

# Arizona Daily Star Code of Ethics

Revised March 2006

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# Introduction

**T**he Arizona Daily Star and StarNet expect staff members to seek and convey the truth in all aspects of their work. Staff members are to act with integrity, exercise fair play, serve the public interest and maintain independence from conflicts of interest.

This code is designed to be clear and useful — and to be used often. This code should serve as a guide to resolving questions, but should never take the place of a discussion with your editor. Of course, no code can possibly cover every ethical situation. All ethical matters should be brought to the attention of your editor. Feel free to contact the appropriate editors any time, day or night, if problems arise. Always be guided by fairness, accuracy and common sense.

The code is divided into three sections for easy use and reference. Section 1 focuses on professional conduct. Section 2 focuses on publishing ethics. Section 3 includes photo release forms and a disclosure form that must be signed annually, and updated as needed. The Code of Ethics applies to all employees, full- and part-time, and regardless of position, title, beat or personal circumstance. Failure to adhere to this code could result in disciplinary action up to and including termination.

As an employee or freelancer, you will be expected to read and abide by these policies and sign a statement to that effect. We ask that you continue to apprise your supervisor of any potential conflicts that might interfere with your ability to cover or produce the news in certain situations.

Credibility is our greatest asset. It is the foundation of all we do. By following these guidelines you are committing to the highest standard of ethical conduct and to superior performance as a journalist.

# Professional ethics

If we expect readers to view us as credible, then we must aggressively seek and fully report the truth while remaining independent and free from any legitimate suggestion that our independence has been compromised. The following outlines ways to maintain that independence.

## **Admissions discounts**

Because we are a large employer, we often get discounts for certain attractions and services. These are made available to employees through Human Resources, which accepts such offers only after being assured that the discounts are available to other large employers as well.

## **Books, CDs, DVDs, software and tapes**

Books, tapes, CDs, DVDs and software are frequently sent to the company. If an item is reviewed, the reviewer is allowed to keep the item as reference material. The item remains company property. Staff members are not to build personal libraries from review copies, nor are they allowed to sell those items for personal gain. The Star donates items that are no longer needed or that were not reviewed to libraries or charities. To avoid the appearance of impropriety, no employee should accept material at home. Freelancers are expected to follow these guidelines during any projects for the Star or StarNet.

## **Community involvement**

We encourage you to be involved in the community. By being involved in the community, you can help our community, help yourself and help the Star through story ideas and contacts. A few guidelines must shape that involvement:

?Do not serve on any organization's publicity or fund-raising committee. That can quickly become a conflict of interest for you.

?Do not cover an organization in which you are active. If this comes up, always discuss it with your editor. You may be permitted to continue in the organization, with someone else handling that particular assignment.

?Do not play a role in reporting, editing or shaping policy on coverage of any organization that you belong to, support or have a direct interest in.

?Do not take an active role in any political campaign or political organization. To do so would make you and the Star vulnerable to charges of favoritism.

?Do not run for political office. If you choose to do so, you must first resign from the Star or StarNet.

## **Confidentiality**

Never divulge any confidential information about the company or use that information for your own or for any other's advantage or profit.

## **Financial donations**

Personal contributions to political parties or candidates are a matter of individual choice, but they may give the appearance of a conflict of interest. Such contributions may not be associated in any way with the company nor

represented as being on behalf of the company. Do not make donations to people, organizations or parties that you cover.

### **Financial holdings**

Staff members must take care that no one has grounds for raising the suspicion that an employee misused a position with the Star for financial gain. To that end:

?Do not enter into a business relationship with a source.

?Do not work on assignments about enterprises in which you have a financial interest.

?Do not invest in companies active in your specific beat or work area.

?Do not trade on inside information.

### **Freelance material**

Editors should share this ethics policy with regular freelancers and expect them to abide by it. If they don't, editors should obtain another source of material.

