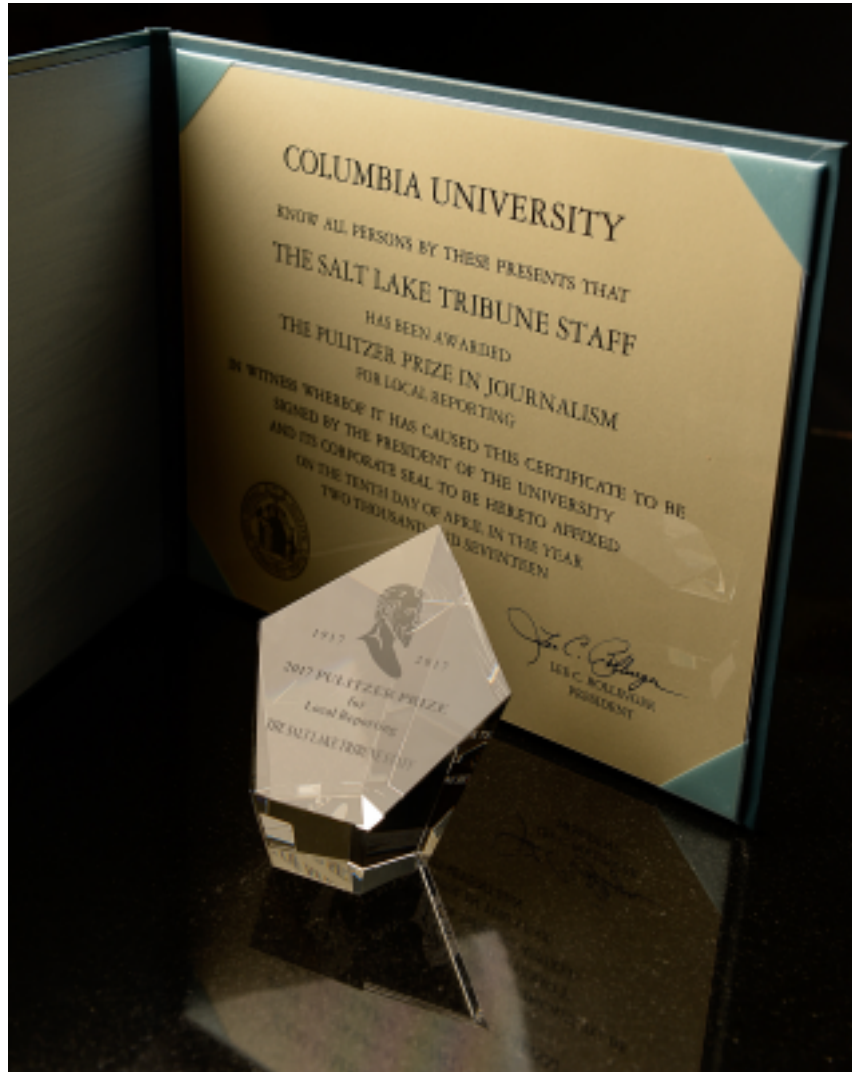


2017 PULITZER PRIZE WINNER The Salt Lake Tribune



Professional Standards and Ethics Guide

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INTRODUCTION

A. PREAMBLE

Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances.

—First Amendment to the U.S. Constitution

The Founders granted journalism special protections under the law, but with that protection comes great responsibilities: To seek and tell the truth, to be ethical, fair, independent, honest, accurate and compassionate.

The Salt Lake Tribune earns its credibility and the public trust by holding its employees to the highest ethical standards, seeking to avoid even the perception of misconduct or conflict of interest. All newsroom employees — reporters, photographers, editors, web managers, copy editors and everyone else — share in this responsibility so that The Tribune can fulfill its essential role as a watchdog for the public.

PERSONAL BUSINESS AND CONFLICTS

Tribune journalists must remain independent as they aggressively seek and fully report the truth.

A. PERSONAL CONNECTIONS

Tribune reporters must refrain from writing about, reporting on, editing, photographing or making news judgments about any individual related to them by blood or marriage or with whom they have a close personal relationship.

You should disclose conflicts or potential conflicts to your editor. Employees or their families should not directly profit from stories employees write or edit.

