



*ADVICE, INFORMATION, RESEARCH & TRAINING ON MEDIA ETHICS*

The MediaWise Trust, 38 Easton Business Centre,  
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29.6.2019

IMPRESS  
83 Victoria Street  
London SW1H 0HW

Dear Colleagues,

### **Response to IMPRESS Draft Standards Code**

MediaWise has been dealing with complainants seeking redress through the print and broadcast regulators since 1993. We have drafted the attached comments on the IMPRESS draft after consulting with young journalists who have independently compared the draft with both the Editors' Code of Practice and the NUJ Code of Conduct.

We appreciate the difficulty faced by IMPRESS in devising a parallel code since the Editors' Code Committee decided to assert copyright for their Code of Practice now policed by IPSO. We regard this as a puerile and provocative wrecking move which is against the public interest. Members of the public are now faced with a confusing plethora of code and procedures and organisations when seeking redress seeking redress from publications. The public interest might have been better served by mounting a challenge to the Code Committee's decision.

The Editors' Code has been developed over the last 15 years, in part based on suggestions from members of the public. It owes its origin to the Code promulgated by Louis Blom-Cooper as the last Chair of the Press Council, a Code which was in turn based upon the NUJ Code of Conduct.

As a general point we dislike the element of compulsion implied by use of the term 'must' throughout. As you will see we have preferred 'must seek to ensure' and included reference to 'editors' alongside 'publishers'.

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We also note that there is no proper reference to:

- the 'right to reply',
- reporting the outcome of court cases (defamation, privacy, contempt etc.) brought against the publication;
- the improper receipt of inducements;
- plagiarism;
- the right of journalists to whistle-blow or refuse to accept assignments they believe might breach the code;
- appropriate reference to the use of social media as a source.

A variety of suggestions are included via 'track changes' in the attached document. These are indicative rather than absolute, as means of highlighting nuanced issues or particular omissions.

It was with some consternation and not a little irony that I noticed the IPSO URL appears on each of the suggested changes! I cannot for the life of me understand how this has happened since, as you can imagine, I have had no contact with IPSO about the IMPRESS Code. I can only imagine that it is one of vagaries of the software I have been using. I can assure you the suggested changes emanate solely from MediaWise.

I trust they will be helpful in your deliberations.

I am sure you will have perused other such codes - a huge collection from around the world appears on our website.

<http://www.mediawise.org.uk/codes-of-conduct/codes/>

If you are searching for alternative formulations, and use of language, to the Editors' Code you may find the attached Code of Ethics (2014) from the US Society of Professional Journalists in the USA useful.

[www.mediawise.org.uk](http://www.mediawise.org.uk)

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Best wishes,

A handwritten signature in black ink, appearing to read "Mike Jempson".

Mike Jempson  
Director, MediaWise



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## **2014 Code of the Ethics of the (US) Society of Professional Journalists**

Members of the Society of Professional Journalists believe that public enlightenment is the forerunner of justice and the foundation of democracy. Ethical journalism strives to ensure the free exchange of information that is accurate, fair and thorough. An ethical journalist acts with integrity.

The Society declares these four principles as the foundation of ethical journalism and encourages their use in its practice by all people in all media.

The SPJ Code of Ethics is a statement of abiding principles supported by additional explanations and position papers (at [spj.org](http://spj.org)) that address changing journalistic practices. It is not a set of rules, rather a guide that encourages all who engage in journalism to take responsibility for the information they provide, regardless of medium. The code should be read as a whole; individual principles should not be taken out of context.

### **Seek Truth and Report It**

Ethical journalism should be accurate and fair. Journalists should be honest and courageous in gathering, reporting and interpreting information.

Journalists should:

- ▶ Take responsibility for the accuracy of their work. Verify information before releasing it. Use original sources whenever possible.
- ▶ Remember that neither speed nor format excuses inaccuracy.
- ▶ Provide context. Take special care not to misrepresent or oversimplify in promoting, previewing or summarizing a story.
- ▶ Gather, update and correct information throughout the life of a news story.
- ▶ Be cautious when making promises, but keep the promises they make.
- ▶ Identify sources clearly. The public is entitled to as much information as possible to judge the reliability and motivations of sources.