### **Free meals**

The general guideline is: What the public must pay for, the Star pays for. From time to time, it is normal for a news source to "pick up the check." Always insist that you pay the check, or at least your share. If it becomes awkward, accept the meal with thanks and make a point to reciprocate later. For dinners, especially political fund-raising events that are to be covered from a news point of view, pay only the dinner share, not the larger contribution that goes to the political party.

### **Gifts**

We accept no gifts — not the wine offered during holidays, not sports bags or jackets, including those distributed at sporting events and press conferences. From time to time, grateful news subjects or sources may send flowers, cookies or cakes to news staffers. If you know ahead of time that this might happen, decline and explain that it is against Star policy. If you receive an unexpected gift, respond appropriately. A grandmother who sends flowers because she liked your photo of her grandson deserves a thank-you call. A bakery that sends pastry after a positive review is hoping for similar treatment in the future. Call with thanks and explain that we accept no free gifts. Tell the owner that we'll donate the gift to charity, and do so. If returning a large gift, such as a box of food or flowers, is impractical, the department head is expected to see that it is donated to charity.

### **Influence**

Never exploit your position for personal gain in any commercial transaction or to conduct personal business for yourself or anyone else. Your title or assignment should not be exploited in a second job. Personal letters or letters of complaint should never be written on company stationery. Business cards should not be used for personal reasons.

### **Membership**

No staff member should belong to a community organization that they play a role in reporting, editing or shaping policy on coverage of that organization or any matters in which that organization has a direct interest.

**Notes**

Get rid of notes within a week after the notebook gets full. Purge electronic and audio notes a week after publication. If you see a need to keep notes longer, you must obtain your editor's permission. The reason for this is simple: In recent years, we've spent tens of thousands of dollars to protect the paper against subpoenas for notes and photos. Not a single case involved the Star as a defendant. Instead, lawyers tried to make Star reporters and photographers their witnesses. We fight these cases. We should not become an investigator for lawyers. Our reputation would be harmed if sources believed our notes and photo files were open to lawyers. It would have a chilling effect on the willingness of people to talk to or be photographed by the Star or StarNet. We do not want to spend time on fights over old notes. We must devote our resources to good journalism. So throw away your notes. Do not stash notes at home. Those notes are the legal responsibility of the Star and StarNet. They were gathered on company time and must be thrown away.

**Outside work**

You must discuss freelance and outside work with your editor before accepting the work. People in the community tend to think of anything we do as being associated with the company. You are not permitted to work for a competing medium of the Star or StarNet. You may be permitted to work for publications not in competition with the Star or StarNet. While completing those assignments, you are still expected to adhere to this code of ethics: no gifts, no free travel and so forth. You are not permitted to use Star resources, such as computers, laptops, cameras, fax machines, library research, copiers, e-mail, telephones or other company resources or equipment for outside work. No freelance work may be done during regular working hours.

**Paying for news**

The Star and StarNet will not pay for news under any circumstance.

**Public appearances**

Use good judgment when making a public appearance on behalf of the company to avoid any perception problems for the Star or StarNet. Talk to your editor before as well as after any appearances in which you are representing the Star or StarNet to the public. You are expected to report all public appearances and engagements on the Intranet outreach database. Staff members may be asked to appear on radio or television as representatives of the Star or StarNet. This is good exposure for you and for the Star and StarNet. Again, discuss it with your editor. Keep in mind that, when appearing in other media, you must make it clear which opinions you express are your own and which are the company's.

**Relationship with others**

Our company is committed to free, fair and open competition for suppliers, customers and competitors. To achieve this, employees are expected to:  
?Maintain an arm's-length relationship in all dealings, including those with suppliers or others dealing with our company. This includes any credits or return of money for services.

?Keep senior management informed about any matters that might be considered sensitive to preserve the company's reputation, even when less candor might seem to protect the company or its management from criticism.

?Remain free of outside interests, investments or business relationships that may compromise the credibility of our news report.

