2005 Member Survey On Ethics  
(answers to opened questions only; see separate file in the “members-only” section of the ASBPE Web site for the main results)

5. Does your Magazine or Company/Organization have a formal or informal code of ethics?

<table>
<thead>
<tr>
<th>Response</th>
<th>Response Percent</th>
<th>Response Total</th>
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<tbody>
<tr>
<td>Formal (officially adopted by your magazine or company/organization).</td>
<td>37.2%</td>
<td>58</td>
</tr>
<tr>
<td>Informal (not officially adopted but have an &quot;ethical editorial environment&quot;).</td>
<td>42.3%</td>
<td>66</td>
</tr>
<tr>
<td>Neither</td>
<td>9%</td>
<td>14</td>
</tr>
<tr>
<td>Other/Comments (please specify)</td>
<td>11.5%</td>
<td>18</td>
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Total Respondents  
156
5. Does your Magazine or Company/Organization have a formal or informal code of ethics?

Other/Comments (please specify)

1. This is very much a matter of individual compliance. Example. I cover banks and won't invest in any financial company stocks. Recently found out that someone else who covers a different industry has invested in that industry for years.

2. Follow guidelines set by professional groups such as ASBPE and ASME.

3. It's a code that's stated as a mission statement and is short and very general.

4. Each magazine has an informal code or none.

5. Organization has a code of standards; the magazine staff adheres to it, and I place somewhat stricter requirements on my staff (re: acceptance of gifts, offers of free travel, being "friends" with sources and advertisers, etc.) You're making me think we SHOULD have a written policy.


7. Code of ethics is for members of the association -- does not specifically apply to staff.

8. Our association has an employee code of ethics, but it pertains to employment decisions overall, not editorial or other job-specific.

9. We follow codes of ASBPE, ABM, SDX, etc.

10. Formal for organization; informal for magazine itself.

11. Do not know
12. We subscribe to the ASBPE Code and have used it in a couple cases in the past year. We have also evolved informal rules to which we cling, and they have become canon. Examples would be "NOTHING goes in the book unedited or unread by another set of eyes" and "We remain neutral in industry squabbles; everything gets checked for balance and fairness to both association members and non-members."

13. We don't have a code of ethics, but editors in our group have been agitating to get one. As a result, a process is starting to establish one.

14. follow ASME and ABM guidelines

15. This is an ongoing battle, and varies from publication to publication within our organization. I try to stay on the high side of the debate.

16. The magazine has a codified editorial integrity policy published in the magazine and its media kit.

17. We generally rely on ASME and ASBPE guidelines.

18. as an ABM member the company recognizes ABM's editorial code of ethics

7. Do you feel it is important to have an editorial code of ethics?

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<tr>
<th>Response</th>
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<tbody>
<tr>
<td>Yes</td>
<td>92.4%</td>
<td>145</td>
</tr>
<tr>
<td>No</td>
<td>1.9%</td>
<td>3</td>
</tr>
<tr>
<td>Not Sure</td>
<td>5.7%</td>
<td>9</td>
</tr>
</tbody>
</table>

Total Respondents 157
8. Referring to Question 7 above, why?

Total Respondents
137

1. Because readers will not believe what they read if they think that the editorial integrity has been compromised or sold out.

2. Ordinarily, I don't believe in a lot of regulation. I base this on the philosophy behind a quote by Lao Tze, the ancient philosopher: "The more the laws are in evidence, the more do thieves and robbers abound." Sometimes, explicit rules just give scalawags a set of boundaries to cheat from--think of how much envelope-pushing the tax code encourages. However, I have come to the conclusion that business journalists, especially newcomers, need something. There is still too much whoring in this business, and it ought to stop. I've been extraordinarily fortunate to work for a boss with a backbone, but under the same corporate roof there are some who don't do as they ought.

3. The press is necessary to keep the government and big business in check. We need to be dependable and consistent when we educate. I think trade publications do not do a good job of holding industry accountable, because we are too dependent on advertising dollars.

4. It is essential that the standards are made clear; there must be bright lines drawn that every reporter, editor, publisher and salesperson understands. Professional ethics cannot be assumed and cannot be determined on an ad hoc basis. This is increasingly important as media organizations seek new and "creative" ways to extend brands and find new sources of revenue.

5. Clarifies policy, avoids confusion, avoids thinking things are "OK" when they are not.

6. editorial integrity value to the property
7. It is important to have ethics, but not necessarily a formal written statement. Our company has such a statement, but I have never met anyone who has read it!

8. So that everyone at our company knows what our standards are. It's important that we are clear about what we expect and aspire to.

9. The separation of editorial planning/production and ad sales ensures that the magazine is one of integrity and therefore can be trusted by its readers. This, in turn for sales, ensures a quality product.

10. A code of ethics sets standards for the way a magazine and a company operate, regardless of personal beliefs/actions/morals.

11. Enough questions come up during the reporting/editing process, that it would be wise to have standards everyone accepts in advance.

12. If a question arises, you always have an established policy.

13. You are bringing up something I had not considered, but am considering its importance.

14. To maintain the integrity of the editorial product.

15. A formal code of ethics puts what all journalists supposedly know in black and white, allowing no grey area to be negotiated. Frankly, it makes an editor's job easier when he/she has something to back him/her in making sometimes unpopular calls. It also shows readers that the magazine takes its credibility seriously.

16. A code of ethics protects the magazine's integrity and helps maintain the publication's credibility with readers. It ensures that writers/editors are on the same page in terms of handling potentially sticky situations, and helps them explain their standards to advertising sales reps and clients (who seem to be much less concerned about ethics).

17. It provides guidelines for making decisions when questions arise. Having moral guidelines also will contribute to respect to the publication.
18. Codes can be helpful in setting ground rules, but in grey-area situations they also can present obstacles to the editorial mission.

19. Leaves nothing in question and editors and sales staff have a clear policy to follow. It makes it easier to make decisions down the road when questionable situations come up.

20. With all the pressure to increase advertising revenue and circulation, it's critical that editors and writers understand that editorial ethics should not be affected by dollar issues.

21. The line between advertising and editorial is too easily blurred without clear guidelines. Once editorial becomes a tool of advertising, the credibility of the editorial diminishes. The credibility of the entire magazine and, in fact, of the advertising soon diminishes too.

22. Sets the standard for the quality of work we produce and helps build a relationship with readers based on trust.

23. It's simply a good business practice.

24. We are not a trade publication, and we have no advertising. Our organization's code of ethics covers all the ethics issues that might arise in the publishing area here.

25. To let my clients/respondents know that their data will not manipulated to get a desired outcome.

26. To remain objective and foster journalistic integrity.

27. Despite my assured answer on #6, I think it is wise to have an editorial code of ethics so that readers, advertisers and others understand what we do and why we do it.
28. As a guide for making behind-the-scenes decisions. In the heat of the moment, it's tough to make the best/right decisions. Also, it provides a "plausible deniability," giving us the power to deny a board member/volunteer/reader their request and blaming it on "policy," a diplomatic and unassailable "third party."

29. Especially in large publishing houses where different staffs are working on different publications, it is especially important to adhere to a company-wide Code of Ethics. Journalistic integrity is increasingly important today as more and more consumers want to blame the media.

30. I haven't really been in the position to think about it until recently, but I think setting clear guidelines is important.

31. To serve our readers effectively (not just our advertisers), and to prevent conflicts of interest

32. Trust and respect in the market.

33. It gives guidance to editors for all ethical situations and sets a tone of integrity for the publication.

34. It develops credibility and trust.

35. As one of the primary editors, I have informally implemented this code of conduct to apply specifically to the editorial products.