You may not use your jobs to gain favors from customers, news sources, suppliers or advertisers. Examples include gaining favors from the police, writing personal letters of complaint on Tribune stationery, obtaining information not available to the general public for personal use, etc.

When in doubt, ask: Could you or The Tribune publicly disclose the situation without fear of embarrassment or legitimate criticism? Is it defensible? The standard is that a staff member should not seek or accept any benefit or advantage not afforded to the general public.

B. COMMUNITY INVOLVEMENT

Routine involvement in religion, hobbies, recreation, family activities, neighborhood programs,

children's school programs, etc., generally does not constitute a conflict of interest. You should avoid involvement in activities that intersect with your work as well as leadership roles in outside organizations. Also avoid involvement with an outside organization's public relations or publicity activities.

You may not directly fundraise for professional or social organizations you belong to, but you are permitted to introduce others from your organization to potential donors. Because of the nonprofit status of The Tribune, you must inform the editor in writing of any and all introductions or grant applications you make to ensure there's no conflict with The Tribune's fundraising efforts.

C. DONATIONS

Donations to religious or charitable organizations normally do not constitute a conflict of interest. But contributions to political candidates, parties or activist organizations are prohibited.

D. POLITICAL, PRODUCT OR BUSINESS ENDORSEMENTS

Staffers, no matter their position or beat, should not engage in partisan political activities. You cannot work for a political candidate on a paid or volunteer basis, and you may not write stories involving political candidates or officeholders who are close friends or family members. This includes wearing candidate or party apparel, posting yard signs or other public displays of political support. Participation in demonstrations, rallies or marches for political causes is strictly prohibited. In addition, you may not accept a political position.

A Tribune staff member may not publicly endorse or promote a commercial product or business in any form other than as part of a published review.

E. INVOLVEMENT IN STORIES

Tribune staff should not participate in stories unless the participation is necessary to prevent physical harm. If you cover the business of The Tribune or related companies you must disclose the relationship to readers.

F. INVESTMENTS

Employees should not hold individual shares in companies they cover.

Employees may own shares in mutual funds and other diversified investment instruments. In the event that beats include coverage of the mutual funds industry, REITs or other such forms of pooled investments, employees should discuss holdings with supervisors and may be asked to change beats or transfer holdings to avoid conflicts.

MOONLIGHTING AND OTHER FREELANCE ACTIVITIES

A staff member's foremost professional loyalty is to The Tribune. Any outside work, even apparently unrelated to journalism, can cause conflicts. You should not accept outside employment or engage in outside business activities without first consulting with an editor.

A. COMPETITION

Employees can freelance only for non-competing media organizations. In such cases, you must get an editor's approval and you must not scoop The Tribune with that story. Employees should not freelance for business, government or non-profit organizations.

B. WORKING HOURS

Employees should never freelance during working hours or use Tribune equipment or research sources other than those open to the general public (i.e. Tribune archives).

C. OUTSIDE PUBLISHING

Employees may write or illustrate magazine articles and books, but subject matter must be cleared with the editor. If you are completing freelance assignments for outside media, do not identify yourself as a Tribune employee.

D. BROADCASTING

Tribune employees are encouraged to appear on television, radio and online productions. Columnists are allowed to have opinions in their writing and therefore may express opinions in their on-air commentary. Beat reporters who appear on such programs as guests or hosts should maintain the same objective standard in their speaking that they maintain in their writing for The Tribune, but they may offer analysis. Interpret the topics or subjects you discuss, but avoid taking advocacy positions. Tribune journalists should refrain from answering questions or making comments on topics they are

not well informed on. The participating staff member also must never scoop The Tribune when providing on-air commentary or analysis. The Tribune at any point can revisit this privilege with a reporter if they veer into advocacy or if they scoop The Tribune on a story. Finally, radio stations often have contractual obligations with teams. Beat reporters should not be paid by the team.

E. SPEECHES, PUBLIC APPEARANCES, PARTICIPATION IN ORGANIZATIONS

The Tribune encourages staff members to accept speaking and panel invitations. You should, however, avoid participating in events where conflicts with your duties might arise. Such engagements should be cleared with an editor for purposes of scheduling and expenses.

Employees should get approval from the editor before accepting fees or honoraria for appearances.