?Maintain an impartial, arm's-length relationship with anyone seeking to influence the news.

?Avoid potential conflicts of interest and eliminate inappropriate influence on content.

?Be free of improper obligations to news sources, newsmakers and advertisers.

?Differentiate advertising from news.

### **Subpoenas**

When the Star or anyone on its staff is properly subpoenaed, we will honor that subpoena unless we decide to challenge it. Do not resist being served. Accept the subpoena and immediately notify a senior editor. Do not volunteer any information to the person serving the subpoena. Similarly, do not provide information about your notes or any unpublished material to anyone. Be wary of those, especially officials, who compliment you on your work and then quiz you about how you got it. Arizona has a reporter privilege law that covers unpublished material, but you could unwittingly surrender your privilege by discussing a story with a law enforcement officer, lawyer or other investigator afterward.

### **Tickets**

The Star pays for tickets to plays, concerts and other events. The number of tickets purchased is to be determined by the department head. An exception is an event that offers working press tickets in areas unavailable for public purchase, such as sports press box seats, sideline passes or similar areas set aside for working press. These are accepted only for those on assignment to cover the event.

### **Trips**

We accept no free trips, such as to Hollywood for TV or movie interviews or to any sports or business events. The Star pays for trips it deems newsworthy. When traveling with a college or professional team, for example, we pay all our expenses. Exceptions would be trips that are not available for purchase by the public, which are deemed necessary for news coverage, i.e., military or Red Cross trips into certain areas or possibly a business news trip. In all cases, before accepting, discuss it with your department head.

# Publishing ethics

Fair or not, too many readers believe that newspapers are sloppy, shallow, careless and callous. To counter those beliefs, we must be accountable. Accountable for our mistakes. Accountable for the decisions we make. Accountable for explaining to readers what our standards are. Accountable for fair application of these standards. The following guidelines will help us be honest in how we present the news and consistent and fair in how we treat news subjects.

## **Bylines**

If a reporter in the field provides information to a staffer who writes the story, the reporter in the field gets the byline. Any staff member who provides information may be given a byline, regardless of his or her job or title. If multiple staffers report the story, the byline is the editor's judgment call. In general, the byline should go to the staffer who reported key facts. A double byline or editor's note also can be used when more than one staff member makes a substantial contribution to the reporting or writing of a story. A credit at the end of the story recognizes reporting contributions that are notable but don't call for a double byline. If either of the staffers with a double byline was not in the datelined location, say who was where in a note at the story's end. For roundups, the byline goes to the writer, with credit in a note at the end of the story to the reporters who contributed substantial information. When compiling stories from wire services, remove the bylines and credit "from wire services."

## **Clarifications and corrections**

Day-to-day mistakes, no matter how small, have become a significant factor in the declining credibility of newspapers. We could enhance our standing with the public greatly just by getting the facts straight and spelling words correctly. That, of course, is what we are supposed to do. Corrections will be anchored on A2 under a headline of Corrections. All requests for a correction must be resolved on the same business day that the request is made. Corrections should be posted and information corrected on StarNet immediately, instead of waiting for the next print publication cycle. A statement of our corrections policy will run every day on A2. All errors, no matter how small, must be corrected on A2. This includes misspellings of names in stories and of place names in graphics and sentences that end in mid-clause because of pagination errors. If necessary, a follow-up story, such as notes columns in Sports, can correct a previous item. But the initial correction must also appear on A2. Anyone who is responsible for a correction must write a note explaining how the error occurred and what will be done to avoid a recurrence.

We strive for fairness and accuracy. Quick action is required in making corrections — both ethically and legally. All corrections requests, no matter how trivial, must be discussed with an editor. Every complaining party must get a response, regardless of whether we publish a correction or clarification. If we have given our readers a wrong impression about the reasonable view of a



principal of a story, there may be need for a clarification. Every effort should be made to set the record straight, not just to correct errors of fact.

