

THE LINK PUBLICATION SOCIETY INC.

CODE OF ETHICS

(Revised from CUP's Code of Ethics in April, 2011)

As members of The Link, we recognize that student journalists can only be effective in their aims if their publications are credible and respected.

We acknowledge that rigid regulations and laws cannot always anticipate the exigencies of a situation. There may be times when the public good overrides other considerations.

In general, however, we affirm the following guidelines as a minimal level of responsibility and ethical behaviour that every student journalist and publication should strive for: fairness, accuracy and honesty.

Journalists' perspectives are determined by their positions within society, and will be necessarily biased. They must, therefore, recognize the political implications of their work and attempt to treat their subjects fairly despite their biases.

Journalists should refrain from reporting on external organizations in which they are significantly involved. They must, as per the Code of Conduct, disclose all potential and actual conflicts of interest to other members of the staff and to readers within or alongside the printed article.

Membership in ethnic, racial, gender, sexual, class or otherwise identifiable social group shall never be construed as a conflict of interest, even when reporting on issues directly affecting the group in question.

The Link will pay the costs incurred in the gathering and publishing of news, and shall not pay individuals or organizations for exclusive rights to any news story. Staff will not accept free gifts of any sort and will only accept free material or privileges for coverage (eg. tickets to a sporting event or a CD for review) on the understanding that the paper is under no obligation to the individuals or groups involved.

FAIRNESS AND ACCURACY

Journalists should realize fully their personal responsibility for all material submitted for publication. They must not falsify information or documents, nor distort or misrepresent facts or quotes, whether purposefully or through neglect.

It is the journalist's responsibility to tell interview subjects how and where the information they are providing will be used. Journalists should not use unattributed quotations or information unless it is absolutely necessary to protect a source, and when no other source can be found to confirm the information. All information should be confirmed and corroborated from more than one source, unless urgency and the public interest prevent it.

Journalists should normally identify themselves and their journalistic affiliations before conducting an interview. The publication should rectify in print, at the first available opportunity, all mistakes, recognizing its responsibility for everything published. These corrections should be published consistently and not intentionally obscured.

Photos should not be altered in such a way that falsifies or misrepresents events. Photos that are altered beyond posed, cropping, re-sizing and colour levelling should be identified as photo illustrations. Re-enactments of events that can be misconstrued as reality should be labelled as

staged photos. Stereotypes should not be perpetuated through photography and photographers should be sensitive to the distortions and abuses their images may promote.

Graphic material might not be strictly accurate, but artistic licence should not be used as an excuse to misrepresent an issue or make false information credible. Similar cautions should be observed in publishing satirical or fictional material.

PRIVACY AND LEGAL RESPONSIBILITY

Journalists should always respect the dignity, privacy, freedoms, and well-being of the people encountered while gathering and presenting information.

Journalists should balance the permanent effect that damaging information may have on an individual's life against the public good.

Journalists should be cautious about the publication of information that may enable or assist individuals, police, government agencies or others to harass or persecute an individual or group, even if such information is not damaging in and of itself. Such cases should be judged in much the same manner as privacy issues.