36. So that everyone is clear about what is appropriate and what is not in performing assigned duties.

37. Frequent ethical and conflict of interest questions can easily arise. Everyone needs to know and understand the rules, if only for issues of credibility and liability.
38. Written or unwritten, there should be some guidelines about ethics to ensure fairness and editorial objectivity.

39. It's good to have a statement of principle and what's allowed/not allowed, especially with new, younger editors/designers joining staff.

40. For guidance on issues that could compromise editorial integrity or basic practices of decency.

41. To maintain editorial integrity among all editors and staffers.

42. So everyone is on the same page when questions arise.

43. To guard the credibility of the magazine and the integrity of the editorial and sales staffs. Without our credibility, we have nothing.

44. It is important for everyone to understand what the rules and expectations are. A written code of ethics also sets the tone for the organization and leaves no doubt what we believe is important in our company and profession.

45. So everyone understands the brand's values and principles and can conform to standards that enhance the brand's perception in the field.

46. To establish and maintain editorial credibility with readers.

47. My publication has extensive online reader participation. The code of ethics makes it easier to keep the peace and reassures readers that the other participants are, at least, aware of the issues that concern people employed in our business.

48. The editorial code of ethics is one of best ways to ensure that there is a separation between the editorial and advertising sides of the business, and to ensure that magazines continue to promote unbiased journalism.
49. Huge pressure on small magazines to provide editorial for advertisers

50. A code of ethics is helpful in setting forth standards of conduct that can be applied as situations warrant. It’s also a good conversation starter when hiring new talent. Sadly, not every journalist approaches ethics in the same way, and at the end of the day, integrity is the true measure of our professionalism.

51. to set the minimum standards for publishers, sales people as well as editors

52. We jeopardize our editorial integrity every time we bow to advertising pressure. I feel the credibility and understanding of the advertising community has diminished lately. Many media buyers seem to have been trained in the old cliche, Why buy an ad when you can buy an editor? This used to apply to bribing editors with gifts and junkets. Now, not only salesfolk even publishers are asking to write editorial promises into ad sales proposals.

53. So we can clearly and consistently explain to questioners (advertisers) why we do not do certain types of stories.

54. Without ethics, a publication has no credibility.

55. Reduces the chance that people will pretend they "didn't know" they need to be ethical.

56. To guide decisions about editorial coverage and editors' participation in industry events.

57. To help give a clear picture of situations that lend themselves to ethical concerns.

58. There will always be pressure from the advertising side and from outside forces to compromise the editorial product. A code of ethics, particularly one that's a standard for magazines throughout the industry, gives editors a place to draw the line.

59. Editing is a profession, not just something to do to pay the bills. As a profession, it is vital that we all conform to a standard of excellence, and that we have a yardstick to measure how close/far we are to meeting that standard.
60. Without one, it all falls on the editor, which is okay as long as the editor has a spine.

61. It clearly draws the lines about what employee behavior is acceptable for all employees in the company.

62. Keeps everything above board, and gives everyone involved with the magazine, both editorially and in sales, a common set of rules to live by.

63. The credibility of our publication and our access to high-level sources depends on conducting our reporting and editing in an ethical manner.

64. As a measuring stick for difficult situations; as a way of ensuring that our integrity is preserved.

65. It helps eliminate the so-called gray areas when dealing with advertisers, PR folks and the like and frames how we can proceed with these groups.

66. To prevent conflicts of interest, and ensure reader trust.

67. It differentiates editorial for advertising. It also keeps industry standards on sources.

68. To ensure that our magazine and its competitors adhere to high ethical standards.

69. The number of ethical issues related to advertising and publishing decisions is growing exponentially.

70. Without it, publisher's and sales people can run slip-shod over editorial (which they do anyway).

71. TO MAINTAIN PROFESSIONALISM.
It assures that we will in business for a long time but also we need to bear the responsibility of providing ethical journalism.

Although an ethical path should be inherent, it all too often is not. We need explicit codes to underscore our mission. In addition, they serve as useful backdrops in instances of infractions.

A news organization lives on its reputation for unbiased accurate reporting.

Even though ours is unwritten, it's critical that journalists understand the importance of unbiased and uninfluenced coverage, and that vendors and others can't "buy" favorable coverage. Readers must be able to sense that what they read is objective, and that the magazine doesn't "play favorites."

We're journalists. 'Nuf said. Ours is not written, but is clear and communicated throughout the organization.

To avoid ethical errors in which someone says they were not aware that that's how we did things here.

Draws a line for editors to establish accepted practices and serve as a back-up if pushed by a 3rd party.

Makes it clear to association members, editorial board members, advertisers, ad sales staff, and other employers which kinds of editorial are acceptable, which are not, avoidance of conflict of interest, and the need to disclose to the reader necessary background.

It is vital to the integrity of the words written on the page. If there is no ethical integrity to the magazine, why would I (as a reader) believe anything in it?

To give editors guidance on how to handle situations we know that they'll encounter.
It is our job to report the facts and not our opinions.

It spells out the rules.

While the principles are a no-brainer to journalists, they are not well-known to non-editorial staff and it is good to have something to point to.

To set standards of behavior and practices.

Our industry needs to be above the airwave media, this includes cutting rates and product placement in editorial.

To make it clear what you can publish and what you can't and what is acceptable and not; also to prevent fraud and irresponsible writing/editing/reporting; to prevent too much advertiser influence

To make sure everyone is on the same page.

It sets a standard of how we are going to approach our marketplace.

So everyone knows what the rules are; so we can work toward serving our readers with integrity.

Ethics is not intuitive. There needs to be guiding principals appropriate for the publication. A B2B magazine is going to be guided by different principals than a general audience news publication. Without a set of ethics, editorial decisions will be made on the fly and inconsistencies are inevitable, which can alienate readers and advertisers, depending on the circumstances. For example, if you have a policy of not interviewing advertisers for subject matter expertise in the editorial content -- an issue that arises in B2B pubs, then you better be sure you stick to that rule.

The magazine should be taken seriously. If we publish material that is not relevant to our market, it won't serve our readers. The readership could see the magazine as simply a vehicle to serve the top paying advertisers.
93. We need a policy that enables us to clearly draw the line between advertising and editorial, and between genuine journalism and something other than that. We need to be able to justify our editorial decisions to others.

94. You need to know where to draw the line between sales practices and editorial integrity. If you don't have a line, the whole area is muddy.

95. To have a baseline when arguments arise

96. So there is a clear framework for future editorial staff

97. If a formal code is actually being followed, i.e., it truly reflects the attitudes of the various parties, it probably isn't needed. If it doesn't reflect people's actual values, it will probably wind up being window dressing.

98. We need to have these guidelines set so that when a question arises, we can refer to the code and get an answer—without any reservations.

99. A formal, written policy is needed to protect reader interests and maintain integrity in the face of increasing pressure to cater more and more to advertiser's interests.

100. It provides clarity and consistency for decisionmakers from editorial assistants to the editor-in-chief.

101. It is a nice idea. However, our editorial staff is very small—2-3 people. Not sure it makes sense for such a small group. Also, someone would have to have the spare time to develop and enforce one.

102. There are many reasons. For example, if there is some sort of "gray area" upon which your team comes, you should have some guidelines in place to keep people from crossing that line. Also, it just makes good business sense; it can offer some protection in legal actions, and it can be used in marketing your magazine as a source of unbiased, ethical source of news whose staff have a level of integrity that is second to none. Etc. etc.
103. Although the trade segment is "looser" than the news sector, the number of staff changes annually means new people, both new to the organization and new to the field, come to work with a wide variety of ethnic backgrounds. A policy, formal or informal, helps to even that "playing field."

