotypes, both in our selection of sources and in our published or broadcast material. In general, reports should not refer to a person’s race, religion or sexuality unless such matters are pertinent to the story (examples where we would use such descriptions would include stories about racially motivated crimes, the “first” person of a certain race or ethnicity to achieve a particular feat, or a public figure who draws controversy for racist remarks). We also make a conscious effort to avoid sexist labels and descriptive language (such as fireman, chairman, manpower, etc.), and try to replace all such language with neutral terms and descriptions (*for further details on neutral language, see “The Canadian Press Stylebook: A Guide for Writers and Editors”*).

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<sup>24</sup> *Code of Ethics and Professional Conduct*, Radio-Television News Directors Association. 1997-2007. [www.rtnda.org/pages/media\\_items/code-of-ethics-and-professional-conduct48.php](http://www.rtnda.org/pages/media_items/code-of-ethics-and-professional-conduct48.php) (accessed May 19, 2009).

# Interviews

## 23. Setting Up and Conducting Interviews

The Calgary Journal's reporters and photographers are generally diligent in identifying themselves as journalists when pursuing stories. Instances where reporters would use other than the traditional open methods to yield information are rare and may be employed only when open methods would not provide information that is vital to the public. The advance approval of supervising faculty must be sought in any such instances.

It is permissible, however, for reporters to not always announce their status as journalists when seeking information normally available to the public. An example of this would be when seeking to find out how any member of the public would be treated in a given situation; for instance, we might not identify ourselves as reporters while waiting for service at a medical clinic if we want to find out how long wait times are, or we might not declare our status when calling a business to find out about prices for various goods and services. Another exception is restaurant reviewers, who *must not* identify themselves, because they are writing about the experience any member of the public might expect. Identifying themselves as reporters in such cases could prompt special treatment by restaurant staff.

Reporters will inform sources before an interview about the purpose for which the interview is intended, and will indicate the expected amount of time required for the interview. However, news sources and interviewees should recognize that editorial needs may change, and that an entire story or broadcast report, or just their interview, might not be used at all. We respect our sources' time and we undertake all interviews in good faith that a story is forthcoming; however, an interview should never be considered a promise for coverage.

## 24. Getting Consent for Interviews and Photographs

Generally, consent is implied if a reporter or photographer identifies himself/herself and asks sources for names and other information. However, rare circumstances may require written releases before interviews, photographs or video may be obtained (*see "Privacy Issues" "Working With FOIP," and "The Health Act," below*). These include work with minors in protected settings such as schools and day care. But consent is *not* required on public property. Thus, Calgary Journal reporters have every right to interview parents about school matters on a

street outside the school, for instance, or to interview teenagers about smoking when they're at a bus stop.

Meanwhile, it's important to respect any potential interview subjects. As such, we generally do not interview any subjects who appear incapable of making an informed decision regarding whether to grant an interview. In stories where the views of those who are severely developmentally or mentally disabled are relevant to a story, we will seek permission from the subject's caregivers whenever possible. (*For details about extremely rare instances where video or photographs may be blurred to hide identities of those incapable of granting permission, see "Photos and Graphics," above*).

## **25. Conducting Interviews Via Email and Other Technologies**

Whenever possible, it is best to interview sources in person, so as to observe body language, make a personal connection and engage in appropriate follow-up conversation. Practical matters such as deadlines and accessibility, however, dictate that reporters do many – if not most – of our interviews via telephone. This method is perfectly acceptable because we can still hear the interviewee's tone and pose spontaneous follow-up queries as necessary. However, we must exercise caution when we interview anyone via electronic means such as email, instant messaging, or social networking sites (such as Facebook or Twitter). In most cases, this should be a last-resort, to be used only when no other means of access to the subject is available.

Although email and social networking sites afford benefits such as access – especially to busy public officials – that might otherwise not be granted, we must also beware of its downfalls. When required to “interview” a subject via email, for instance, a reporter must take special care to ensure that the person reached is really the subject they are seeking. We do not accept unsolicited emails without verifying the sender's identity by another means (such as by a phone call we initiate or by checking a company directory of email addresses), as they could be a hoax. Also, we must bear in mind that even if a reporter knows he or she has reached the email of a company CEO or public official, the response received might have been carefully crafted by a secretary, public relations person or other individual. Hence, because we don't really know whom we're talking to when we reach a source via electronic means, we must always tell readers when an interview was conducted via email or another technology.

Meanwhile, spontaneous follow-up opportunities are lost when conducting interviews via email. Often, reporters will have one chance only to get an emailed statement from a source, with limited opportunities for clarification. So when forced to email questions to a source, we are especially careful to be specific, and to ask for examples.

Another problematic issue with emailed comments is that we can't ascertain tone. We shouldn't assume, for instance, that something odd is said in jest; if there is even the slightest doubt about the intended tone and that tone could change content of the story, we must follow-up and make sure, or else not use the material.

Finally, as with live sources, we must always identify ourselves as reporters to sources reached via email. This also applies if a source is reached through instant messaging or social networks; it is the reporter's obligation to always identify himself or herself (*see Setting Up and Conducting Interviews, above*). A potential source responding to a Facebook post, for instance, might not realize that he or she is speaking on the record.

