



### **JEA Adviser Code of Ethics (Revised 2015)**

- Model standards of professional journalistic conduct.
- Empower students to make decisions of style, structure and content by creating a learning atmosphere where students will actively practice critical thinking and decision-making.
- Encourage students to seek divergent points of view and to explore a variety of information sources in their decision-making.
- Support and defend a free, robust and active forum for student expression without prior review or restraint.
- Emphasize the importance of accuracy, balance and clarity in all aspects of news gathering and reporting.
- Show trust in students as they carry out their responsibilities by encouraging and supporting them in a caring, learning environment.
- Remain informed on press rights and responsibilities across media platforms.
- Advise and mentor, rather than act as censor or decision-maker.
- Display professional and personal integrity in situations that might be construed as potential conflicts of interest.
- Support free expression for others in local and larger communities.
- Model traits of a life-long learner through continuous professional development in media education along with membership and involvement in professional media organizations.
- Champion inclusion so that ALL students not only see themselves and their ideas represented, but also see themselves as able to contribute to and to lead student-determined media.
- Foster cooperation and open communication with administrators and other stakeholders while students exercise their First Amendment rights.
- Encourage journalistically responsible use of social media in schools and educate students, school officials and community to its value. Educate students about the ramifications of its misuse.