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- ▶ Consider sources' motives before promising anonymity. Reserve anonymity for sources who may face danger, retribution or other harm, and have information that cannot be obtained elsewhere. Explain why anonymity was granted.
- ▶ Diligently seek subjects of news coverage to allow them to respond to criticism or allegations of wrongdoing.
- ▶ Avoid undercover or other surreptitious methods of gathering information unless traditional, open methods will not yield information vital to the public.
- ▶ Be vigilant and courageous about holding those with power accountable. Give voice to the voiceless.
- ▶ Support the open and civil exchange of views, even views they find repugnant.
- ▶ Recognize a special obligation to serve as watchdogs over public affairs and government. Seek to ensure that the public's business is conducted in the open, and that public records are open to all.
- ▶ Provide access to source material when it is relevant and appropriate.
- ▶ Boldly tell the story of the diversity and magnitude of the human experience. Seek sources whose voices we seldom hear.
- ▶ Avoid stereotyping. Journalists should examine the ways their values and experiences may shape their reporting.
- ▶ Label advocacy and commentary.
- ▶ Never deliberately distort facts or context, including visual information. Clearly label illustrations and re-enactments.
- ▶ Never plagiarize. Always attribute.

### Minimize Harm

Ethical journalism treats sources, subjects, colleagues and members of the public as human beings deserving of respect.

#### Journalists should:

- ▶ Balance the public's need for information against potential harm or discomfort. Pursuit of the news is not a license for arrogance or undue intrusiveness.
- ▶ Show compassion for those who may be affected by news coverage. Use heightened sensitivity when dealing with juveniles, victims of sex crimes, and sources or subjects who are inexperienced



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or unable to give consent. Consider cultural differences in approach and treatment.

- ▶ Recognize that legal access to information differs from an ethical justification to publish or broadcast.
- ▶ Realize that private people have a greater right to control information about themselves than public figures and others who seek power, influence or attention. Weigh the consequences of publishing or broadcasting personal information.
- ▶ Avoid pandering to lurid curiosity, even if others do.
- ▶ Balance a suspect's right to a fair trial with the public's right to know. Consider the implications of identifying criminal suspects before they face legal charges.
- ▶ Consider the long-term implications of the extended reach and permanence of publication. Provide updated and more complete information as appropriate.

### Act Independently

The highest and primary obligation of ethical journalism is to serve the public.

Journalists should:

- ▶ Avoid conflicts of interest, real or perceived. Disclose unavoidable conflicts.
- ▶ Refuse gifts, favors, fees, free travel and special treatment, and avoid political and other outside activities that may compromise integrity or impartiality, or may damage credibility.
- ▶ Be wary of sources offering information for favors or money; do not pay for access to news. Identify content provided by outside sources, whether paid or not.
- ▶ Deny favored treatment to advertisers, donors or any other special interests, and resist internal and external pressure to influence coverage.
- ▶ Distinguish news from advertising and shun hybrids that blur the lines between the two. Prominently label sponsored content.

### Be Accountable and Transparent

Ethical journalism means taking responsibility for one's work and explaining one's decisions to the public.

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Journalists should:

- ▶ Explain ethical choices and processes to audiences. Encourage a civil dialogue with the public about journalistic practices, coverage and news content.
- ▶ Respond quickly to questions about accuracy, clarity and fairness.
- ▶ Acknowledge mistakes and correct them promptly and prominently. Explain corrections and clarifications carefully and clearly.
- ▶ Expose unethical conduct in journalism, including within their organizations.
- ▶ Abide by the same high standards they expect of others.

The SPJ Code of Ethics is a statement of abiding principles supported by additional explanations and position papers (at [spj.org](http://spj.org)) that address changing journalistic practices. It is not a set of rules, rather a guide that encourages all who engage in journalism to take responsibility for the information they provide, regardless of medium. The code should be read as a whole; individual principles should not be taken out of context.