## **26. Working With Public Relations Professionals**

*Spokespeople and officials should not be confused. A spokesperson puts forward the position of others; an official actually helps formulate that position.” - The Canadian Press Stylebook: A Guide for Writers and Editors<sup>25</sup>*

When pursuing stories, especially those regarding public institutions or large corporations, Calgary Journal reporters are often referred to public relations professionals. Such gatekeepers can often be quite helpful in providing background information for a story or for connecting reporters with appropriate sources. However, such PR practitioners, often called “spokespersons,” should not be considered principal sources. Reporters will always make every effort to talk to those directly involved in the story – such as the manager of the particular department affected by a budget cut, or the teacher in charge of a particular school program nominated for an award. We must always be polite and respectful to public relations professionals and remember that they are doing their jobs; if they attempt to cut off our access to information or sources, however, we have every right to contact others in the company or organization as we see fit.

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<sup>25</sup> *The Canadian Press Stylebook: A Guide For Writers and Editors*, 15<sup>th</sup> Edition. 2008. Ed. Patti Tasko, page 27. Toronto: The Canadian Press.

## **27. Prior Review of Calgary Journal Stories**

*“... journalists should defend the independence of all journalists from those seeking influence or control over news content.”<sup>26</sup>*  
- *Radio-Television News Directors Association Code of Ethics and Professional Conduct*

We do not allow sources and interviewees to view stories or question lines prior to publication. Such prior review is contrary to standard journalism practice and press freedoms, and it could encourage the retracting of freely made, on-the-record comments. We believe it is our professional responsibility to write our stories for and in the interests of our readers; therefore, we do not provide sources and interviewees with opportunities to rewrite stories in their own interests. Likewise, we do not allow sources, interviewees or public relations professionals to veto any Calgary Journal content. We do, however, welcome sources who would like to double-check facts with us, especially in relation to complicated matters and those regarding numbers and figures. Furthermore, our reporters should always ask all sources for clarification if they are at all unsure about any facts, exact quotes, or context.

Also, we generally do not allow sources to change their minds about their statements after the fact. If sources willingly speak to us on the record, they can't "take it back" due to later changes of heart. Likewise, if sources give information without requesting anonymity, they may not later demand anonymity be granted. However, we will make every attempt to allow sources to update information or correct factual errors. This might include a source who provides figures, but realizes after subsequent checking that the numbers were inaccurate. This could also include a source realizing that he or she was genuinely mistaken about a statement or presumption. At no time will we attempt to "trap" a source into making an unintended statement. However, we also will not allow sources to take back knowingly made statements, simply because they decide upon reflection that the comments might not put them in the best public light.

This will be applied especially to politicians and other public figures who are used to dealing with the press. We will, however, take care to explain the rules and make special considerations when dealing with those who are not accustomed to being interviewed. Any requests to withhold information that are made on compassionate grounds will be reviewed according to common sense and the public interest of the story.

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<sup>26</sup> *Code of Ethics and Professional Conduct*, Radio-Television News Directors Association. 1997-2007. [www.rtnda.org/pages/media\\_items/code-of-ethics-and-professional-conduct48.php](http://www.rtnda.org/pages/media_items/code-of-ethics-and-professional-conduct48.php) (accessed May 19, 2009).

# Privacy and Legal Issues

## 28. Privacy Issues

In our quest to print the truth and uphold our readers' right to know about matters that affect our community, we may sometimes come into conflict with various public and private interests, including business, government, and other sources.

*“Defending the public’s interest includes promoting the free flow of information: exposing crime or wrongdoing, protecting public health and safety, and preventing the public from being misled.”<sup>27</sup> – Canadian Association of Journalists Statement of Principles*

However, we will conscientiously balance the privacy of the individuals we write about with the public’s right to know. For instance, we will uphold the Canadian Association of Journalists’ code of ethics, including not harassing or manipulating those “who are thrust into the spotlight because they are victims of crime or are associated with a tragedy.”<sup>28</sup>

In the case of photographs or video of events such as accidents, fires and other disasters, we will take care to maintain the dignity of the subject as much as possible without undermining the truth of the event. In photos that may be seen as encroaching on an individual’s privacy, our photographers will always ask themselves if our readers *need* information from the photo or video, and if the photo helps to explain the event better than another photo or words alone. Our photographers should also consider who might be hurt by the publication of this photo. Such decisions must be based on the news value of the situation, common sense, and decency. In very rare circumstances, and only when news values and public interest dictate that the image *must* be published, we may choose to obscure the identity of someone captured in a photograph or video to protect the individual’s privacy, especially if the individual depicted was incapacitated or otherwise incapable of granting permission at the time. Any such usage must be approved by supervising faculty, and the device – and its reason – must be made clear to readers (*also see “Honest Sourcing,” “Photos and Graphics” and “Getting Consent for Interviews and Photographs,” above*).

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<sup>27</sup> *Statement of Principles*, Canadian Association of Journalists. 2002. Page 5.  
[www.caj.ca/principles/principles-statement-2002.htm](http://www.caj.ca/principles/principles-statement-2002.htm) (accessed March 19, 2007; May 19, 2009).