104. To uphold ethical standards of conduct company-wide.

105. To keep everyone on the same page and honest. You have to have standards. Just like you have to give children rules or they do whatever they want.

106. Increasingly we see magazine editors that have vested interests in their markets. This is dangerous because having a market "enthusiast" compromises the magazine's mission as an independent source of non-biased information. Vendors increasingly want product placement in the magazine and send products or arrange trips for the editors in return. As vendors become more "creative," the editorial role must be protected. It only can be protected by relying on a written code of ethics. Of course, these ethics can be modified for each industry.

107. Everything needs to have a limit; in this business, you get a lot of "gray areas", but even they can be controlled with predetermined policies.

108. It ensures readers receive accurate, unbiased information and that certain advertisers or readers don't get special considerations/treatment.

109. Good guidance for staff and tells advertisers and readers that your magazine holds itself to high standards.

110. Need to have standards to guide us.

111. Editorial ethics are critical. They ensure integrity and the reputation of the magazine. They help ensure readers' information needs are met.

112. Keeps advertisers, publishers, and sales staffs in line and off my back.
The various magazines our company owns have completely different policies on fact-checking, the ad-edit line, how involved sources are in the production process, etc. For example, my magazine is one of two of only six publications in our division that doesn't send the entire story to sources before the story is printed.

To avoid conflicts.

To use as justification for impartiality among advertisers

Working with outside contractors can be a mixed bag, and they represent the brand. Having clear ground rules gives you license to end relationships if necessary if ethics are breached.

Better to have it in writing.

To maintain editorial leverage and to avoid legal problems.

An official code of ethics can be cited to advertisers who want us to violate the code. It carries weight.

In a B2B, especially, it is vital that practitioners draw a line in the sand between editorial integrity and sales drive. Although the "consumers" in this industry are more specialized - and understand the focus of business themselves - they are still consumers, and deserve to be given the most unbiased data available.

An ethics policy is essential to ensure accountability to readers and that your articles are not influenced by advertisers.

Without a clear line in the sand, as it were, there is no stopping advertiser demands. If we do one thing for one company that violates a code, we'd have to do it for all and that creates a nightmare situation. Also, being able to reference external codes (ASME, ASBPE) enables us to point to best industry practices designed to protect readers and gives us more leverage with sponsors.

without a code. editors can be overruled and ethics can be violated
124. To maintain a balance between attention to readers and advertisers. To keep content independent and high quality.

125. I am not sure, because I believe my staff members to be integretous professionals who have an acute sense of what is ethical and what is not, at least in broad strokes. We have frequent discussions about ethics and a very open dialogue about decision-making. I don't see ethics or a lack thereof as a big problem with my journal.

126. Without a code of ethics with which to abide, even loosely, the likely negative/damaging results would affect sources, advertisers and most importantly readers.

127. It takes away any gray areas surrounding appropriate/inappropriate decisions.

128. Not necessarily a formal code, but guidelines and rules

129. they are unenforceable. Besides, the grown-up editors should teach the younger ones by example, not by a written code.

130. No. 1: the cohesive aspect. If it is a "group effort" then all publications at the company should be working from the same platform.

131. Whenever a sensitive circumstance arises, employees need a written, approved reference.

132. It protects editors from pressure to shape content and other editorial products to accommodate advertisers and sales staff. It also sets the tone for the publishing company's approach creating editorial content. Additionally, it serves to remind editors of what constitutes ethical conduct.

133. Guidelines are necessary to prevent overstepping certain boundaries, especially with sales pressure.
134. For the same reason we have laws in society -- otherwise it's the Wild West and anything goes.

135. The slope is slippery and in B-2-B, it is often important to differentiate between shades of grey.

136. Without an ethical framework, people would be free to bend to temptation or influence. Also there are gray areas that need some guidelines, such as the amount that can be accepted for meals, gifts, etc.

137. There are constant financial, time, and business pressures on the decisions we need to make daily. It would be good to have a "cut and dried" set of guidelines we could point to.

9. WHETHER YOU HAVE A CODE OF ETHICS OR NOT, what provisions would you like to see in such a code?

1. You don't invest in companies you write about. 2. You don't take anything from the subject of a story beyond logo'd trinkets, unless there has been a fair exchange of goods. (If a profile subject sends me an Omaha Steak, I send him a bottle of my area's wine.)

2. Junkets, sponsored by advertisers, do not automatically get you a place in the magazine. Ad sales persons should be instructed to not make editorial suggestions based on a clients wishes.

3. The code must make clear that the process of reporting, writing, editing and presenting information is protected--that content is not created or adapted to conform to the needs of advertisers, the predilections of publishers, or, in fact, the arbitrary whims of editors. Reporters and editors do not make sales calls. They do not advise advertisers. They do not accept more than token gifts or reasonable entertainment--no junkets, no favors, etc. Any and all possible conflicts (stock ownership, family relationships, etc.) must be disclosed.

4. Clarification for readers of what is paid content and what is editorial content. Prohibiting conflicts of interests and maintaining editorial objectivity.
5. Not sure.

6. Statements about editorial integrity, drawing lines between edit and the business side, clear rules on accepting gifts, tickets, etc., authority vested in editors to fight off publisher demands.

7. --separation of editorial and advertising control. --guidelines for non-traditional sales such as advertorials and sponsorships. --limits on gifts editors can take. --no prior review of edit material. --corrections policy.

8. 1. what the ethical viewpoint of the company is 2. who established it 3. verification of why those standards were decided 4. disciplinary actions to take against those who don't follow the code of ethics

9. Statement of editorial values superseding advertising and revenue-producing values; guidelines for writers and editors in certain types of potential conflicts--such as clear marking of advertising or advertorial copy; statement that the publication--not advertisers or sources--pays all expenses, etc.

10. A general statement of the company's or magazine's principles. A division of editorial and advertising content and policies preventing the use of editorial space for advertising purposes (advertorials).

11. Criteria containing both "What is expected, integrated and acceptable" as well as "what is not acceptable."

12. Denial of editorial influence by advertisers.

13. Respect and enforce the separation of editorial and sales. Like separation of church and state, this should never be violated. Sales staff should never sell ad for editorial. Editors should never accept gifts/travel/perks that are not part of a bigger media event. There should also be a dollar limit to what a gift should cost. A mug is fine, a golf outing is not. Editors should have the final say in what gets printed. Companies interviewed should not be allowed to review articles before publication, except for checking technical accuracy.
14.
Simple, clear guidelines allowing the use of vendor-supplied materials (including photos) as long as usage is at the sole discretion of the editorial staff; guidelines prohibiting paid product placement in editorial; guidelines prohibiting free editorial content such as stories and manufacturer profiles (and not marked as advertising) as part of an advertising package deal (which at least one of our competitors is reported to do). Existing ASBPE guidelines prohibiting gifts, etc., are satisfactory.

15.
1. separation of editorial and advertising 2. No acceptance of larger size gifts, or travel expenses from a third party that could be construed as an effort to influence content. 3. That if mistakes in editorial content occur that corrections be run 4. That editorial staff be required to work at the highest standards of conduct in terms of research and reporting. 5. That business in and outside of the office be conducted in a moral manner.

16.
We're a financial publication, and the editorial ethics code only addresses issues of employee stock ownership. I'd like to see a clear position on employees' accepting outside work — free-lance assignments or part-time teaching, for example. Also, clear direction regarding employees' political activities and expressions of opinion in blogs, columns, letters to the editor, etc.

17.
No editorial content traded for ad dollars. No editorial trips paid for by advertisers, if there is any expectation of editorial coverage in exchange for the trip.