For instance, if we are given an incorrect telephone number and publish it, we should assume institutional responsibility for the error, because we should have called and checked it.

### **Corrections format:**

?Corrections must contain the day of publication and the page number. All corrections, regardless of the section in which they occur, will appear on A2. Corrections from the editorial and opinion section should appear on A2, as well as in the editorial and opinion section.

?Repeat the error only if the information is needed for clarity. For example: The Pizza Hut robbed Tuesday night is at Broadway and Kolb, not Broadway and Pantano as stated in a story on B1 Wednesday. Another example: The photo on C3 Thursday was not Amanda Smith. Pictured was Mary Jones.

?If clarity is not in question, we need not repeat the error. For example, if we misspell someone's name, we need only correct the spelling, not repeat the misspelling in the correction.

?If an item being corrected is exceptionally long or unwieldy — a recipe that left out an ingredient or a comic strip that ran out of sequence, for example — the recipe or correct strip need not appear on A2. However, a correction must run on A2 noting the error and referring to the corrected item elsewhere in the paper. Unless the error is especially grievous, we need not apologize in the correction.

### **Excerpts**

Excerpt from published works only for purposes of criticism or review of the work itself. To publish more than a few lines requires permission from whoever has the publishing rights. With the exception of reviews, do not excerpt from copyrighted works — stories, books, songs — without first obtaining permission. Limit reproduction of syndicated cartoon characters to when we are illustrating a story about specific characters, the artist or the genre. If asked, you should be able to clearly explain why you had a need to quote as much copyrighted material as you did.

### **Fabrication**

Deceiving readers by fabrication is prohibited. Care must be taken in retelling events so that it is clear to the reader that the event was not witnessed firsthand. Fabrications in non-news stories, such as columns and features, must be obvious to the reader. Fabrication also includes representing yourself as other than representing the Star or StarNet.

### **Fairness**

Every effort should be made to obtain a prompt, complete reply when an accusation is made against an individual, company or institution. We must make significant efforts to reach anyone who may be portrayed in a negative way, and we must give them a reasonable amount of time to get back to us before we publish. What is "reasonable" may depend of the urgency and competitiveness of the story. If we are unable to obtain comment, we should say that and explain

what effort we made to contact the person. Similar play will be given for initial accusations and for their resolution. Include rebuttals in the main or deck portion of headlines as well as in the early paragraphs of a story and always before it jumps from the cover page of a section front.

Unfairness sometimes can be hard to spot. An “anatomy” of a crime, for example, may include a paragraph or two dredging up background that someone for years has been trying to live down. Beware. Subtle putdowns also can hide cleverly in humor pieces, unnoticed among the chuckles. In profiles, a hurt can slip through with the flick of a short verb (swills, slurps) or as a “colorful” modifier (skittish eyes, deep-grooved wrinkles).

To avoid any suggestion that someone is being judged before a trial, do not use phrases such as these: indicted for murder, arrested for arson, accused murderer. The word “for” convicts and the word “accused” does not alter the definition of murderer. Instead use “indicted on a charge of murder,” “arrested on suspicion of arson.” We use the latter because at the time of the arrest the charge is not formal.

Always specify the source of an accusation, such as a court record, a grand jury indictment or a statement by a public official.

The word “allegedly” is no defense against libel, especially if we seem to be doing the alleging.

**Wrong:** Jones allegedly set fire to the house, then shot Green.

**Right:** Police charge that Jones set fire to the house, then shot Green.

There is a difference between the meanings of innocent and not guilty. Pleas should be reported as presented: guilty or not guilty. Under no circumstances should a “not guilty” be changed, on sight, to “innocent.”

Unless there is a reason to be wary of a source’s credibility, we should avoid excessive attribution.

### **Graphics and maps**

The source of all information used in the graphic must be noted.

