

Journalism Education Association

Adviser Code of Ethics

Media Advisers will:

- Model standards of professional journalistic conduct to students, administrators and others.
- Empower students to make decisions of style, structure and content by creating a learning atmosphere where students will actively practice critical thinking and decision making.
- Encourage students to seek out points of view and to explore a variety of information sources in their decision making.
- Support and defend a free, robust and active forum for student expression without prior review or restraint.
- Emphasize the importance of accuracy, balance and clarity in all aspects of news gathering and reporting.
- Show trust in students as they carry out their responsibilities by encouraging and supporting them in a caring learning environment.
- Remain informed on press rights and responsibilities to provide students with sources of legal information.
- Advise, not act as censors or decision makers.
- Display professional and personal integrity in situations which might be construed as potential conflicts of interest.
- Support free expression for others in local and larger communities.
- Counsel students to avoid deceptive practices in all practices of publication work.
- Model effective communications skills by continuously updating knowledge of media education.

