

Clay Duda's professional code of ethics for photojournalism

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1. Photojournalism Professional Code of Ethics:

Section I – Truth and Representation

- Be accurate and comprehensive in the representation of subjects and events. Test the accuracy of all information from all sources.
- Deliberate Distortion is never permissible. Enhancement of photos for technical clarity is allowed, but editing should maintain the integrity of the photographic image and its content. Pay special attention headlines, teasers, captions, promotional material, etc. don't misrepresent or over simplify.
- Resist staged photo opportunities and being manipulated into such a situation. Do not seek to alter or influence events or the perception of events to the greatest extent achievable.
- Do not over simplify or misrepresent, in both framing of the camera and interpretation in text. Be complete and provide context.
- Identify sources whenever feasible. The public is entitled to as much information as possible. Question the motives and agendas of anonymous sources and stringently examine information. Confirm anonymous information from multiple sources, preferably by a minimum of 3 independent sources.
- Question sources motivations before promising anonymity.
- Diligently seek subjects and report. Allow opportunity for multiple opinions and response to allegations of wrongdoing. Identify sources whenever possible.
- Avoid presenting own biases or perceptions and maintain journalistic independence, both real and perceived. Avoid political, civic or business involvement that may question journalistic motives or the perception of objectivity.
- Support the open exchange of views and opinions, even views that may be controversial.

Section II – Minimization of Harm

- Practice due diligence in investigating and reporting the news to the greatest extent reasonable possible. Carefully consider extenuating social, economic or political situations that lead to harm.
- Treat all subjects with respect and dignity in both interaction and representation. Avoid stereotyping. Give special consideration to all moral claimants, including vulnerable subjects and victims of crime or tragedy.
- Maintain objectivity. Examine own cultural values and avoid imposing those values on others.

Section III - Integrity

- DO NOT pay or reward sources or subjects for information or participation
- DO NOT accept gifts, favors or compensation from those that may seek or influence coverage
- Distinguish news from Advertisement. DO NOT blur the line between the two.
- Avoid conflicts of interest, real or perceived. Remain free of associations and activities that may compromise integrity or damage credibility.
- Disclose unavoidable conflicts.
- Deny favored treatment to advertisers or special interests.
- Be vigilant and fastidious about holding those with power accountable.
- Seek to show a variety of viewpoints.

Section IV – Humility

- Think proactively. As a media practitioner it is an obligation to insure the accuracy of the news and thoughtfully consider the impact of information on a consistent basis.
- Admit mistakes and correct them promptly and publicly.
- Be as unobtrusive as possible, with regards to the circumstances and severity of the situations, and always remain humble in dealing with subjects.
- Expose unethical practices in the news media and abroad. When a clear ethical choice is not clear, consult those who exhibit the highest standard of ethical professionalism in the field.
- Strive by example and influence to maintain the highest standard of ethical excellence achievable.
- Be clear. Clarify and explain news coverage and invite/encourage public dialogue about the news industry and the news.

***My personal code of ethics was derived in large part from the Society of Professional Journalist's Code of Ethics and National Press Photographers Association's Code of Ethics, and my interpretation and combination of these ideas. There was no other sources used directly, but

undoubtedly numerous sources have affected and shaped my interpretation and emphasis on these values.

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