<sup>28</sup> *Statement of Principles*, Canadian Association of Journalists. 2002. Page 4.  
[www.caj.ca/principles/principles-statement-2002.htm](http://www.caj.ca/principles/principles-statement-2002.htm) (accessed March 19, 2007; May 19, 2009).

Our journalists will at all times treat all sources, subjects, colleagues and community members with respect. That means that we will show compassion for those who might be affected by our news coverage, and we will use special sensitivity when dealing with children.

Under the country's constitution, meanwhile, individuals are deemed to have the right to privacy from unreasonable searches and seizures, which is ostensibly a control on how government agencies act toward citizens. For journalists, the recognition of an individual's charter right to privacy is an ethical issue as well as a legal issue. Canadians are generally assumed to enjoy the privacy of their own home, unless they forfeit this by breaking a law. Journalists should respect this notion. Once a person is outside of their home in a public environment there is no legal right to privacy; however, journalists should still endeavour to treat people respectfully. This could mean that we don't, for example, take the photo of a person who asks us not to. However, reporters are within their rights as journalists to talk with anyone we chose, and to take photos and/or video, collect audio, etc.; this includes interviewing people under 18 when they are in public.

As an operating journalistic principle, when covering news, reporters should put the story ahead of the concerns of the individuals involved. With community stories and features, however, we will often choose to be more accommodating, as one of our overall goals is to serve the interests of our community.

## **29. Working With FOIP**

In addition to the charter right to privacy, the Canadian government – and most provinces including Alberta – has specific privacy laws designed to protect personal information. Alberta's Freedom of Information and Protection of Privacy Act,<sup>29</sup> commonly known as FOIP, has notable ramifications for journalists. Under FOIP, public institutions such as colleges and schools, as well as private hospitals and nursing homes, are required to protect the personal information of their staff members and those they serve, such as students and patients. However, officials in these institutions often have a poor understanding of FOIP provisions; hence, reporters must advocate for themselves when seeking information, contacts and coverage opportunities in these environments.

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<sup>29</sup> *Freedom of Information and Protection of Privacy Act*, Alberta Government. 2000. [http://foip.gov.ab.ca/dsp\\_home.cfm](http://foip.gov.ab.ca/dsp_home.cfm) (accessed April 23, 2007; May 19, 2009).

As one hypothetical example of the above, a reporter covering a story on Mount Royal launching a new degree might ask for general information such as enrolment numbers, average grades and course plans. There are no provisions in the FOIP Act to prevent the college from providing such information, unless it legitimately does not collect the information requested. If the reporter were to ask for the marks of a particular student, who was perhaps a source on the story, the school would be obliged to say no. However, if the reporter were to ask the department involved to help him or her meet a group of affected students, the college has no legal obligation under FOIP to deny that request. Nonetheless, in practice, such public entities often do so anyway.

Public entities such as elementary schools, colleges and hospitals legally cannot provide private information such as a class or patient list or student or patient phone numbers, but simply linking reporters with students or patients who are willing to be interviewed is not a case of disclosing information about those students.

Reporters who find themselves in situations where officials deny requests that do not actually fall under FOIP should politely suggest to those officials that they have misinterpreted the act. In the situation above, for instance, the reporter should politely reiterate that he or she was simply asking to be introduced to adult students, and pledge not to interview any student who would prefer not to take part in the story.

Below are more examples of situations in which reporters might find themselves:

**School Events:** In the case of public events – such as sporting matches, plays or other performances, or a graduation – we may legally attend such an event and report on it, including taking pictures or video, without first clearing our attendance with the school. Practically, however, reporters should generally call ahead to make arrangements with a coach or teacher as part of the story development process.

**Classroom-Based Stories:** We might want to do a story focusing on a particular program at a local school. In such cases the school is specifically required under the FOIP act to get permission from parents for their child to be photographed, videotaped or interviewed. However, a reporter might be writing a profile of a teacher working at a local school, for which we want photos of the teacher in the classroom. In this case consent would technically be required only for photos in which individual students can be identified; thus permission would not be required for a photo of the teacher in front of the classroom, for instance, if only the

backs of students' heads were visible.

Specifics regarding the application of FOIP laws in schools are provided on the Alberta government website at [http://foip.gov.ab.ca/faq/school\\_jurisdictions.cfm](http://foip.gov.ab.ca/faq/school_jurisdictions.cfm). When encountering situations such as those above, it is best to know in advance what the law mandates and what newsgathering activities are legally allowed for reporters and photographers. The rules for FOIP provisions in other public settings are also available on the website.

FOIP does not apply to private businesses. Interviewing storekeepers in the Chinook Centre mall, for example, is not a FOIP issue, although trespass laws could apply to private property (*see "Trespass Laws," below*).

### **30. The Health Information Act**

In addition to FOIP provisions, health information in Alberta is also governed under the Health Information Act.<sup>30</sup> Under that act, health agencies may not discuss the specific health concerns of a given patient. However, doctors are free to speak generally about similar cases, or incident rates, for instance, and they may link reporters to patients who are willing to be interviewed regarding a particular illness or treatment. Likewise, patients may waive their rights to privacy, and can give permission to their own doctors to speak about their specific cases.

