



Heroes & Champions



**Taking on the Challenges of
Corruption Prevention**

Quentin Dempster





GUIDANCE CLAUSE

Basic values often need interpretation, and sometimes come into conflict. Ethical journalism requires conscientious decision-making in context. Only substantial advancement of the public interest or risk of substantial harm to people allows any standard to be overridden.

Alliance Code of Ethics: How it works

The Journalists' Code of Ethics aims to promote basic values for Australian journalists to uphold to maintain community confidence and participation in the media.

Complaint procedure

When a member of the public believes a journalist member has breached the Code, a written complaint can be submitted to the Federal Secretary of the Alliance. Complaints are referred to the National Ethics Panel (NEP) to a convened panel of three NEP members within eight days of receipt. The panel consists of 15 members appointed for a four year term.

What happens if you receive a complaint?

Both the journalist and complainant are invited to attend the panel and present a case. The journalist may also submit documents or invite witnesses to the hearing.

The committee does not operate under law but follows the rules of natural justice. Neither party is entitled to legal representation at the hearing.

What are the possible consequences?

If found guilty of breaching the Code, a member journalist may be:

- ◆ warned
- ◆ reprimanded
- ◆ fined up to \$1000
- ◆ suspended from Alliance membership for up to one year
- ◆ expelled from Alliance membership

Appeals may be submitted in writing to the Federal Secretary within 28 days of the decision. Once referred by the NEP Chairperson, a new panel of five different NEP members is convened for an appeal.

The Code and penalties only apply to journalists who are members of the Media, Entertainment & Arts Alliance.

Where to send a complaint

Christopher Warren, Federal Secretary
Media Entertainment & Arts Alliance
PO Box 723, Strawberry Hills NSW 2012

Further information:

mail@alliance.org.au
www.alliance.org.au
Alliance Inquiry Desk 1300 65 65 12
Alliance Membership Centre 1300 65 65 13

Authorised by: Christopher Warren
Federal Secretary, Media, Entertainment & Arts Alliance

Media, Entertainment & Arts Alliance

JOURNALIST CODE OF ETHICS

THE PEOPLE WHO INFORM AND ENTERTAIN



MEDIA, ENTERTAINMENT & ARTS ALLIANCE

Journalist Code of Ethics

Respect for truth and the public's right to information are fundamental principles of journalism. Journalists search, disclose, record, question, entertain, comment and remember. They inform citizens and animate democracy. They scrutinise power, but also exercise it, and should be responsible and accountable.

ALLIANCE MEMBERS ENGAGED IN JOURNALISM COMMIT THEMSELVES TO:

- ◆ HONESTY
- ◆ FAIRNESS
- ◆ INDEPENDENCE
- ◆ RESPECT FOR THE RIGHTS OF OTHERS

Journalists will educate themselves about ethics and apply the following standards:

- 1 Report and interpret honestly, striving for accuracy, fairness, and disclosure of all essential facts. Do not suppress relevant available facts, or give distorting emphasis. Do your utmost to give a fair opportunity for reply.
- 2 Do not place unnecessary emphasis on personal characteristics including race, ethnicity, nationality, gender, age, sexual orientation, family relationships, religious belief or physical or intellectual disability.
- 3 Aim to attribute information to its source. Where a source seeks anonymity, do not agree without first considering the source's motives and any alternative attributable source. Where confidences are accepted, respect them in all circumstances.
- 4 Do not allow personal interest, or any belief, commitment, payment, gift or benefit to undermine your accuracy, fairness or independence.
- 5 Disclose conflicts of interest that affect, or could be seen to affect, the accuracy,

- 6 Do not allow advertising or other commercial considerations to undermine accuracy, fairness or independence.
- 7 Do your utmost to ensure disclosure of any direct or indirect payment made for interviews, pictures, information or stories.
- 8 Use fair, responsible and honest means to obtain material. Identify yourself and your employer before obtaining any interview for publication or broadcast. Never exploit a person's vulnerability or ignorance of media practice.
- 9 Present pictures and sound which are true and accurate. Any manipulation likely to mislead should be disclosed.
- 10 Do not plagiarise.
- 11 Respect private grief and personal privacy. Journalists have the right to resist compulsion to intrude.
- 12 Do your utmost to achieve fair correction of errors.

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FURTHER INFORMATION:

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Federal Secretary, Media, Entertainment & Arts Alliance

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