18.
Clear specifications for separation of advertising and editorial.

19.
Special Supplements, Advertorial

20.
?

21.
n/a

22.
"Rules" to keep publishers and sales reps in line!

23.
In particular, rules governing: [1] how stories are covered and how we treat sources, confidential materials, unnamed sources, etc; [2] how we cover trips where expenses are covered by companies in the industry/
24. Gifts to reporters, relationship between edit and advertising, between the publication and the rest of the association/company.

25. Whatever the rule, I think it needs to be standardized. Adhered to company-wide.

26. Clearly stated policies for behavior. And clearly stated policies for how to act when there has been a breach.

27. We use ASME guidelines.

28. -advertising placement -accepting travel or gifts from advertisers -displaying/wearing bags, pins, clothing etc from advertisers at trade shows -allowing industry-written stories in the publication -guidelines for the role of the editor on sales calls or capability presentations

29. Anything concerning editorial and sales, etc.

30. We need to hold ourselves to the type of standards we are asking of our readers, or specifically of the companies that are the primary readership.

31. guidelines on dealing with advertisers or prospective advertisers with respect to editorial coverage


33. Truth, honesty, public service, no advertiser interference, editorial control of editorial product, no ad copy parading as editorial copy.

34. When and when not to accept gifts. Are purchased meals acceptable. Who dictates editorial inclusions.
35. Our group has just revised our code of ethics -- originally modeled off ASBPE, ASME and ABM -- **to cover digital media, including Web sites, e-newsletters, e-zines, etc. In the future, we will include face-to-face events, such as conferences.**

36. Professional and editorial integrity Relationships with sources/advertisers

37. Main objective is an understanding of where advertising boundaries/objectives exist and their relationship to editorial,

38. Not to trade advertising for editorial.

39. Ours spells out how people asked to treat the information they glean from the website and the publication. It also makes the etiquette among participants clear and specifies that flagrant violations will cause the violator to be unsubscribed.

40. Clear boundaries drawn between advertisers and editors

41. As a trade magazine where contact with industry sources is crucial, thoughtful ethics codes must address whether reporters and editors may accept gifts or items of monetary value, how they interact with sources, who pays for lunches, etc. Beyond that, ethics codes must spell out the magazine’s editorial philosophy and how it intends to serve its readers. That can include what to tell readers about we gather news and under what conditions. Transparency and disclosure are important to any business and that is especially true of journalism.

42. clear definitions of editorial vs. advertising content and proper labeling of such; conduct by editorial managers to subordinates; guidelines for the professional development of junior editors; guidelines for editors' review; guidelines for editors on sales calls; guidelines on releasing editorial material prior to publication; guidelines for editorial job descriptions

43. That no sales agreement can contain editorial promises. Sales and publishers not be allowed to negotiate editorial deals. Advertisers are advertorials and should have no connection to the editorial product. Editors should not be involved in those discussions. I personally wish we would dispense with advertorials altogether. They muddy already murky waters.
44. No prior review of content by advertisers. No directing of content by advertisers. No vendor/advertiser bylined articles.

45. I would like to see provisions respecting the need for honesty, integrity, etc., that one finds in similar codes of ethics used by other professional groups.

46. Staffers must be loyal to the publication, unable to accept favors for positive coverage. The magazine must maintain a line between advertising and editorial to maintain editorial credibility.

47. Do you attend advertiser paid events? Do you allow an advertiser to pay for a trip? Do you accept editorial from a representative of one of your advertisers? Do you accept promotional gifts from advertisers?

48. I think an ideal document would capture commonly accepted rules of engagement by the larger editorial community (i.e. ABM, ASBPE); and maybe a series of case summaries organized by FAQ.

49. Guidelines on: - product mentions - distinguishing editorial from advertising - how to source sensitive information (i.e., including unnamed sources) - how to deal with coverage of companies that have alliance partnerships with the magazine's parent company - staff editor/designer conflicts of interest - press junkets (paid by the host) - gifts - how to cover issues in which the parent company has a strong point of view

50. we adhere to the ABM code of ethics, which I understand is presently evaluating the addition of online ethical standards

51. Sorry, I don't have time.

52. A clear statement on the acceptance of gifts, trips, dinners, etc. that are offered by people outside the company. A clear statement on the company policy towards freelancing for other publications. **Policies for fact checking, source authenticity, plagerism, etc.**

53. A division between advertising and editorial. "Church and state," if you will.
54. Editorial independence. Rules banning acceptance of gifts or junkets. Firm separation between editorial and advertising. Advertising staff subordindate to editorial. (Ad manager should report up to publisher, instead of being a peer of publisher, as is the case in my organization.) Statement on what constitutes original work, and what constitutes plagiarism.

55. Clear definitions that cover what sales people can and can't promise advertisers.

56. 1. Separation between advertising and editorial. (This is the big one.) 2. Editorial independence from publisher. 3. Writers (including freelancers) should not have a financial stake in a company they cover.

57. Less editorial based on advertising revenue.

58. No influence of advertizers on editorial in print or on-line products.

59. Effectiveness of positive advertising  role of an editor  conflicts of interest in not-for-profit environments

60. Publishers not allowed to pimp out magazine editorial when they don't keep a promise to a client. Sales people not allowed to talk to editorial...period.

61. Standard codes of conduct...

62. Guidelines that will result in unbiased accurate reporting ranging including reporting standards, correction procedures and behavior that is expected of reporters and editors in the newsroom and away from the office.

63. No sponsored travel expenses by vendors No acceptance of gifts of any significant value Limited acceptance of meals No payment for favorable coverage Separation of publishing from editorial
64. Clear understanding of the relationship between and separation of advertising sales and editorial functions. Clear understanding of the proper relationship between editorial, advertising sales and advertisers. Clear understanding on company policy toward receiving gifts, taking junkets and other forms of receiving product from companies that editors are covering for the magazine.

65. Use of confidential sources. Making sure sources understand that you are a reporter working on a story for publication. Not releasing stories to sources before publication, but allowing for release of quotes and other information attributed to that source. Understanding that images such as photographs that are posted on the Internet are copyrighted and cannot, in most cases, be reproduced without permission.

66. * clear separation of what qualifies as advertising and editorial  * guidelines on how to handle "advertorial" content  * delineation of acceptable editorial activities when involved with custom publishing.

67. Central role of editor in editorial decision making, with the editor's responsibility to be open-minded to concerns.

68. It's easy to write a code that reflects the "high moral ground." However, a code would be more useful if it reflects the current reality (that is, advertiser "support" from the editorial department).

69. Separation of ad/edit Independence of edit Preventing Conflict of Interest

70. We follow the current ASBPE code. We're very small so we don't have to have big pronouncements.

71. Editors owe agents to their employers.

72. Keep advertising and editorial material separate; reporting should be truthful, fair, and accurate; no gifts from advertisers should be accepted except for the PR promotional items (like chocolate) when products are announced

73. Policy toward reviewing quotes Policy on sales/editorial relationship "dos" & "don'ts"
Separation of church and state is the most important issue.

1. Separation of church and state visa via advertising and editorial
2. A reporting chain of command to address attempts at abuse
3. A training initiative to educate all the affected parties, namely sales, editorial, and advertisers

Specific rules for advertiser sponsorship of electronic and in-person products. That editors should not be involved in ad supplements or sponsored pieces. Perhaps guidance on how involved editors should get in the professional associations of the industry they cover. Special issues about B-to-B publishing, like when the companies you cover are the same companies that advertise.

No indirect or direct promotion of the writer's business or firm. Is the writer producing content that has value to the readership or is he/she simply using the publication as a platform to market services?