F. GIFTS, FREEBIES AND SPECIAL EVENTS

Tribune employees should not accept gifts or favors from news sources, advertisers, suppliers or others who might want to influence the newspaper. You should not accept free or discounted trips, meals, entertainment or event admission except when there is a clear journalistic purpose in attending an event and complimentary tickets are provided as part of the course of business.

Only employees on assignment should use complimentary press admission. Press passes may not be given to friends or family, although spare tickets may be used for a friend or family member accompanying the assigned reporter.

Perishable gifts generally can be made available to the newsroom. Unsolicited gifts should be donated to charity or sold through company events that benefit charity. Items of no significant value (\$20 or less) that are part of ordinary business practice, such as key chains, desk trinkets and pens, may be kept.

Review copies of books, music, movies, games and television programs become property of The Tribune. Material not scheduled for review should be donated for charity events.

G. TRAVEL

Free and discounted trips paid by outside organizations are generally prohibited. There may be rare exceptions made with the approval from the editor. Examples might include rides on a military aircraft. When staff travel on a media plan with an athletic team or political candidate, the news organization will pay for the cost involved.

NEWSGATHERING AND PRESENTATION

A. SLURS AND STEREOTYPES

Race, ethnic background, religion or sexual orientation or people is often irrelevant in a story. Such descriptions, however, have legitimate and necessary roles in some stories, such as in a police description of a suspect or in a profile of a newsmaker. The Tribune's policy is to capitalize Black and Hispanic as descriptors. Reporters should ask sources how they identify - we should not assume.

Slurs and stereotypes concerning race, religion, ethnicity, gender, physical characteristics, age, disabilities and sexual orientation have no place in The Tribune (there are rare exceptions).

B. USING QUOTATIONS

In virtually every instance, journalists should place within quotations only the exact wording of a source's remarks. Paraphrase if there are any doubts about a source's precise or entire comments. It is acceptable to omit minor verbal tics, stutters, word fragments that don't affect the substance of a source's remarks. Obvious improper grammar or usage may be corrected if it would hold the source up to unnecessary ridicule — but only when the quote is deemed vital and paraphrasing has been ruled out. Strive to place quotations in their proper and complete context.

C. OFFENSIVE LANGUAGE

Reporters should exercise good taste and assume that some children can read every word in The Salt Lake Tribune. Offensive language should be limited to quotes whenever possible and only if germane to the reporting. You should never use offensive language in your own words.

Avoid language that demeans and avoid using gratuitous detail when describing accidents, crime scenes, testimony in rape trials and other news situations.

If the reporter and editors determine that offensive language is vital to a story, they must discuss

ways of handling it sensitively and the editor must approve. Under some circumstances, it may be appropriate to quote profanity or foul language used by a newsmaker in a story. Journalists should use the first letter of an offensive word followed by dashes (i.e. s- - -).

D. PLAGIARISM

The Tribune will not tolerate plagiarism. Reporters must attribute all work taken verbatim from any source, including wire content and press releases. Background and contextual information does not always need attribution if it is in the public domain, but should be in the writer's own words.

E. NEUTRALITY

Tribune reporters, photographers, graphic artists and editors should remain neutral and avoid public displays of partisanship, such as buttons, candidate or cause yard signs, bumper stickers, etc.

F. HONESTY WITH SOURCES

Journalists must not misrepresent themselves when gathering news. With rare exceptions, you should identify yourself when working on a story and review exceptions beforehand with an editor.

When dealing with sources unfamiliar with news gathering, staff members should take extra care to ensure sources understand they could be quoted in a story. When interviewing or photographing juveniles on sensitive issues, there may be some circumstances when parental review is warranted.

G. FAIRNESS

Reporters should place responses in close proximity to allegations in news stories and should seek responses in a timely manner. You must give sources a reasonable opportunity to respond. Stories must make clear whether the source declined to comment or was unavailable for comment.

H. REPORTING ON EMERGENCIES

While reporters and photographers are expected to cover breaking news aggressively, they must

not interfere with civil authorities in emergency situations. Consult with an editor if you feel you have been restricted unlawfully.

I. UNPUBLISHED STORIES

Employees should not reveal details of unpublished stories to competitive journalists, sources or third parties.

