



Preamble

At *uSpiked*, we believe that public enlightenment is the forerunner of justice and the foundation of democracy. Ethical journalism ensures the free exchange of accurate, fair and thorough information. An ethical journalist must act with integrity.

These four principles are the foundation of ethical journalism on our platform, and we pledge to be guided by Section 16 of the Bill of Rights:

Seek truth and report it

Ethical journalism should be accurate and fair. Journalists should be honest and courageous in gathering, reporting and interpreting information. At *uSpiked*, we are unreservedly issues driven.

uSpiked's journalists and contributors should:

- Take responsibility for the accuracy of their work. Verify information before submitting it for production. Use original sources whenever possible.
- Provide context. Do not misrepresent or oversimplify when promoting or summarising a story.
- Gather and update 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.
- Consider the motives of sources before offering anonymity. Reserve anonymity for sources at risk of danger, retribution and other harm or 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 and 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.
- Recognise 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 available 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. Our journalists should examine the ways in which their values and experiences may shape their reporting.
- Label advocacy and commentary.

- Never deliberately distort facts or context, including visual information. Label illustrations and re-enactments.
- Never plagiarise. Always attribute.

Minimise harm

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

uSpiked's journalists and contributors 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 or unable to give consent. Consider cultural differences in approach and treatment.
- Recognise that legal access to information differs from an ethical justification to publish or broadcast.
- Realise 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 without fear or favour.

uSpiked's journalists and contributors should:

- Avoid conflicts of interest, real or perceived. Disclose unavoidable conflicts.
- Refuse gifts, favours, 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 favours or money; do not pay for access to news. Identify content provided by outside sources, whether paid or not.
- Deny favoured 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.

uSpiked's journalists and contributors 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 our own rank and file.
- Abide by the same high standards we expect of others.