All material is evaluated by the editors, regardless of advertising status.

I think it should cover our editorial policies, policies for how our reporters will handle interviews and articles, policies regarding editorial coverage of advertisers, policies regarding the placement of ads from companies whose products or services might relate to specific articles, the use of "advertorials", rules for who will and will not work on "advertorials", acceptance of gifts or airfare, etc., from sources, advertisers, and the like. I could probably think of more...

1) Sales practices should not influence the editorial package in any way. 2) Editors should not accept any gifts of any kind. 3) Editors should be fair to all companies, whether they advertise or not.

Guidelines for advertorial production, labeling, content; for handling expenses on business travel; for editorial disclosure on matters relating to our company.

Clear definition of roles esp with regard to meeting with potential clients at trade shows and other issues such as offering advertising clients "services" like conducting surveys on their behalf.

Separation of church and state is the most important issue.
I think one of the most gray areas on the trade side for editorial is working with advertisers. We are going to have contact, since they will most likely be sources. The line for limiting contact and using advertisers as a source needs to be clearly drawn.

Specify what determines editorial content vs. "advertorial." Specify things that advertising executives can and cannot say to clients and potential clients. Specify how press releases are handled. Specify methods for obtaining editorial content or input from clients.

Provisions regarding advertising vs. editorial decisions.

Provisions about plagiarism, the fine line between editorial and advertorial, and some of the journalistic general ethical concepts.

Don't know.

Common sense should be the beginning of any policy. In the trade segment, business relationships are stronger than in the news sector. The Church-state firewall isn't as high nor should it be. While a feeling of "must" is wrong, a feeling of "can" is appropriate when dealing with advertisers, potential advertisers and sales/management staff members. To draw hard lines means tension that is unnecessary and unfruitful.

- editorial policies  -staff policies  -advertising placement and advertorial policies  - reporting policies

Accepting gifts Changing quotes Copying other sources/giving proper attribution Spending money

1. Gift giving (limited) 2. Sponsored trips (limited with clarification that sponsored trip does not guarantee editorial as recompense) 3. Guaranteed editorial (prohibited, even for sister properties) 4. Prohibitions on "selling" editorial by sales reps, publishers and others. 5. Endorsements of vendors (prohibited) 6. Any industry investments that an editor holds should be placed in a blind trust. The editor CANNOT profit off an article he/she writes.
92. Hard to say; I don't know what new problem I'll have tomorrow so I don't know what rule I'll need to deal with it. Common sense is often the best tool, coupled with the ability to say "Sorry, NO!" and make it stick.

93. A magazine staff should look at its mission statement and create a code of ethics that fits their specific industry, readership and style.

94. Detailing proper separation of advertising/editorial; spells out the proofing process between staff and contributor/subject of article.

95. The role of advertising in editorial, acceptance of gifts, etc.

96. A code should strongly advocate the separation of editorial and advertising. It should have STRONG language against **adjacencies of advertising** and related editorial content. This issue has worsened considerably over my 14 years on business-to-business magazines. A code should emphasize that editors have A to Z control of all magazine content. It should reinforce the importance of avoiding plagiarism.

97. - specific guidelines about ad/edit boundaries - fact-checking guidelines - guidelines on receiving gifts and product samples

98. Reporting standards Sourcing standards Corrections standards Advertising-editorial standards

99. It is unethical to print "articles" written by corporate PR people. It is unethical to promise articles or cover shots for advertising contracts

100. There are a lot of journalism ethics statements. The New York Times (sic) has one 53 pages long. Mine is simple, both for sources and for correspondent interaction with me: "Say what you do, do what you say."

101. Clear separation and independence of ad material and editorial content. Editor gets to approve all ad supplement material, but no staff or frequent contributors are involved in its preparation. No freebies on the editorial side.
102.
Consistency, practicality

103.
Ties to advertisers, how advertising must appear (not like editorial) and specific details about how to label advertising, advertorials, and special projects.

104.
Editorial decisions should not be affected by sales in any way.

105.
The key element for me is that editorial is not for sale.

106.
A much clearer stance on custom advertising efforts. Advertisers are really pushing the boundaries of what is considered "editorial" because they don't want to sponsor material labeled as ADVERTISING. Is it wrong to create, for example, a special editorially driven section for a single sponsor? Because a sponsor wants us to create content around a specific topic (but has no input over how the topic is created? Also, we need more guidance about online, including adjacency issues (which we can't often control, given the ad-serving software, and other placement issues such as interstitials, pre-stitials, etc.

107.
separation of editorial and advertising

108.
Deal with online issues where ad placements and sponsorships more problematic. Deal with what's appropriate for edit staff to do, if anything, in support of vendors' custom publishing pieces.

109.
Separation of church and state issues; provisions governing honoraria and the acceptance thereof, including gifts from sources or other parties; provisions covering the placement of ads (for example, no asthma drug ads in a story about asthma); plagiarism and copyright.

110.
I would like to see provisions that include sourcing (advertising-related), interviewing ethics, photography, product placement regarding story design and fact-checking (with or without sources' involvement) after story completion.

111.
Is it acceptable to accept a gift from a source, or advertiser? Should employees be able to hold stock in companies that advertise
112. Conflicts of interest  Prohibitions on advertorial

113. Product placing, guest editorials, a clear explanation to companies who provide material and what they should NOT expect in return.

114. plagiarism, attribution of quotes/information, personal relationships with sources/issues, accepting compensation/gifts from advertisers

115. We have adopted ABM's code of ethics, which is pretty comprehensive.

116. Sales does not dictate editorial content

117. broad guidelines but also addressing specific situations -- manufacturer-paid factory tours, manufacturers sitting on editorial advisory boards, how advertorials and custom publishing are handled and by whom, how to distinguish between ad and edit online, etc.

118. No review of stories or content by those in them. No review of content by anyone in advertising. No acceptance of gifts or favors or meals over $25 by reporting and editing staff.

119. Not sure

11. If you DO have an editorial code of ethics, do you feel your Company/Organization "backs you up" or "buys into" having the code?

Response Percent
Response Total

Yes
64.1%
66
1. Some rules should not be set in stone. It is not always possible to gather unique information on a tight budget. If an advertiser pays for a trip that is for education that should not be frowned upon. But when education is not the purpose of a gift (of significant worth; i.e. more than $50), it should not be accepted by an editor.

2. The code of conduct is basic business practice here. Where is is clear it is absolutely followed. There are always gray areas because of new situations and that's were the debate comes in.

3. While it sometimes hurts the bottom line, our company is vigilant about standing by its editors.

4. It depends on who the publisher's boss is at the moment. If that person supports the policy, the publisher will. If that person doesn't, the publisher won't.

5. Our association can be very political. It always depends who is doing the asking ...
6. Generally, the company "backs us up." But there remains the possibility that the owner and vice president will push us to bend our ethics rather than face a significant loss of advertising--especially in a competitive business environment.

7. We keep the decisions on editorial content separate from advertising. My boss would support me should any efforts be made to compromise editorial content.

8. The editorial code is very clear regarding what's required regarding stock ownership disclosure and "blackout" periods when purchases of stocks we're covering are banned.

9. There's upper-level support, and execs will "go to bat" for editors, if need be.

10. The association has a code so our "higher-ups" understand that they have to abide by our code of ethics. I think they're happy we have one, and were impressed when we adopted it (years ago, now).

11. I think it's been tougher to uphold the guidelines in the past few years, especially as "custom publishing" becomes more popular.

12. We will be punished by top management if we don't follow the guidelines.

13. Upper management is supportive when ethical issues arise. They have no wish to have our staff or publications appear unethical.