CONFIDENTIAL SOURCES

A. ON THE RECORD

Journalists must make every effort to get material on the record to avoid citing anonymous sources in stories. The Tribune will publish information from a confidential source only if it is essential to the story, the source is known to be reliable and there is no other way to get the information. The confidential source must be approved by the reporter's editor and the executive editor.

Confidential source status is not granted to someone to make gratuitous accusations or personal attacks. Granting anonymity is a two-way contract and should only come in return for delivering accurate information of great value to the public. Publishing what anonymous sources say is essentially vouching for their credibility because readers have no way of judging it on their own. If a source lies to The Tribune, the organization will go public. Conversely, if our anonymous reporting is challenged we will fight to protect both source and reporter.

B. INDEPENDENT CONFIRMATION

Reporters should make every effort to independently confirm information provided by a confidential source through other sources, correspondence, court documents, etc. Information shared by a single source should be independently verified by another.

C. IDENTIFICATION

Reporters should discuss with sources exactly how they will be identified in a story and reporters should strive to make the description as specific as possible.

D. CONDITIONS AND LIMITS

Reporters should clearly communicate to the source the conditions and limits of confidentiality and the intended use of the information. If the source's comments are to be used as direct quotes, for example, such use needs to be made clear at the outset.

Before an interview, set ground rules and define terms such as off-the-record (everything can be used but without attribution) and background (material can only be used to shape the story).

E. SHARING IDENTITY

When asked by the editor, reporters must share the identity of confidential sources. Granting anonymity to a source by The Tribune is a promise by The Tribune not to divulge the identity of that source.

F. NO PAYMENTS

The Tribune does not pay sources for information or interviews.

DIGITAL ETHICS

Whether in print or online, the same ethical guidelines apply no matter where Tribune content is published. Our ethical standards aim toward impartiality and don't change according to platform or environment.

A. VERIFYING SOURCES

Tribune reporters should verify all information reported from an online site or email unless reporters are confident of the source. For example, the official Pulitzer Prize website can be regarded as a reliable source for past winners; a partisan political website may not be reliable.

If editors decide to use a photo or graphic from a source outside of established wire contracts, a Tribune staffer should obtain permission first and include credit. Some photos and graphics may be in the public domain, such as those included in court documents and on government websites. Consult with an editor and/or the photo team before using them. Mistakes can lead to unexpected fees and possibly lawsuits.

B. RESEARCH

Employees should attribute online information sources just as they would documents. The Tribune's prohibition against plagiarism applies.

C. LINKING

Reporters should link to reliable sources and embed those within their stories as often as possible. The Tribune does not link to or publish URLs of adult, pornographic or offensive websites. When linking to outside content, it should be clear to users that they have left The Tribune site.

D. SOCIAL MEDIA

With consumers getting their news on Facebook, Twitter and other platforms, a vibrant social media presence is crucial to our future. The Tribune must be where readers are, presenting a consistent voice on a variety of social media channels.

The Tribune requires all individual editorial employees to be active on at least one social media platform. This not only promotes our quality work, but also gives readers a direct link to those in the newsroom.

That said, proceed with caution.

- Do not share or create any posts, stories or pictures in social media circles which could be considered advocacy. Also refrain from praising or criticizing businesses or institutions (you may unintentionally receive preferential treatment from these businesses due to your position).
- Employees should be cautious to avoid comments, posts, likes, shares, etc., that could call into question their personal credibility and objectivity or the credibility of The Tribune. This includes posts that can be perceived as offensive, partisan, racially insensitive, sexist, etc. or posts that appear to take sides on issues.
- Everything presented on social media is public. As a representative of The Tribune, your professional and personal lives will intersect. Make sure your posts on a personal blog or social media platform comply with our journalistic standards.
- If you "friend" people or join online groups as a reporting tool, make sure you also join opposing groups. If asked, make clear your role is observational rather than participatory. Be transparent about your intentions and your identity when seeking information.
- Don't disclose internal Tribune discussions publicly and seek to navigate disagreements with colleagues offline.