### **31. Trespass Laws**

Trespass laws apply to all privately owned businesses and institutions. If a posted sign denies public access, which is common for private rural land and native reserves, Calgary Journal reporters and photographers should generally not enter without permission. More routinely, however, our reporters will be required to enter post-secondary institutions, hospitals, malls and other publicly accessible spaces that have no such signage because they serve the community or depend on the public's entering to do business. But although the public assembles in these spaces, such locations are private, and the owners (or management such as school officials) have the right to control access to the space, and/or demand that people leave if they are causing problems.

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<sup>30</sup> *Health Information Act*, Alberta Government. May 16, 2003. [www.assembly.ab.ca/HIARReview/Health\\_Information\\_Act.pdf](http://www.assembly.ab.ca/HIARReview/Health_Information_Act.pdf) (accessed May 7, 2007; May 19, 2009).

In general, our reporters will assume that they can enter privately owned spaces like a shopping mall, college, or hospital. But should we be asked to leave, we will do so. Before going, we could politely state our case as journalists there to do our jobs; but we should not start the argument by refusing to leave. If our reporters have gathered interviews, photos or video prior to being asked to leave, they are under no obligation to give up that material, and should not do so. If a reporter is threatened while covering a story, he or she should leave right away, speak with supervising faculty, and if it is a serious matter call the police from the newsroom to make a complaint.

If covering a breaking news story, such as a fire, our reporters should assume access to such spaces (but be careful to never put themselves in danger). For other types of stories, however, we are better served by developing the story in advance and ensuring issues around access are addressed up front.

Illegally entering privately owned land or buildings can, on rare occasions, result in a charge of trespass.

## **32. Identifying Juveniles and Victims of Crimes**

We adhere to the Alberta Press Council's Code of Practice,<sup>31</sup> and will not identify children who are victims, witnesses, or defendants involved in cases concerning sexual offenses (the lone exception would be cases where the young victim is dead). Likewise, we will not identify victims of sexual offences. We will, however, allow a victim in either case to tell his or her story for purposes of informing the public or enhancing public safety; this is the rare case where we would likely employ a pseudonym or obscure an image for identification purposes (*see "Honest Sourcing," above*).

Canadian law, which we are bound to observe, holds that the identity of young offenders or victims, including victims of sexual assault, may not be disclosed. In addition, prosecutors normally request and judges normally grant (and in many cases legally must grant) publication bans of the names of adult victims of sexual assault. We are bound to adhere to these bans.

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<sup>31</sup> *Code of Practice*, Alberta Press Council. 2007.  
[www.albertapresscouncil.ca/code\\_of\\_practice.html](http://www.albertapresscouncil.ca/code_of_practice.html) (accessed April 16, 2007; May 19, 2009).

### **33. Identifying Criminal Suspects**

Canadian law holds that all persons are presumed innocent until proven guilty in court. Thus in general, we will not name criminal suspects before the filing of charges. There could be times when the public interest is strong enough to dictate that we report the identity of persons under police investigation, but we will do so only after careful consideration and the consultation of supervising faculty. If the public's need to know mandates that we name a suspect before charges are made, and the suspect ultimately is not charged, we will make that known in a follow-up story. Likewise, if we have reported that someone is a suspect and/or has been charged with a crime, fairness (and thorough journalism) would dictate that we follow the case through to its conclusion, so that readers will know the final outcome, which could be acquittal. Because of this, and because some cases continue on for years or more before a conclusion, it is often prudent to refrain from using a name and to go with a more general description of the accused. Such decisions regarding the naming of suspects and the accused should always be well thought out, and should be discussed in advance with senior editors and supervising faculty.

### **34. Reporting on Criminal Activity**

We do not report information that could incite or lead to criminal activity or harm to the general public (such as stories on how to make a bomb, for instance, or where to score a drug deal). Likewise, we are careful when reporting on incidents such as bomb scares. We generally do not report such threats, as doing so could glorify the acts of the perpetrator and/or incite copycats. However, we would report news *resulting from* such a threat. For instance, we would likely report on the confusion and inconveniences caused if Chinook Centre were evacuated and closed for a full day because of a bomb threat; however, we likely would not report a local school being evacuated for 20 minutes because of such a call.

### **35. Reporting on Lawsuits**

We do not report on threatened, or even expected, lawsuits. Unless an actual claim is filed, there is no story. Meanwhile, using even officially filed court documents regarding civil court claims does not protect us from being sued for defamation, and therefore any such coverage must be discussed from the outset with supervising faculty. We should also bear in mind that as with criminal charges, once we have reported an

actual lawsuit, we should make every effort to follow through and report on the case's final outcome.

In addition, when we do report on lawsuits, we sometimes do not report the exact amounts demanded by claimants when they file their suits, as it is common practice in civil actions to make maximum – and often inflated – demands at the outset in order to establish sound negotiating positions.