Changes to staff-produced graphics and art must be discussed with artists whenever possible. Maps and graphics from other publications can be reprinted, but only with permission. Statistical data from other publications can be reprinted in our graphics only if the source is generally available to all news media. We must exercise respect, and credit accordingly.

### **Identification by race or ethnic background**

We do not identify race or ethnic background unless the information is relevant. When racial identification is used, the race of all involved should be mentioned. We do not mention a person’s race in describing criminal suspects or fugitives unless the rest of the description is detailed enough to be meaningful. Racial identification of suspects may be used when the description provides enough information to exclude all but a narrow group of people using specific identifiers

(such as, but not limited to, age, weight, height, clothing, hats, scars, hair color, getaway cars, etc.).

### **Identification of people accused of a crime**

Names of people accused of a crime should be as complete as possible, with middle names or initials. This will avoid mix-ups with other law-abiding citizens.

### **Identification of victims, juveniles, crime locations**

Every story must be judged individually and discussed with an editor. Under normal circumstances, we do not identify victims of business robberies, such as store clerks or bank tellers, unless they are gravely hurt and hospitalized, or killed or agree to have their names made public. Even then, do not make public their home addresses. However, there may be special circumstances — such as the prominence of those involved or the taking of hostages — when we think it important to identify such people.

In general, we do not identify people accused of crimes until they have been arrested or charged formally. Again, prominence of the accused or other special circumstances may justify an exception. Only an assistant managing editor or the managing editor can make those exceptions.

In cases involving charges of sexual abuse, every story will be judged individually with your editors as to whether to identify victims of the abuse and/or those accused of the abuse or to provide information that might lead to their identification.

In situations involving juveniles charged with crimes, stories will be judged on an individual basis, again with editors. The decision to use the name of a juvenile generally is dependent on the severity of the crime.

In the case of crime locations, specific home addresses should not be used. Instead, use a general location, such as the closest major intersection. Take care: Even saying a molestation occurred in the 8000 block of East Speedway can identify a victim if there's only one house on that block.

### **Identities and intentions**

As a general practice, all staffers should identify themselves as Star or StarNet employees. This includes gathering information online in chat rooms, etc. An exception would be a restaurant reviewer who is adhering to the company's policy of anonymous reviews. Any decision to not identify yourself as an employee needs the approval of an assistant managing editor or the managing editor.

**No comment**

A person's decision not to answer a reporter's question should be treated with care in news reports. Generally there are three ways a person's desire not to be quoted in a news report can be worded:

- ?The person refused to comment.
- ?The person would not comment.
- ?The person declined to comment.

The Star's preference in most cases is the middle one — "would not comment." "Refused to comment" is a loaded phrase that should be used sparingly; save it for instances in which the person questioned would be expected to respond to a serious allegation — because of his or her public office, job description, relationship to the article or the particular circumstance — but goes out of his or her way to avoid doing so.

"Declined to comment" is not a loaded phrase, but it may imply that the person doesn't have an obligation to comment on whatever is happening. Use it for soft allegations and sensitive situations. For instance, a private citizen involuntarily drawn into the public spotlight — by a car accident, heroic rescue or other unforeseen situation — is under no obligation to respond to questions.

Also keep in mind that all three phrases can often be avoided. The reader is better served if you can specify what the person is not revealing.

- ?Jones said he would not reveal the contents of the indictment until ordered by a judge to do so.
- ?Smith would not identify the business under investigation.
- ?Thompson said he would not respond to the prosecutor's charges outside the courtroom.

Avoid using "declined comment" and "refused comment," as in "Jones declined comment." Strictly speaking, that means the person in question turned away the reporter's attempt to comment on the situation at hand. It's not the reporter's comments we're seeking.

**Obscenities, profanities and vulgarities**

Do not use obscenities, racial epithets or other offensive slurs unless they are part of a direct quotation and there is a compelling reason for them. That reason must be discussed and approved by a senior editor before publication. If a story cannot be told without the offensive reference, first try to find a way to give the reader a sense of what was said without saying the specific word or phrase. A photo containing something that could be deemed offensive may require an editor's note. In any case, a senior editor must be consulted.