- Take care when sharing posts and be aware that sharing could imply you've confirmed the information. Breaking news sweeps rapidly across social platforms, and we need to proceed with caution and hold close to our standards of fact-checking and verification. Fake accounts under a false name are not an acceptable way to source stories.
- Be mindful of what you share from other sites or news organizations. When sharing articles, ask yourself: Are you sharing stories from a handful of the same sites? Would a reasonable person be able to draw conclusions about your personal beliefs based on the articles you share? A sentence in your bio disclaiming your posts as opinion doesn't sway readers if the pattern of your posting says otherwise.
- On occasion, criticism can cross a line, and we take threats against our journalists seriously. If you feel threatened by someone on social media, speak with your editor immediately.
- Making offensive or disparaging remarks on social media about individuals or groups, especially protected classes, violates Tribune ethics and the paper's policies. This can include comments and posts made on social media by an employee before joining The Tribune's staff. Employees who violate this policy can be subject to disciplinary action, up to and including job termination, to be determined on a case-by-case basis by the executive editor. As such, hiring managers will search past and present social media posts of prospective employees before bringing them on board — and encourage the prospective employees to do the same.

Corrections, deletions

We want to be clear on social media platforms when we've made a mistake. If a mistake or correction is material, we should add a correction in the story thread or repost with the correction. Reporters should alert the web team to the need to repost/correct.

Our standard is to correct a post when possible, including explaining what we've corrected. We should not delete a post. If we must, we should explain why.

- When in doubt, ask your editor.

PHOTOJOURNALISM ETHICS

Photojournalists strive for pictures that report truthfully, honestly and objectively. The same ethical standards that apply to writing apply to photos. As such, Tribune photographers follow the ethics standards of the National Press Photographers Association as presented:

Visual journalists and those who manage visual news productions are accountable for upholding the following standards in their daily work:

1. Be accurate and comprehensive in the representation of subjects.
2. Resist being manipulated by staged photo opportunities.
3. Be complete and provide context when photographing or recording subjects. Avoid stereotyping individuals and groups. Recognize and work to avoid presenting one's own biases in the work.
4. Treat all subjects with respect and dignity. Give special consideration to vulnerable subjects and compassion to victims of crime or tragedy. Intrude on private moments of grief only when the public has an overriding and justifiable need to see.
5. While photographing subjects do not intentionally contribute to, alter, or seek to alter or influence events.
6. Editing should maintain the integrity of the photographic images' content and context. Do not manipulate images or add or alter sound in any way that can mislead viewers or misrepresent subjects.
7. Do not pay sources or subjects or reward them materially for information or participation.
8. Do not accept gifts, favors, or compensation from those who might seek to influence coverage.
9. Do not intentionally sabotage the efforts of other journalists.

Ideally, visual journalists should:

1. Strive to ensure that the public's business is conducted in public. Defend the rights of access for all journalists.

2. Think proactively, as a student of psychology, sociology, politics and art to develop a unique vision and presentation. Work with a voracious appetite for current events and contemporary visual media.
3. Strive for total and unrestricted access to subjects, recommend alternatives to shallow or rushed opportunities, seek a diversity of viewpoints and work to show unpopular or unnoticed points of view.
4. Avoid political, civic and business involvements or other employment that compromise or give the appearance of compromising one's own journalistic independence.
5. Strive to be unobtrusive and humble in dealing with subjects.
6. Respect the integrity of the photographic moment.
7. Strive by example and influence to maintain the spirit and high standards expressed in this code. When confronted with situations in which the proper action is not clear, seek the counsel of those who exhibit the highest standards of the profession. Visual journalists should continuously study their craft and the ethics that guide it.

MINIMIZING HARM

A. SOURCES AND READERS

Reporters should treat sources and readers with courtesy and respect and avoid abusing or exploiting sources.

B. REPORTING ON GRIEF

Exercise great care when interviewing those experiencing grief and other private situations. The Tribune generally does not report on individual suicides except when they involve a prominent person or if they became a public event or spectacle.

C. NAMING SUSPECTS

When law enforcement officials identify a person who has been arrested, that person can be identified in The Tribune. However, care and judgement must be exercised when police identify a suspect. The possibility that law enforcement is wrong must be weighed against the public good that could come from identifying a suspect.

D. JUVENILES

The Tribune will not identify accused juvenile offenders except in cases where they will be tried as adult, or their alleged crime is particularly heinous or deemed newsworthy.