# Opinion

## 36. Labeling Opinion

We must always clearly label and identify opinion pieces. This includes reviews and news analysis pieces, in addition to straight opinion columns (also known as viewpoints, Community Forum, or op-ed pieces).

*“Journalists should clearly distinguish between comment and fact, and conjecture should not be expressed as a statement of fact. Opinions should be distinguishable from news stories.”<sup>32</sup>*  
- Alberta Press Council Code of Practice

Opinion columns are expected to include personal insights. All opinion columns must still, however, be held to generally accepted journalistic standards of fairness and accuracy, and must not breach standards of good taste. We do not run mere opinionated rants; our opinion columns must be based on research and sound reporting techniques.

To maintain credibility as a fair observer, standard journalistic practice holds that a staff member will not write an opinion piece about a subject that he or she has covered as a reporter. Thus we do not allow reporters to write opinion pieces that take a *position* for or against issues, initiatives or products that those same reporters are covering (or have covered in the recent past).

Due to our limited staffing capacity, however, there might be times when a reporter on a story is the only one knowledgeable about the particular issue. In such cases, we generally will allow the reporter to write a news analysis story – or sometimes an *analytical* opinion piece – explaining both sides of the issue. Such cases must be discussed in advance with senior editors and supervising faculty.

Guest columnists may be sought from time to time to provide outside expertise and professional perspective, and their credentials will be clearly summarized so that readers can assess the guest columnists’ credibility. The same standards of fairness and accuracy will apply to guest columns as they do to all Calgary Journal coverage.

Multimedia work, meanwhile, allows differing types of storytelling that can sometimes blur the line between news and opinion. All such work

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<sup>32</sup> *Code of Practice*, Alberta Press Council, page 1. 2007.  
[www.albertapresscouncil.ca/code\\_of\\_practice.html](http://www.albertapresscouncil.ca/code_of_practice.html) (accessed April 16, 2007; May 19, 2009).

must be carefully considered, with reporters at all times striving for accuracy and fairness. Transparency is also essential with such work, so that no consumers might be misled as to our efforts or intent. And we must always bear in mind that any work done today – no matter the medium – might affect our reputations and work in the future.

*If you express a bias on a topic, your sources of information may change the way they respond to your inquiries, and your readers may doubt the accuracy of future stories. Your expressions of bias will not be forgotten quickly.*<sup>33</sup> – Poynter Institute's Online Ethics Guidelines: The Wiki

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<sup>33</sup> *Online Ethics Guidelines: The Wiki*, Poynter Online, The Poynter Institute. Jan. 31, 2007. <http://poynter.editme.com/ethicsonline> (accessed April 28, 2009).

# Advertising

## **37. Reporting on Advertisers**

All Calgary Journal advertising is separate from editorial content, and we will actively resist any advertiser efforts to influence The Calgary Journal's editorial content. We do not give favoured treatment to advertisers nor promise them coverage in exchange for their ad revenue. Readers and viewers should never perceive that an advertiser is getting favourable editorial mention simply because the advertiser bought ad space. That said, we will not restrict legitimate coverage of advertisers' businesses or activities.

Generally, we try to avoid running an ad on the same page as a story in which the advertised company or product is mentioned.

Likewise, all advertising material contained within The Calgary Journal or on its website will be clearly distinguishable from journalistic content.

Our ad sales personnel are distinct from our reporting and editing staff. All ad sales staff are overseen by the Calgary Journal production manager.

## **38. Advertising Policies**

The Calgary Journal's advertising and editorial staffs are independent from one another, and advertising does not influence our editorial practices. Reporters, photographers and editors maintain independence from our advertisers so as to avoid even the appearance of advertising influencing our editorial coverage.

All advertisements must be clearly apparent as such, and may not attempt to confuse readers as to whether the content is editorial or advertising. Advertisements that could be mistaken as news items may be refused for publication. If we do accept such advertisements, they will be boxed and clearly labeled "Advertisement."

The advertiser, whether a product or company, must be clearly identified in all advertisements.

Moreover, all Calgary Journal advertisements must uphold the principles of factual accuracy. Advertisements must not mislead, or attempt to mislead, readers as to the nature or correct use of the advertised services

or products, nor may they include deceptive price claims or discounts. Likewise, all claims made within an advertisement must be supportable.

*“Whether it is caused by the omission of relevant information or by the arrangement of accurate information in such a way as to lead to a wrong conclusion, false or misleading information is prohibited...”<sup>34</sup> - Summary of CBC Advertising Standards*

*“Advertisements must not contain inaccurate or deceptive claims, statements, illustrations or representations, either direct or implied, with regard to a product or service.”<sup>35</sup> - Advertising Standards Canada Canadian Code of Advertising Standards*

In addition, all Calgary Journal advertisements must be responsible, in good taste, non-discriminatory, and meet the prevailing standards of The Calgary Journal’s community, which includes persons of all ages, ethnicities, religions, and other demographic groups.

We do not accept any advertisements that contain sexually explicit or gratuitous material, nor those that contain coarse or offensive language. Likewise, advertisements must not attack other persons, companies or products, nor may they encourage or condone unsafe, dangerous, violent, or illegal practices or acts.