**Plagiarism**

Stealing someone else's wording, quotes, photos, graphics or other works is wrong. All language and ideas, research findings and images presented in the Star and on StarNet should be the original work of the writer, artist or photographer or be attributed to an original source.

**Photographs**

Photographs in the Star must always tell the truth. The content of a news photograph must never be altered in any way that turns the photo into something the photographer did not shoot.

Photojournalists should not set up, re-create, direct or otherwise intrude on the reality of an event. Direction is allowed for situations such as portraits, fashion, studio work and photo illustration and should be obvious to the viewer. Illustrations should be labeled. It is not necessary to label fashion photos as photo illustrations; however, a photo of a child model used to illustrate a story on child abuse would require such a label.

Manipulation of images through physical or electronic means should be done only to enhance the technical quality of the photographs for best reproduction, except when an image is manipulated to create an illustration. Cropping and sizing to enhance clarity, impact or composition are encouraged. Photos with backgrounds cut out are allowed as long as they do not deceive the viewer about the essential nature of the original photo.

You must ask and receive permission from the copyright holder to use historical, handout and Web photos and you must credit them as such.

A photo release form must be filled out by a parent or guardian before publishing any photo of a child under age 12 taken on private property or at a school. Many schools have parents sign blanket permission slips allowing their children to be photographed. That permission is acceptable for Star purposes. Ask the teacher or principal beforehand about the arrangement the school has made with parents. No permission is needed if the child is photographed at a public festival or other public place.

**Potential conflicts of interest**

All writers, editors, photographers, artists and others involved in a story's publication must disclose any possible conflicts of interest that might prohibit them from working on certain stories. This could include business investments, stock ownership, a family member's employment, personal relationship or involvement in area organizations, among other ties.

**Pre-publication review**

Avoid any agreement implying that a subject may clear a story for publication. If someone wants a story read back before publication, politely refuse. Also, do not agree to such a request as a condition for an interview. However, if your story deals with complex, technical information you are not sure of, feel free to call the person to make certain the information was correctly understood, even if that means reading back a passage. Similarly, it is permissible to show portions of a graphic to a source to help ensure accuracy. There may be rare times that editors choose to show a source a story.

**Privacy**

Take special care to be fair to those unaccustomed to dealing with the press. We want to be especially sensitive to news sources in times of grief, personal loss or extreme emotional distress. We treat people with respect. This means having a high regard for personal privacy. Ordinary citizens have a greater right to privacy than public figures. The value of publishing names, religious belief, sexual orientation, ethnicity or past behavior should be weighed against the relevance to the story and compassion for the individual.

**Quotations**

If we quote someone in a story, it seems reasonable to assume that readers believe we spoke with that person, either in person or on the phone. If we didn't speak directly with a source, we owe it to readers to tell them that. For example, if a reader knows an interview was conducted via e-mail, that might signal to him that the source's answers were carefully constructed and not off the cuff. If a quote comes from a press release or a prepared statement, the source may have had help writing it — or may simply have approved something someone else wrote and put her name to. If a passage comes from a trade publication article, it may have been heavily edited. (And speaking of quoting from articles, we shouldn't assume the author of a trade publication article is an expert to be quoted — he or she may very well be a PR representative or a journalist synthesizing information collected from other sources). We also should tell readers if we are translating an interview conducted in Spanish, or if our quote was translated by an interpreter. Translation can alter meaning and nuance and therefore readers should know that what they're reading was translated by us or someone else. In short, if an interview was conducted in person or on the phone, there's no need to explain anything other than, John Smith said. Otherwise, we should describe the source of the information: said via e-mail, wrote in a Sept. 2005 New York Times editorial or said in a prepared statement. The same care that is used to ensure that quotes are accurate should also be used to ensure that quotes are not taken out of context. We do not alter quotations, even to correct grammatical errors or word usage. If a quotation is flawed because of grammar or lack of clarity, the writer must be able to paraphrase in a way that is completely true to the original quote. If a quote's meaning is too murky to be paraphrased accurately, it should not be used. Ellipses should be used rarely. Quotes from one language to another must be translated faithfully, and the language spoken noted. Video or audio editing of quotations or sound bites must not alter the speaker's meaning. Internal editing of audio sound bites is not permitted. Shortened sound bites by cutaway or other video transition are permitted as long as the speaker's meaning is not altered or misconstrued. Editing sound on videotape is permitted under certain circumstance, such as technical failure. Do this only with approval of the StarNet editor.

