

# **Broadcast Journalism Content Guidelines:**

## **Student Television Network Code of Ethics**

### **Preamble**

Members of the Student Television Network believe in the importance of a free news media in a democratic society, including the academic/school setting. We believe the duty of student journalists is to seek truth and report it fairly and thoroughly to their audience, both in school and in the community. We understand that journalistic integrity is the basis of public trust and is developed and maintained by adherence to ethical principles. As members of STN, we adopt this code as the statement and evidence of our principles and our commitment to them.

### **Seek Truth and Report It**

STN journalists should search for the truth. Student Journalists should:

- . • Be accurate in reporting information.
- . • Make every effort to avoid distortion of information.
- . • Identify sources of information as accurately as possible.
- . • Be objective in reporting both sides of a story.
- . • Avoid stereotyping.
- . • Never plagiarize.

### **Minimize Harm**

STN journalists should value news subjects and news as topics and people who deserve respect.

Student journalists should:

- . • Be compassionate when covering stories that may be painful to subjects.
- . • Be sensitive to those in grief or affected with tragedy.
- . • Be cautious and aware of the law in identifying minors involved in crime or victims of crime.
  
- . • Recognize the privacy of individuals.
- . • Avoid reporting that is libelous or slanderous.
- . • Avoid reporting that may endanger students or school personnel.
- . • Show good taste in reporting, avoiding vulgarity or obscenity.

### **Act Independently**

STN journalists should aspire at all times to fulfill their obligation to their audience and the public, and maintain their independence of any attempts to obstruct or hinder these efforts. Student journalists should:

- . • Avoid conflicts of interest, and disclose any unavoidable conflicts.
- . • Hold those in power accountable.
- . • Resist pressure from individuals or groups to influence coverage.
- . • Seek to maintain the integrity and credibility of themselves and the organizations they represent.

### **Be Accountable**

STN journalists are accountable to their audience and to their peers. Student journalists should:

- . • Understand they are a supervised group, just as their counterparts in the business world are.
- . • Seek and encourage open dialogue with the public about their coverage and conduct.
- . • Admit and correct any mistakes, promptly and publicly.
- . • Follow the highest standards of integrity and ethical behavior.

*Adapted from the Radio and Television News Directors Foundation (RTNDF) and SPLC codes of ethics.  
Adopted June 2006*

## Creative Content Guidelines:



### STN Content Policy for Creative Contests

Film, music video, and other creative video productions that are entered into contests of Student Television Network should reveal skill, imagination, and the power of visual storytelling. STN places value on the truths revealed through the events, disappointments, joys, and conflicts we all experience. Although STN is open to diverse interpretations of this human experience, we will accept for competition only those productions that avoid being gratuitously or explicitly violent, obscene, or overtly sexual. Likewise, STN contest entries should avoid youth involved in risky, questionable, or illegal activities without also examining the outcomes, ramifications, or consequences of those activities.

Contest entries are judged by qualified professionals (and in certain specified contests, students themselves). All judges will receive explicit instructions to recognize and place high value on the needs and sensibilities of STN's intended audience. This audience is composed of students ranging in age from 12 to 18, and students who come from diverse communities with diverse standards of appropriateness, which must be respected.

## SchoolTube Addendums:

Student artists should rely on their own creativity and means.

- Never use any copyrighted materials without specific permission. This includes audio, video, still images, and written work. If you do use copyrighted material by permission you **must have an obvious disclaimer and credit in your finished, uploaded video.**
- Avoid subjects or images that may endanger students or school personnel.
- Show good taste. Avoid overt vulgarities, obscenities, violence, drugs and alcohol, and explicit sexual situations.

*Remember, if you don't want your mom and your grandma to see the video, then it probably doesn't belong on SchoolTube. If you have specific questions feel free to contact us at [SchoolTube](#).*