The Calgary Journal adheres to the Canadian Code of Advertising Standards,<sup>36</sup> issued by Advertising Standards Canada.

### **39. Contests and Promotions**

Merchandise provided without cost may from time-to-time be solicited from Calgary Journal advertisers to be used for reader contests and promotions. Advertisers who grant such requests will be clearly identified during the contest. However, no special editorial considerations or mentions will be made outside of the contest itself.

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<sup>34</sup> *Summary of CBC Advertising Standards*, Canadian Broadcasting Corporation. N.d. Page 1. <http://cbc.radio-canada.ca/docs/policies/ads/> (accessed March 19, 2007; May 19, 2009).

<sup>35</sup> *Canadian Code of Advertising Standards*, Advertising Standards Canada, 1963-2007. Page 3. [www.adstandards.com/en/Standards/theCode.aspx](http://www.adstandards.com/en/Standards/theCode.aspx) (accessed May 19, 2009).

<sup>36</sup> *Canadian Code of Advertising Standards*, Advertising Standards Canada. 1963-2007. [www.adstandards.com/en/Standards/theCode.aspx](http://www.adstandards.com/en/Standards/theCode.aspx) (accessed May 19, 2009).

# Reader Relations

## 40. Respect for Readers

As a community newspaper, The Calgary Journal's main purpose is to serve our readers with truthful, relevant information. We always treat our readers with respect. We also invite response from our readers, which means that we must courteously reply to that response. We do not alienate our readers by ignoring letters, phone calls and emails that warrant reply.

## 41. Reader Feedback

We encourage all types of feedback from readers, and actively seek to better get to know the wants and needs of our community. We invite reader responses to our publication through email, phone, mail or fax (contact information is provided in the staff box on page 2 of the printed Calgary Journal, and on our website at [www.calgaryjournal.ca](http://www.calgaryjournal.ca); also see "*Corrections and Clarifications*," above).

We also encourage comments and criticism through Letters to the Editor (*see below*). Likewise, readers may arrange to visit and tour The Calgary Journal newsroom and meet with staffers. To set up an appointment, call the Faculty of Communication Studies at 403-440-6912.

## 42. Letters to the Editor

The Calgary Journal welcomes letters as a form of dialogue from and with community members. All letters to the editor must be 250 words or fewer, and must be signed (anonymous letters will not be accepted). Full contact information (name, address, phone number) must be included.

All letters will be reviewed, although space constraints may mean that we are not able to publish all submissions. We reserve the right to edit all letters for grammar, style, length, factual accuracy and legal considerations; we will, however, make every effort to preserve the essence of all arguments.

We will not print any letters which may be considered slanderous, racist or otherwise offensive or in poor taste.

# Staff Conduct

## 43. Reporter/Photographer Conduct

Calgary Journal staff members must behave honestly and professionally at all times, and abstain from activities that might compromise their integrity or damage their credibility. Reporters should not engage in any illegal conduct or do anything while gathering the news that they would be ashamed to see broadcast on the evening news. This principle also applies to reporters' work in other media outlets, including public blogs. All Calgary Journal staffers must represent the paper responsibly and professionally at all times.

If any Calgary Journal staff member becomes aware of a breach of ethics by another staff member, including plagiarizing, falsifying information or engaging in illegal conduct while pursuing a story, that staff member must protect the integrity of the paper by reporting the matter to a supervising faculty member.

## 44. Identification of Reporters

All reporters, photographers or videographers must identify themselves as such when covering the news. In the rare instance where we might conceal our identity or the purpose of our work, there must be a clear and compelling public interest reason to do so, and such methods must be approved in advance by supervising faculty (*see "Setting Up and Conducting Interviews," above, for the rare exceptions to this disclosure rule*).

## 45. Recording Interviews

Canadian law holds that reporters need not secure permission to record telephone interviews for note-taking purposes (recording is permitted when it's done by a party to the conversation). However, it is always good practice (and shows courtesy to the source) to ask permission to record an in-person interview, even when the recording is only for note-taking purposes. Meanwhile, permission from the person or persons being recorded is legally required for *any* recording intended for broadcast or multimedia purposes (*also see "Broadcast and Multimedia Interviews," below*).

## 46. Broadcast and Multimedia Interviews

All reporters must be upfront with sources as to the intended use of their interview material. Stories may be converted from print to a broadcast or multimedia format, or vice-versa, but reporters must inform sources of their intent in this regard, obtaining consent in advance whenever possible. For instance, all reporters must understand that a person who consents to a tape-recorded interview for a Calgary Journal story might not want their interviews to be heard as part of a multimedia treatment on the CJ website – and we must adhere to such wishes. It is our professional obligation as journalists to obtain consent before broadcasting *any* taped material (*for more on taping interviews, see “Recording Interviews,” above*).

## 47. Conflicts of Interest

In general, reporters should not cover an organization, event, or person with whom they are affiliated, and this includes affiliations through social network sites (*see “Blogs and Social Media Usage,” below*). We do not write stories about our family members, close friends, fellow journalism students, outside employers or sports teams. In instances where this conflict cannot reasonably be avoided, the conflict must be openly disclosed in the story. A supervising faculty member should be consulted in all such matters. It is permissible, however, for reporters to provide story leads to other Calgary Journal reporters about the organizations to which they belong.