14. My company supports my ethics in the journalism industry.

15. They rely on me to set the tone and the standards for the editorial products. Mgt has done a good job of setting overall objectives.

16. Management fully supports our arms-length approach to dealing with advertisers. There is no undue pressure to cover companies with which we have business relationships.
17. It's part of the hiring process and orientation process for all new employees. It has been made a part of the Employee Handbook.

18. The principles seem to be well regarded and adhered to, as far as I can tell.

19. Willing to stand by all decisions

20. We have buy-in from our management. This was a top-down initiative. Also, we have a checks and balances system in place so that editors can raise questions about ethics practices without fear of reprisal.

21. Conversations with senior managers have demonstrated that they believe in our code.

22. Support of publisher, as well as commitment to the cause of having quality editorial.

23. We had a storm over an ethical issue and after it was over, people asked for a code of ethics.

24. Completely at the publisher's discretion

25. While our publishing company allows its publications to operate autonomously, it prides itself on editorial and sales integrity and independence. We are fortunate that few occasions have arisen where support of editorial was necessary and any question was always resolved in favor of editorial independence.

26. I have no time to elaborate at this time.

27. I've seen proof of it in local decisions, where ethics trumped profit

28. While I believe our organization truly believes in the need to produce unbiased, ethical publications, we come under pressure when our competitors in the market provide access and allow editorial influence that we do not. It make our sales members' jobs more difficult.
29. My boss supports me when I exercise it.

30. When push comes to shove on editorial ethics issues, editorial ethics wins because my magazine has had honest publishers -- and I won't work for a dishonest one.

31. Certain publishers really push the limits of the code. They press certain advertisers as editorial sources, whether they are good sources or not. They ask for greater coverage of good advertisers.

32. I've never had a problem with my company backing up the integrity of the magazine's editorial effort.

33. Our salespeople refer to the code often when advertisers try to bully us into providing coverage by threatening their ad dollars. Also, we use it as a means of differentiating our magazine from competitors who do not operate as ethically.

34. The company is only concerned with individual ethics. For example, reporters have the right to keep sources confidential, and the obligation to avoid conflicts of interest such as accepting high-value gifts or owning stock in a company they cover. However, there is no clearly stated rule regarding big issues, such as separation of advertising and editorial. The CEO is constantly reminding the entire company (editorial dept. included) that our customers are the advertisers.

35. Upper management talks the talk but does not necessarily walk the walk.

36. It can be difficult with the ad sales staff at times--we're (editorial staff) is always having to explain why an action might be considered unethical.

37. On too many occasions, favors have been called in for disgruntled advertisers.

38. Yes and in fact have lost advertising because we would not guarantee editorial. The company understands that we need to take this road if we are to remain in business and have credibility with our readership.
39. I feel I have absolute support on these issues from our company's CEO/owner.

40. Our parent company is a well respected rating agency with a general code of ethics that includes editorial staff.

41. N/A

42. The ownership and management of our company understands that without a strong, fair, independent editorial product, we cannot succeed as a for-profit publication.

43. We're a small company and our publisher makes it clear that he supports our ethical code.

44. Have experienced instances where we have been pushed by advertisers to do things contrary to our code and corporate backed us up.

45. The company allows us to have editorial integrity by covering all companies serving our industry -- as long as we make sure that our advertisers are covered, too.

46. I have terminated employees who violated it.

47. yes is yes

48. I am responsible for more three magazines, one has traditionally had a strong separation between ad and edit, one has had a decent separation and the third has had virtually no separation. I do get support on the first two, but not on the last. The argument being that the marketplace has come to expect that lack of distinction between advertising and editorial.

49. The CEO of the company demands that we follow the ASME guidelines, but there is sometimes pressure in the layers of management between CEO and editor to go against the guidelines. I hope that's because they don't understand the guidelines rather than they don't care or are greedy.
50. The publishing company is unique in that quality of the editorial product trumps all other considerations. Unless the editor is being unreasonable, the publishers will defer to his judgment, even if it means an advertiser won't like the decision. In this regard, editors at this company have to been balanced in their approach, and realize that the magazine needs to generate advertising revenue and circulation to maintain in business.

51. Some parts of the organization "get it;" others do not.

52. It depends on the situation. If it is critical to the magazine's very existence as a profitable magazine, the code can sometimes slip a bit.

53. I frequently decline articles from advertisers without fear of pressure from my superiors or the advertising department. Each article is judged on its merit without consideration of its source.

54. The question assumes you have a code and does not give an option for those who do not have one (like N/A).

55. Well, I haven't run into any specific problems, but I know that the company would be on my side in any dispute.

56. The fact is, today it must be a bottomline oriented business to survive. Some people, in certain departments, feel they are leaders in this by being the revenue center not the cost center. editorial provides the what, they provide the wherewithall to maintain the success of the pub and company. When quarterly reports are coming due, the value of content takes a backseat to the revenue. hen it becomes a case of lip service, not policy.

57. My organization definately "back up" our code. This is extremely important for our editorial staff, authors and advertisers (whether they may like it or not).

58. Our code is unwritten, so it's more vague. We probably error on the side of running amuck.
59. There seems to be a double standard, with a requirement to promote sister properties through editorial. Vice presidents of other properties within the market division also have "sold" editorial in sponsorship contracts, and I have refused to comply. I may experience retaliation for this move but I cannot compromise this magazine, my staff and my profession.

60. We have a large membership but a small office. Our CEO is also the Publisher/EIC of the mag. He has a strong newspaper background and understands how the game is played. As editor, I handle 98% of everything for our trade mag, but the boss is always happy to discuss problems. He, and others, usually back my initial decisions. I do not feel offended when he doesn't because his reasoning is always sound; he is just seeing a different side than I did.

61. In a time where growth is the No. 1 company goal, it seems that even if a publication prides itself on its code of ethics (especially when compared to the competitive magazines in its market), the advertising staff and company management still constantly pushes the editorial department to bend their ethics rules in favor of a few additional advertising dollars.

62. Pressure from sales and corporate to change editorial to meet advertising needs

63. I just pull it out and say, "We're not allowed to do that," and it usually solves the problem

64. The bigger the fish the more pressure they can bring for preferential treatment

65. Our church-state separation is real and quite strong. Our publisher is the former editor and the longtime journalist, and the advertising and management side have enough track record to understand the advantages of leaving editorial alone.

66. The publisher cares as much as anyone else involved in the production of the magazine that a code of ethics is observed.

67. Editorial ethics are backed up as long as the advertiser doesn't complain about it. Once they complain about labeling "advertisement," company sales people bend and the publisher agrees with them.
68. Our leadership upholds and supports our stand of editorial integrity despite the fact that we could generate more money by publishing "advertorial" or by caving in to some advertisers' requests.

69. We stand by the code. It just makes life easier in the long run.

70. Mostly backs me up, but sometimes expediency/cost savings trump rules.

71. Yes, the publisher takes our code of ethics very seriously.

72. The company values the quality of its editorial product and sees the code of ethics as a way to protect that quality. It also provides publishers and sales reps with a "bad cop" third party when they have to refuse proposals from advertisers.

73. We use the ASME code of ethics, which really applies more to consumer than b2b magazines. It doesn't address many of the specific situations we get into, and therefore it's easy for the sales side to ignore the overall spirit of it.

74. We have, I guess, an informal code. Editorial quality is important, but the bottom line often forces decisions.

13. If you do NOT have an editorial code of ethics, do you feel your Company/Organization "backs you up" or "buys into" having an "ethical editorial environment"?