**Reviews**

Arts and entertainment critics must stay until the end of a performance or disclose to readers they left early because of deadline.

## **Sources**

Credibility is the Star's greatest asset. For that reason alone, we must make every effort to fully identify the news source in a story.

Care must be taken when juveniles are used as sources. Children in elementary school may not fully understand what it means to talk to a reporter. That is more fully understood by most children in middle and high school. When talking to a child of elementary school age and younger, make sure the school has a signed parental release. If the school does not, you must talk to the child's parent and make the parent or guardian aware of what was discussed and what will be quoted or photographed.

In the past, particularly in event and feature coverage, we have used unnamed sources in stories deemed uncontroversial. (" 'I think it's great,' said one festival-goer who asked not to be identified.") Such quotes are now prohibited. They add little to the story; without a name, the comment has no substance. The reader has no ability to connect. If you stop someone to get a comment about an event, make sure that the person is willing to be identified. If not, seek someone else. Wire stories need the same scrutiny as staff-produced stories. We are not always in a position to judge the decision-making process behind wire stories that use unnamed sources. When practical, we should edit wire copy to avoid reliance on unnamed sources. We should examine the array of wire services available to the Star and use those stories with the most complete sourcing.

The Star will not use an unnamed source except in rare instances approved by top editors.

A story that uses a confidential source should be of overwhelming public concern. Before using an unnamed source, you and your editor must be convinced that there is no other way to get the essential information on the record. The unnamed source must be in a position to know and have firsthand knowledge of the story. We should be willing to reveal to the public why the source cannot be named and what, if any, promises the Star or StarNet made to get the information.

Occasionally, it may be impossible to identify a source — a heckler in a crowd calls out while the president is giving a speech.

Our general rule of thumb is to identify all speakers. Sourcing gives a story credibility.

If the use of an unnamed source is required, follow these guidelines:

?Use as a source only someone who is in a position to know.

?Make clear that an agreement of confidentiality is between the newspaper and the source, not just between the reporter and the source.

?Inform the source that the Star will not honor confidentiality if the source lies or misleads the newspaper.

**Taping interviews**

Our practice is to inform a source before taping a telephone interview. Although it is legal to record a telephone interview without a person's knowledge in Arizona, we do not.

**Use of other's material**

It is common for a staffer to include in his or her work passages from previous Star stories or from stories in the Star's archive by another writer, generally background or boilerplate. This is acceptable if the passages are short. If you can re-report, that is always best. Regardless, the reporter writing the story is responsible for the factual and contextual accuracy of the material. For video, if another broadcaster's material is included, we must receive permission to use it and the broadcaster credited in the accompanying shotlist.

**This code was drafted with heavy reliance on codes of ethics adopted by other news organizations and suggestions from the Poynter Institute. In many cases, whole sections or sentences have been adopted in their entirety for use in the Star's code. Newspaper codes used in drafting this document include: The Associated Press, Chicago Tribune, Dallas Morning News, Kansas City Star, Lincoln (Neb.) Journal Star, The Orlando (Fla.) Sentinel, San Francisco Chronicle, Richmond (Va.) Times-Dispatch and The Roanoke Times.**