

## 9. Code of Ethics

Student Publications Photo Staff, a division of EMCVT, Inc. dedicated to the practice and advancement of photojournalism, acknowledges concern and respect for the public's natural law right to freedom in searching for the truth and the right to be informed truthfully and completely about public events and the world in which we live.

We believe that no report can be complete if it is not possible to enhance and clarify the meaning of words. We believe that pictures, whether used to depict news events as they actually happen, illustrate news that has happened, or to help explain anything of public interest, are an indispensable means of keeping people accurately informed; that they help all people, young and old, to better understand any subject in the public domain.

Believing the foregoing, we recognize and acknowledge that photojournalists should in all times maintain the highest standards of ethical conduct in serving the public interest. To that end, Student Publications Photo Staff sets for this code of ethics, which is subscribed to by all its members:

1. The practice of photojournalism, both as a science and an art, is worthy of the very best thought and effort of those who enter it as a profession.
2. Photojournalism affords an opportunity to serve the public that is equaled by few other vocations, and all members of the profession should strive to maintain high standards of ethical conduct free of mercenary considerations of any kind.
3. It is the individual responsibility of every photojournalist at all times to strive for pictures that report truthfully, honestly, and objectively.
4. As journalists, we believe that credibility is our greatest asset. In documentary photojournalism, it is wrong to alter the content of a photograph in any way (electronically or in the darkroom) that deceives the public. We believe that guidelines for fair and honest reporting should be the criteria for judging what may be done to a photograph.
5. Business promotion in its many forms is essential, but untrue statements of any nature are not worthy of a professional photojournalist and we severely condemn such practice.
6. It is our duty to encourage and assist all members of our profession, individually and collectively, so that the quality of photojournalism may consistently be raised to higher standards.
7. It is the duty of every photojournalist to work to preserve all freedom of the press rights recognized by the law and to work to protect and expand freedom of access to all sources of news and visual information.

8. Our standards of business dealings, ambitions, and relations shall have in them a note of sympathy for our common humanity and shall always require us to take into considerations our highest duties as members of society. In every situation in our business life, in every responsibility that comes before us, our chief thought shall be to fulfill that responsibility and discharge that duty to that, when each of us finished, we shall have endeavored to lift the level of human ideals and achievement higher than we found it.
9. No code of ethics can prejudge every situation, thus common sense and good judgment are required in applying ethical principles.

*-Adapted from the National Press Photographers Association Code of Ethics.*