<table>
<thead>
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<th>Response Percent</th>
<th>Response Total</th>
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<tbody>
<tr>
<td>Yes</td>
<td>53.1% 43</td>
</tr>
<tr>
<td>No</td>
<td>0% 0</td>
</tr>
<tr>
<td>Sometimes</td>
<td>46.9% 38</td>
</tr>
</tbody>
</table>
14. Please explain your answer to Question 13 above.

Total Respondents
54

1. My boss does.

2. The company has a code of ethics, I'm not even sure what it is. But at our individual magazine we have policies and for the most part we stick to them, even when our ad sales staff bug us to change them.

3. Our company has more than 70 publications and the ethics range from excellent to whorish. Unfortunately, there is no real support at a corporate level for editorial excellence or even for editorial integrity; the bad publisher have their way with bad editors. A company editorial council did attempt to create an ethics code, but the council itself has been back-burnered by management. The code was based on the ASBPE code.

4. Generally, yes, although the pretense is not usually tested.

5. There is a strong moral sense at my publication, and an understanding that our "brand"--as well as the readers--would be negatively affected by decisions that sold out the editorial function. Occasionally, however, "no decisions" occur because people don't want to face an ethical question.

6. Same answer as above.

7. It is an ingrained philosophy quite naturally within the company, and an extremely small and cohesive unit of people working together.
8. My executive director is familiar with the need for editorial ethics, and is a buffer between me and board members who are ignorant of the issue (they're engineers!). Should he leave, and I get a less-savvy executive director, and a problem would arise that I did not feel empowered to solve, I would push for a specific, written policy. Fortunately, after eight years in this position, I have earned a certain amount of trust.

9. Most of the time, it does back me up. But some old-time sales people with a lot of influence can still twist the management's arm. Management will say it's a special case, usually we don't do this, but we really need to put this fluff piece in because the company has always been good to us ... blah, blah, blah.

10. We have strong editors and a group publisher that recognize the immediate gain of crossing the line ethically, just comes back to haunt you later by compromising your product (magazine).

11. I work with very ethical people, but we occasionally bow under pressure and give more than we should to advertisers.

12. The integrity of our organization is considered a very big deal here. People who work here consider ethical behavior very important.

13. Hard to say.

14. I don't have personal experience with which to answer this question.

15. The goal is to set an example for our readers.

16. I think most people find this kind of structure helpful -- in this brave new world.

17. While you might say the company backs us up, it is more important that your publisher and sales team backs you up.
18. We used to have a strong backing of editorial from the top. As the economy dwindled and we faced new competitors that were eager to bend the rules of editorial integrity, things have gradually changed for the worst. Many younger employees on the sales side seem to have little guidance in this area. Older sales folk seem more willing to sell out. Those at the top appear more willing to look the other way if there's revenue to be had.

19. Our company truly believes in the "church and state" separation between editorial and advertising. However, we are sometimes asked to mention advertisers in articles (when there's relevance). Our editorial freedom is also limited by the fact that when our association takes a position on the issue, that's the position the magazine has to take with respect to that issue.

20. Same as above.

21. Again, we place integrity among our highest priorities and have dedicated time at staff meetings and an annual staff retreat to identifying what integrity in daily job functions looks like. As I am the sole editor, that requires me to do all the brainstorming for my position.

22. Salespeople are constantly pressuring editors to write about advertisers and to meet with potential advertisers. It's unofficially accepted that the Editor-in-Chief's job is actually to sell the magazine to advertisers, not to write or edit.

23. If I think that sources are not on a need to know basis for readers, I won't include what they say in an article. My editors support this - that sources shouldn't be based on top advertisers.

24. Very few of my decisions are overturned by our CEO

25. There have been instances in which these issues were somewhat in doubt. In once specific case, management did not back the editors when they decided not to allow an interviewee to change his tape-recorded comments.

26. Sorry - checked that by accident and cannot seem to un-check it.
27. I trust my judgment, and so do my peers. Our ad sales staff understands the wall of separation between editorial and ad sales, though we do depend on each other to maintain the magazine.

28. We publish in an association, which has vigorously defended us in occasional legal fights.

29. While not explicitly stated, other elements of the operation usually defer to editorial positions on ethical issues.

30. yes is yes bad question!

31. If someone tries to pressure an editor into doing something, the editor can tell management, who will back the editor up if he/she says no.

32. Yes, I think the publisher creates that environment, and it's handed down publisher-to-publisher. We haven't had a real problem with this arrangement over the past 20+ years.

33. It depends on the marketplace of the particular title in question (see answer to question 12).

34. simply good experience

35. As stated above, the other co-owner sees things the way I do, i.e., the magazine serves the reader and that attention by readers is what is attractive to advertisers.

36. The company is too willing to give in to advertisers (to write about or use as a source) to get business.
37. Some compromises to editorial integrity are allowed because of the revenue generated through them. An example is labelling advertorial or advertising content as pure editorial. Advertisers love it, and respond by spending money for advertising. This is seen as bad practice, but is very hard to change.

38. Yes, upper managment supports ethical behavior.

39. The company knows how important a magazine’s reputation is to its success.

40. Clarification: we have a broadly based general policy that is company wide but can be superceded by individual publications or editors/publishers. Sort of a formal/informal collection of pieces that don't always seem consistent across the company. Some pubs have a better effort than others in separating the revenue and content sides.

41. We only talk about ethics when an issue comes up, like plagerism and they fire someone over it. We usually have a meeting and are told it's not tolerated.

42. Again, it depends on how much money the company stands to make.

43. Consciously or not, pressure is placed on us from the association affiliated with the magazine as well as the advertising side of the book. But there also is a sense from others that the magazine, to be a good read and to remain popular with advertisers, should not compromise its editorial quality.

44. They are allowing editors in our organization to discuss editorial integrity in a teleconference that publishers have been invited to join. But few publishers actually join the call. As a result, we think the publishers are only half-hearted in their support for ethics.

45. I’ve established an informal code of ethics for my magazine, and the publisher seems to support it.

46. See 12 above

47. Disregard mv answer above.
48. Our company wants to maintain ethical practices until the moment they come near advertising goals. Non-advertisers are always dropped from coverage before advertisers, and advertisers receive preferential treatment in placement and content.

49. The almighty ad dollar is the main focus of our upper management at times, and decisions from above sometimes, naturally, reflect that focus. Nevertheless, when I have questioned, resisted or ignored an upper-management decision on ethical grounds, I have always (so far) prevailed.

50. Case by case, sometimes my or our editorial stand on ethics has been acquiesced to by other departments in the organization ... sometimes I have been vetoed.

51. They tend to run things pretty fairly and ethically.

52. Depends on the bottom line: money

53. There have been times we have backed down under pressure from advertisers. This would have been less of an issue if we had a code to back up editorial standing.

54. Our publisher was a journalist and also a congressman, so ethics is part of his background.

15. If you do NOT have an editorial code of ethics or ethical editorial environment, WHAT MIGHT IT TAKE TO GET your Magazine or Company/Organization to "back you up" or "buy into" having a code or "ethical editorial environment"?

1. don't know.

2. A different management

3. A major mishap that they can't ignore. By then, though, it's too late.
4. It would just take a strong proposal, with an argument in favor, to establish a code, I believe.

5. A guide or reference; samples.

6. As a not-for-profit with continually dwindling membership, I fear that we could get desperate for cash and that "ambitious" /ignorant board members could try to make promises to advertisers/donors/friends that editorially, I should not keep. Our tipping point could be the need for cash from someone influential.

7. The first step is to offer to take on the responsibility of creating one. But to truly convince management that it should always be adhered to ... I don't know. Maybe have the advertisers and readers demand it.

