Comments in red by TJK 2/18

STEP 1: CAN YOU ACCEPT THESE FUNDAMENTALS?

Although the ONA "Build It Yourself" ethics code is designed to give journalists as much flexibility as possible, we believe some principles are so fundamental that any journalist must accept them. They include:

TELLING THE TRUTH

_ Be honest, accurate, truthful and fair. Do not distort or fabricate facts, imagery, sound or data. Provide accurate context for all reporting. Seek out diverse voices that can contribute important perspectives on the subject you're writing about.

_ Ensure that sources are reliable. To the maximum extent possible, make clear to your audience what your sources are, what their motivations may be and any conditions they have set for giving you information. When unsure of information, leave it out or make clear it has not been corroborated.

_ Correct errors quickly, completely and visibly. Make it easy for your audience to bring errors to your attention.

_ If a report includes criticism of people or organizations, give them the opportunity to respond.

_ Clearly label opinion pieces to distinguish them from fact-based reports.
Suggest: _Clearly distinguish fact from opinion.

CONFLICTS OF INTEREST

_ Avoid conflicts of interest with your journalistic principles.Suggest change to: Avoid conflicts of interest that could raise doubts about the integrity of your reporting. This includes real conflicts and acts that may appear to be a conflict. Disclose conflicts if they cannot be avoided.

_ Do not allow people to make you dishonestly skew your reporting. Do not offer to skew your reporting under any circumstances.

_ Do not allow advertisers' interests to affect the integrity of your news report.
Suggest: _Do not allow the interests of advertisers or others funding your work to affect the integrity of your journalism.

COMMUNITY

_ Respect your audience and those you write about. Consider how your work and its permanence may affect the subjects of your reporting, your community and -- since the Internet

knows no boundaries -- the larger world
Suggest:_Respecting the community while writing on their issues, we have to know their peculiar lifestyles and customs. We have to be more careful while writing on the tribal peoples as they are mostly bound by their customary laws rather than government legislations.

PROFESSIONAL CONDUCT

_ Don’t plagiarize or violate copyrights.

_ Keep promises to sources, readers and the community.

_ If you belong to a news organization, expect all staff to support its ethical standards.

If you can accept these fundamentals, you will be in tune with what most people expect of a journalist. You’re now ready for the next section of our site: determining whether your journalism will be “impartial” or “point-of-view.”