*“...staff members may not write about people to whom they are related by blood or marriage or with whom they have close personal relationships, or edit material about such people or make news judgments about them.”<sup>37</sup> – New York Times Ethical Journalism: A Handbook of Values and Practices for the News and Editorial Departments*

Some types of outside affiliations may be deemed to conflict with reporting duties and may dictate the type of stories reporters cover. A reporter whose parent is a CEO of an oil company, for instance, should not write stories about that company; likewise, a reporter who actively campaigns for a particular political party should not report on elections.

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<sup>37</sup> *Ethical Journalism: A Handbook of Values and Practices for the News and Editorial Departments*, New York Times. September 2004. Page 33. [www.nytc.com/company-properties-times-coe.html](http://www.nytc.com/company-properties-times-coe.html) (accessed March 19, 2007; May 19, 2009).

It is up to individual reporters to disclose all potential conflicts of interest to supervising faculty, who may alter or restrict story assignments.

Reporters may not promote personal or political agendas in Calgary Journal stories. Although Opinion columnists are expected to bring their personal perspectives to their work and are not necessarily expected to avoid conflicts, they should still disclose those conflicts (both to supervising faculty and to readers), including in regard to matters in which they have personal stakes.

#### **48. Blogs and Social Media Usage**

Calgary Journal staff members are free to discuss their own interests and activities in public, including in public blogs and through social networking sites such as Facebook and Twitter. However, all reporters, photographers and editors must at all times bear in mind the rules of “Reporter/Photographer Conduct” and “Conflicts of Interest,” above, in that they should abstain from any actions or writings that would damage their integrity or credibility. As a journalist, it is vital to preserve one’s objectivity; as such, we must never discuss or take a stand on any subject that we are covering or reporting on. A reporter covering municipal politics, for instance, must not be identified as a supporter of any local candidate, nor should his or her posts through social media or blogs reflect such support. Likewise, a sports reporter covering high school sports should not engage in a blog or Twitter post that trashes a local high school team. The overriding concern here is to remember that our online posts are public, and we must do nothing to lend an impression that we are anything but impartial. Likewise, we must always strive to be respectful to all those in our community, and to never defame others. It is not just our Facebook “friends” who might see our posts, but potentially our sources, readers and employers – both present and future.

*Given the ease of web searching, even a private journal ... is likely to become associated in the audience’s mind with the company’s reputation. Thus blogs and web pages created outside our facilities must nevertheless be temperate in tone, reflecting taste, decency and respect for the dignity and privacy of others.”<sup>38</sup> – New York Times Company Policy in Ethics in Journalism*

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<sup>38</sup> *New York Times Company Policy on Ethics in Journalism*, New York Times, Oct. 2005. [www.nytc.com/company-properties-times-coe.html](http://www.nytc.com/company-properties-times-coe.html) (accessed May 20, 2009).

Also because of the public nature of these media, we must remember never to discuss Calgary Journal business – such as stories-in-progress – on social network sites or blogs.

Finally, any communication with sources or potential sources via electronic means, including social media sites, is governed by ethics considerations such as identifying oneself as a reporter (see *“Setting Up and Conducting Interviews,” “Conducting Interviews Via Email” and “Identification of Reporters,”* above). Thus, reporters should not attempt to “friend” someone – without disclosing their affiliation with the Calgary Journal – whom they hope might provide story leads. Nor should any reporter use a false identity to lurk on social networking sites in the hopes of gaining information.

#### **49. Dress Policy**

All Calgary Journal reporters, photographers and editors will dress appropriately for the assignment they are covering so as to present both themselves, and the paper as a whole, professionally. This means clean, pressed business attire (including a dress shirt and tie for men) for covering business and civic meetings such as City Council. However, shorts and a polo shirt might be appropriate for something more informal, like following golfers around on a course; jeans and boots would be fine when interviewing cowboys at a ranch. Staff members must always make sure, however, that clothing is clean and presentable. In addition, avoid clothing bearing large logos or slogans.

#### **50. Consuming Alcoholic Beverages While on Assignment**

Only light drinking is permissible when covering a social event such as a reception or dinner. If drinks are provided to all guests, it is fine for Calgary Journal reporters to accept a complimentary cocktail, but they must make sure to limit their intake. We must always avoid any suspicion by a source or the public that a reporter’s judgment, credibility or objectivity is impaired by alcohol.

#### **51. Journal Versus Reflector**

With the exception of outside internships and Directed Field Studies, all journalism students’ primary reporting responsibility is to The Calgary Journal. All journalism students are also encouraged to work for Mount Royal’s student newspaper, The Reflector; however, such work should not

conflict with The Calgary Journal's news interests, nor should it distract staff members from their obligations to The Calgary Journal. All stories discussed in Calgary Journal staff meetings are the property of The Calgary Journal, and may not be given to The Reflector unless The Journal passes on the story.

