

Bella Eiko Orta Media - Be the Media

CODE OF ETHICS

Bella Eiko Orta Media has adopted a code of ethics mirroring preexisting policies with reputable press organizations set up in collaboration with their members, as well as national and international governments. The subject matter covered encompass a variety of research, personal rights, truthful reporting and the separation of editorial content and advertisements.

This organizations use of this particular code strives to make every member aware of ethical problems and view them with greater impact value upon society as a whole. The Bella Eiko Orta Media code of ethics has been designed purposefully to make it binding for every member individually, regardless of which medium of delivery is being utilized.

Preamble

The goal of the code of ethics is to document clarification in written form to every member their responsibility to consumers of all forms of media, as well as the ethical and legal obligation to report well-founded, professional news; including, but not limited to evidence gathering to uphold the social, moral and legal obligations of public servants.

There will be disciplinary action taken out against any person who violates the code of ethics. These measures may range from a written warnings, re-training, fines and possibly expulsion from the Bella Eiko Orta Media organization. It is not the goal of Bella Eiko Orta Media to issue a chill effect on the free speech of any freelance journalist, nor excessively regulate any of its members with this code; its purpose is to offer an aid for individual decision making and a written reference for ethical questions that journalists have empirically been confronted with. Disputes regarding press rights and the law regarding ability to document can be avoided by the use of this code.

§ 1 – Principles of Bella Eiko Orta Media Reporting

1. In an effort to be a check and balance on governing powers, journalists are often granted special permissions to conduct research before & after documenting and disseminating information to the public that may contribute to public opinion.
2. Adequate and truthful reporting are essential to the fight against misinformation. A journalist must always make their audience aware if reporting personal opinion or factual evidence.
3. Any person, entity or organization that may be affected by news coverage or evidence gathering must be presented with the opportunity to comment on possible accusations before they are publicly published; provided there is not a credible threat to those attempting to allow commentary.
4. If a mistake is made in the face of extensive research, all journalists must make the appropriate parties aware of said mistake and take corrective action without being asked. If necessary, help will be provided with solutions to all complications that may arise in the pursuit of truth.
5. Bella Eiko Orta Media does not endorse any reporting that clearly values sensationalism over facts and objectivity.
6. Entertainment news such as rumors shall be clearly labeled as such by all journalists.
7. Extra attention must be given to delicate topics. Current court cases and the names of suspects/witnesses are only accepted in specific situations.

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8. Careful consideration of medical patients should be given when reporting on medical innovations and their real life application to various illnesses in an effort to not emotionally manipulate media consumers.
9. Topics regarding any financial products and/or capital markets should be considered carefully on an individual basis before publication by all journalists.
10. Bella Eiko Orta Media and all members of the organization respect all personal rights and consider them simultaneously with the public interest.

§ 2 – Research

1. Bella Eiko Orta Media, as an organization, is dedicated to a strenuous process of careful research.
2. If any strategic communication is used that builds mutually beneficial relationships between organizations and their publics (PR), it is mandatory that this is made abundantly clear.
3. All sources used in research efforts shall be listed in submitted reports provided submission of sources will not put the anonymity and/or safety of said source at risk.

§ 3 - Independence of reporting

1. Journalistic integrity must be preserved and as a result of such all PR related & advertisement material shall be independent of fact reporting.
2. Each individual journalist must never engage in comingling journalistic reporting and PR contracts.

§ 4 - Freedom of the press

1. Members of Bella Eiko Orta Media ensure sources anonymity and will take steps to protect them from possible punishment.
2. Barring access to sources identity is detrimental to the freedom of the press guaranteed in the Constitution of the United States of America.
3. In the event that members of Bella Eiko Orta Media have their constitutional right to document encroached upon while in the pursuit of truth, they can report this to Bella Eiko Orta Media, which – to the furthest extent possible – can and will pursue political and/or legal action.

§ 5 - Bella Eiko Orta Media consequences in light of code of ethics violations

1. In the event that a Bella Eiko Orta Media member is found in violation of the code of ethics, their case will be presented to the executive board for a hearing. Each person will be granted the ability to speak in their defense.
2. In the event that a serious violation occurs, the executive board can issue written warning and/or temporary suspension. In the event of suspension, a fine may be imposed before reinstatement.
3. If a violation is repeated, the executive board can expel the member from the Bella Eiko Orta Media as an organization by a simple majority.

SIGNATURE

PRINTED NAME

DATE