

MEAA JOURNALIST CODE OF ETHICS

Truth. Accountability. Democracy.

Respect for truth and the public's right to know are the pillars of journalism. Journalists **scrutinise power**—but must also be **accountable** for how they use it.

◆ **MEAA journalists commit to:**

- ✓ Honesty
- ✓ Fairness
- ✓ Independence
- ✓ Respect for others' rights

👉 Here's what ethical journalism looks like in practice:

- 1 Report with **honesty** and **accuracy** — don't distort or suppress key facts.
- 2 Avoid unnecessary emphasis on **personal characteristics** like race, gender, or religion.
- 3 Attribute information where possible; be cautious with anonymous sources.
- 4 Never let **personal interests** or gifts compromise your work.
- 5 **Disclose conflicts of interest**—transparency is essential.
- 6 Keep journalism **independent from advertisers** and commercial pressures.
- 7 Be open about any **payments for stories or interviews**.
- 8 Use fair, **responsible methods** when gathering information.
- 9 Present **authentic visuals and audio**—never mislead.
- 10 **Don't plagiarise.** Ever.
- 1 1 Respect privacy and grief.
- 1 2 **Correct your errors.** Own them.

⚖️ *Ethics require judgment. The public interest must always outweigh personal or political agendas.*

🗣️ A reminder to all journalists, media outlets and commentators:

Your job is to serve the truth—not your tribe.

#JournalismEthics #MEAA #Accountability #MediaIntegrity #CouncilWatch
#HoldPowerToAccount