

Fourth, previous advising experience, even at a high school with a quality journalism program, is desirable in someone being considered for an advisorship position. This type of experience, if successful, could compensate for initial deficiencies in educational background.

## **APPENDIX B**

### **NATIONAL CONFERENCE OF EDITORIAL WRITERS BASIC STATEMENT OF PRINCIPLES**

Adopted New York City, October 22, 1949

Journalism in general, editorial writing in particular, is more than another way of making money. It is a profession devoted to the public welfare and to public service. The chief duty of its practitioners is to provide the information and guidance toward sound judgements which are essential to the healthy functioning of a democracy. Therefore the editorial writer owes it to his integrity and that of his profession to observe the following injunctions:

1. The editorial writer should present facts honestly and fully. It is dishonest and unworthy of him to base an editorial on half-truth. He should never consciously mislead a reader, distort a situation or place any person in a false light.
2. The editorial writer should draw objective conclusions from the stated facts, basing them upon the weight of evidence and upon his considered concept of the greatest good.
3. The editorial writer should never be motivated by personal interest, nor use his influence to seek special favors for himself or for others. He should hold himself above any possible taint or corruption, whatever its source.
4. The editorial writer should realize that he is not infallible. Therefore, so far as it is in his power, he should give a voice to those who disagree with him — in a public letters column and by other suitable devices.
5. The editorial writer should regularly review his own conclusions in the light of all obtainable information. He should never hesitate to correct them should he find them to be based on previous misconceptions.
6. The editorial writer should have the courage of well-founded conviction and a democratic philosophy of life. He should never write or publish anything that goes against his conscience. Many editorial pages are the products of more than one mind, however, and sound collective judgement can be achieved only through sound individual judgements. Therefore, thoughtful individual opinions should be respected.
7. The editorial writer should support his colleagues in their adherence to the highest standards of professional integrity. His reputation is their reputation, and theirs is his.

## **APPENDIX C**

### **CODE OF ETHICS OR CANONS OF JOURNALISM AMERICAN SOCIETY OF NEWSPAPER EDITORS**

The primary function of newspapers is to communicate to the human race what its members do, feel and think. Journalism, therefore, demands of its practitioners the widest range of intelligence, or knowledge, and of experience, as well as natural and trained powers of observation and reasoning. To its opportunities as a chronicle and indissolubly linked its obligations as teacher and interpreter.

To the end of finding some means of codifying sound practice and just aspirations of American Journalism, these canons are set forth:

**I. RESPONSIBILITY** — The right of a newspaper to attract and hold readers is restricted by nothing but considerations of public welfare. The use a newspaper makes of the share of public attention it gains serves to determine its sense of responsibility, which it shares with every member of its staff. A journalist who uses his power for any selfish or otherwise unworthy purpose is faithless to a high trust.

**II. FREEDOM OF THE PRESS** — Freedom of the press is to be guarded as a vital right of mankind. It is the unquestionable right to discuss whatever is not explicitly forbidden by law, including the wisdom of any restrictive statute.