E. VICTIMS

Reporters should use care in reporting on victims and withhold exact addresses of residences unless there is a compelling reason to publish. Before identifying the victim of a crime, you should consider any further harm identifying the victim might do. In routine crime stories, The Tribune typically does not identify victims. In higher profile stories, The Tribune typically does.

In general, The Tribune does not identify victims of sexual assault.

F. SELF-RESTRAINT

Under certain circumstances, The Tribune may choose not to publish a story that clearly threatens physical or extreme psychological harm to an individual or threatens to cause serious public harm.

G. FICTITIOUS NAMES

Reporters may use a fictitious name for a real person only when there is good reason to believe that public identification would cause severe harm or embarrassment to the person. The editor must approve such action and reporters must inform readers that a fictitious name is being used.

H. RUSH TO PUBLISH

Information in the public interest often loses value to Tribune readers as time passes, and there are legitimate reasons to be first to publish, especially online. However, Tribune employees must apply reasonable judgment, weighing the good of publishing quickly with other ethical

considerations. The mandate to be right and fair must supersede the pressure to be first.

For breaking news events, reporters often post a first version of a story on the website and update as more information is gathered. In these cases, you must include a statement within the story text alerting readers that reporting is in progress and the story will be updated with the latest developments.

I. ERRORS

Errors come in all shapes and sizes, from misspelling a name to incorrectly describing an element of a new policy. We all hate to make mistakes, but when it happens, we must own up and correct. Transparency remains a core value of The Tribune, and it's our duty to correct mistakes anytime an error is discovered.

Simply removing a quote for use of a better one or removing a fact that is not needed constitute routine rewriting or editing, so there's no need for a correction. But if a mistake in a story posted online is the result of erroneous material provided by a news source or if the mistake occurred in the course of reporting, writing or editing, those circumstances should be corrected immediately within the story as well as noted at the bottom of the story.

Consult with your editor when an online, print or social media correction is warranted. Whenever possible, the person most responsible for the error must write the correction and submit it to an editor before it is posted or printed.

Each online correction must include language to the effect that "an earlier version of this story..." contained an error. We also need to explain to readers directly why any substantive deletions are made, also as a footnote. There is no need to cite The Salt Lake Tribune or to say we regret the error. Clearly, we regret every error.

Our corrections format is as follows:

For a print correction:

-- June 6 (the date when the error appeared because most errors happened the day before print publication) >> A story about Republican candidate Tanner Ainge misspelled his father's name. The correct spelling is Danny Ainge.

For an online correction:

-- Correction: June 6, 10:33 a.m. (the date and time of the error) >> An earlier version of this story about Republican candidate Tanner Ainge misspelled his father's name. The correct spelling is Danny Ainge.

J. REQUESTS TO EXPUNGE

The Tribune occasionally receives requests to remove content from our website, such as when a court decision exonerates an individual or a person would like to erase a past indiscretion after they have righted the wrong.

As a general rule, we do not un-publish stories and photos since The Tribune cannot erase history. However, there are exceptions. For example, an incident involving someone out of the public eye who made a youthful mistake would have a lower bar to clear than an elected official or a person in a position of public trust.

We do not have hard and fast rules or a precise formula for removal, but we promise to consider each request for removal individually, humanely and respectfully.

To submit a request for removal, please contact the editor. If the original story contains factual errors, we make every effort to correct promptly.

LEGAL ISSUES

A. BREAKING LAWS

Journalists should never knowingly break the laws in the pursuit of news and photographs, nor should journalists ask anyone else to do so.

B. SURRENDERING MATERIALS

Journalists should not voluntarily surrender anything to law enforcement or judicial

authorities. If you are served a subpoena, turn it over to the editor.

Recordings, notes, emails and photos — published and unpublished — are the property of The Tribune. Unless The Tribune formally requests they be protected (i.e. if litigation requires property to be put on hold), such notes and materials may be stored or disposed of as a reporter or photographer sees fit.

C. OPEN MEETINGS

When asked to leave a public meeting or judicial hearing that should be open to the public, reporters should respectfully lodge an objection under the Open Meetings law, requesting the law be followed or a recess called until The Tribune's attorney can be consulted.

When a reporter, editor or photographer is on assignment and acting within the guidelines of the law, including Utah's Open Meeting Act, he or she will be considered an agent of The Tribune and will be legally supported in subsequent legal entanglements.