## **52. Accepting Perks**

In principle, all Calgary Journal staff members should pay their own way whenever possible. As with standard journalistic practice, reporters and photographers may accept designated media tickets, but only to events that we plan to cover or review, including sporting and artistic events. We do not, however, make promises of story placement in exchange for tickets, and we do not allow such tickets to favorably influence our reviews.

We accept routine provisions of books, CDs and other material for review. All such materials will be treated similarly to a press release and will be given consideration; however, receipt of the material is not a promise for coverage. Such material may be retained by individual reporters following a story or review, or may be donated to charity, if applicable.

For all restaurant reviews, reporters will pay for the meal (which may be reimbursed by the paper). In a rare exception from the Journal's policies regarding open reporting methods, restaurant reviewers should not identify themselves to restaurant staff: a reviewer is serving as a stand-in for readers and is reporting on the experience any reader might receive (*for more on restaurant reviews, see "Setting Up and Conducting Interviews," above*).

We do not accept gifts of any kind – or however modest – directly from a source. Any such gifts should be politely returned with an explanation of The Calgary Journal's policy on such matters. Also, in no circumstance is any Calgary Journal staffer to accept monetary payment from a source.

Calgary Journal Staff members must never use the paper's name to curry favor or special treatment for personal gain. Likewise, a reporter's Calgary Journal business card and/or Calgary Journal stationery may be used only for legitimate newspaper business.

### **53. Awards**

In general, faculty will decide which material from The Calgary Journal and other CJ programming will be submitted for awards consideration. If a student wishes to enter an individual Calgary Journal story or photo into a competition, the matter should be discussed with supervising faculty. Awards presented to the paper, or staff as a whole, become the property of the publication. Individuals who win awards for individual work published in The Calgary Journal may accept the award and retain ownership of it.

# Management Roles

## 54. Senior Editors

Senior editors, who are further along in the journalism program than other staff members and have usually already completed a professional internship, must be ethical role models for the rest of the Calgary Journal's staff. An important part of their leadership responsibility is to exhibit high standards of integrity in all dealings with sources, subjects, readers, staffers and supervising faculty. Senior editors must show sound judgment, both journalistically and ethically. They must also strive at all times for accuracy and grammatical correctness, as they will usually be the last line in the journalistic editing chain. In addition, senior editors must always place the needs of the Calgary Journal's community and readership at the forefront of their decision-making process.

## 55. Supervising Faculty

*"We are committed to fulfilling our responsibilities with high standards of professional competence and integrity in the service of our discipline, peers, students, institutions and society."*<sup>39</sup> – Association for Education in Journalism & Mass Communication Code of Ethics

Supervising faculty – who all have extensive professional experience working in the journalism field – must at all times exercise sound ethical judgment. This means fostering a work environment that encourages free discourse and the voicing of concerns. We welcome robust discussion of ethical and other journalistic concerns. All Calgary Journal staff members are encouraged to approach supervising faculty either privately or in the newsroom if they are faced with any situations that pose potential ethical quandaries.

*"Professional ... journalists should carefully listen to employees who raise ethical objections and create environments in which such objections and discussions are encouraged."*<sup>40</sup> – Radio-

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<sup>39</sup> AEJMC Code of Ethics, Association for Education in Journalism & Mass Communication. 1994-2007. [www.aejmc.org/org/codeofethics/preamble.php](http://www.aejmc.org/org/codeofethics/preamble.php) (accessed May 17, 2007; May 19, 2009).

<sup>40</sup> Code of Ethics and Professional Conduct, Radio-Television News Directors Association. 1997-2007. [www.rtnda.org/pages/media\\_items/code-of-ethics-and-professional-conduct48.php](http://www.rtnda.org/pages/media_items/code-of-ethics-and-professional-conduct48.php) (accessed May 19, 2009).

*Television News Directors Association Code of Ethics and  
Professional Conduct*

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Canadian Association of Journalists Ethics Guidelines  
Canadian Association of Journalists Statement of Principles  
Alberta Press Council Code of Practice  
Society of Professional Journalists Mission Statement  
Society of Professional Journalists Code of Ethics  
National Press Photographers Association Code of Ethics  
Radio–Television News Directors Association Code of Ethics and Professional Conduct  
Society for News Design Code of Ethical Standards  
Professional Code of Ethics for the Weekly Press  
Canadian Broadcasting Corporation Journalistic Standards and Practices  
Canadian Association of Broadcasters Code of Ethics  
American Society of Newspaper Editors Statement of Principles  
Associated Press Managing Editors Statement of Ethical Principles  
International Federation of Journalists Code of Ethics  
Dow Jones Code of Conduct  
Gannett Ethics Policy  
New York Times Ethical Journalism: A Handbook of Values and Practices for the News and Editorial Departments  
New York Times: Confidential News Sources  
New York Times Company policy on Ethics in Journalism  
The New York Times Guidelines on Our Integrity  
Los Angeles Times Ethics Guidelines  
San Jose Mercury News Ethics Policy  
Detroit Free Press Ethics Policy  
Chicago Tribune Co. Editorial Ethics Policy  
Calgary Herald Editorial Code of Ethical Policies and Practices  
Ethics Guidelines for Poynter Publishing  
Poynter Institute Online Ethics Guidelines: The Wiki  
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