8. A suggestion to have one would probably be all it takes and then someone to volunteer to write the code and get buy in from others in the organization.

9. I don't think it would take much--just suggesting it and taking initiative.

10. If we had one, it would be bought into. Committing the resources to getting the right code would be the stumbling block.

11. At this time, there is not a pressing need for a formal code of ethics to be established. The company culture is such that editors alone decide who and what is to be covered. If management were to change such that undue pressure was brought to bear on editors, then a more formal code of ethics would be needed.


13. time to get it done; cooperation (buy in) from the publisher

14. A strong position from ABM and an editorial ethics committee of editors from our side our organization might help educate and validate our positions when opposing pressures from sales and advertisers to bend in the wind.
15. Having an industry standard. To some extent, we already have that. When we've had a conflict at the magazine, we've referred to both the ASBPE and ABM codes.

16. A change in the law. Companies will do whatever they can to make money.

17. a lawsuit

18. Our magazine is a small part of the company profit and therefore, isn't paid much attention.

19. Don't know--would probably need a precipitating event or problem that highlighted a need to adopt one.

20. Just having someone take the time to write one

21. All it would take is my writing something up.

22. It wouldn't be hard. The hard part would be finding the time to create and enforce a code.

23. A number of business meetings and open discussions.

24. Having the editors band together and be more aggressive at creating one.

25. Probably if upper management saw the need to have a written code of ethics, we'd have it.

26. I would like to see an organized "black list" or "jeers" list from an association such as ASBPE or MPA for magazines/companies that blatantly violate editorial ethics.
27. We need to interact with non-magazine staff to make sure they understand our mission and our need to maintain high quality.

28. We are currently meeting to establish guiding principles of editorial integrity. How strong the code is remains to be seen.

29. The company will probably have to experience a major costly ethical problem.

30. By industry standards we have an ethical environment. Our main challenge is not internal but with the total lack of ethics among our competitors.

31. Someone raising the issue. I don't expect there would be much pushback.

32. A baseball bat? It seems some people simply refuse to be swayed from their belief that sales people make money, and editorial just creates the product that sales demands.

33. The company would need to see how that would be a benefit.

34. I am not sure. Perhaps simply proposing or suggesting it might be a first step.

35. It would take the resolve of the publisher and C.O.O., before, during or after the collective agreement and resolve of the editorial department.

36. I think one might be in the works. For now, we tend to go by what ASBPE, etc., say in their codes.

37. I'm not sure, but I hope that it would not be done as a result of a dangerous incident.

38. A lawsuit.

39. I don't know. The company culture is very sales driven.
16. If either your Magazine or your Company/Organization DOES have a code of ethics, who worked on its DEVELOPMENT (check all that apply)?

<table>
<thead>
<tr>
<th>Response Percent</th>
<th>Response Total</th>
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<tbody>
<tr>
<td>Editorial staff (including editorial director)</td>
<td>52.4%</td>
</tr>
<tr>
<td>Publisher (the individual)</td>
<td>31.4%</td>
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<tr>
<td>Sales force</td>
<td>6.7%</td>
</tr>
<tr>
<td>Organization executives (e.g., President, Executive Director, Board of Directors, Publications Director)</td>
<td>42.9%</td>
</tr>
<tr>
<td>Don't Know</td>
<td>23.8%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>16.2%</td>
</tr>
</tbody>
</table>

**Total Respondents**

105

(skipped this question)

52

16. If either your Magazine or your Company/Organization DOES have a code of ethics, who worked on its DEVELOPMENT (check all that apply)?

Other (please specify)

1. American Society of Magazine Editors
2. ASBPE standards

3. ASME

4. CEO, CFO

5. Legal team

6. We use the ASBPE Code of Ethics and the ABM Code of Ethics

7. Informal, but it becomes clear when there are conflicts.

8. Company editorial board

9. Human Resources

10. Association members

11. ASME

12. For magazine: Strictly the editor in chief; for organization, I'm sure there was a team of some sort

13. Don't have one

14. Ed staff + sales staff + exec staff (all 3 of us)

15. HR
17. Company wide editorial board

17. If either your Magazine or your Company/Organization DOES have a code of ethics, did you rely on any of the following organization's code as a TEMPLATE FOR DEVELOPMENT? (check all that apply)

<table>
<thead>
<tr>
<th>Response Percent</th>
<th>Response Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, American Business Media (ABM)</td>
<td>26%</td>
</tr>
<tr>
<td>Yes, American Society of Business Publication Editors (ASBPE)</td>
<td>30.8%</td>
</tr>
<tr>
<td>Yes, American Society of Magazine Editors (ASME)</td>
<td>25%</td>
</tr>
<tr>
<td>Yes, Society of Professional Journalists (SPJ)</td>
<td>8.7%</td>
</tr>
<tr>
<td>We relied totally on ourselves</td>
<td>13.5%</td>
</tr>
<tr>
<td>Don't know</td>
<td>31.7%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>12.5%</td>
</tr>
</tbody>
</table>

Total Respondents 104

(skipped this question) 53
17. If either your Magazine or your Company/Organization DOES have a code of ethics, did you rely on any of the following organization's code as a TEMPLATE FOR DEVELOPMENT? (check all that apply)

Other (please specify)

1. McGraw Hill Code of Business Ethics

2. Personal experience (previous employers)

3. Not sure if there were others but probably

4. I can't remember, but we read several

5. I have cited ABM's code in arguments.

6. the editors come from several highly respected news publishing organizations. We brought those standards with us.

7. Poynter Institute, Magazine Publishers Association, Western Publishers Association

8. don't have one

9. common sense, guidelines for broadcast media, Assoc. Press, others

10. ASAE Code of Ethics

11. Society of Association Directors

12. American Agricultural Editors' Association
13. Informally, SPJ. However, ASBPE's influence is underway.

19. Who was involved in APPROVING the FINAL code of ethics that was developed for your magazine's use (check all that apply)?

<table>
<thead>
<tr>
<th>Response Percent</th>
<th>Response Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Editorial staff (including editorial director)</td>
<td>43.6%</td>
</tr>
<tr>
<td>Publisher (the individual)</td>
<td>25.7%</td>
</tr>
<tr>
<td>Sales force</td>
<td>4%</td>
</tr>
<tr>
<td>Organization executives (e.g., President, Executive Director, Board of Directors, Publications Director)</td>
<td>39.6%</td>
</tr>
<tr>
<td>Don't know</td>
<td>26.7%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>10.9%</td>
</tr>
</tbody>
</table>

Total Respondents
101

19. Who was involved in APPROVING the FINAL code of ethics that was developed for your magazine's use (check all that apply)?

Other (please specify)
1.
informal code--so no approval involved
2. informal, by editors
3. editorial board
4. president/ceo
5. association members
6. For magazine: Editor in chief; for organization, I assume it was the executive director
7. It evolves. There's no final approval process.
8. don't have one
9. Our stuff is informal, but all agree on it
10. N/A
11. editorial board

20. Does your Magazine or Company/Organization PUBLISH YOUR CODE of ethics, or other ethical principles, for your readers to see? Do you have "transparency"?

<table>
<thead>
<tr>
<th>Response Percent</th>
<th>Response Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>12.6%</td>
</tr>
<tr>
<td></td>
<td>14</td>
</tr>
<tr>
<td>No</td>
<td>84.7%</td>
</tr>
<tr>
<td></td>
<td>94</td>
</tr>
</tbody>
</table>
20. Does your Magazine or Company/Organization PUBLISH YOUR CODE of ethics, or other ethical principles, for your readers to see? Do you have "transparency"?

If "Yes," where? If "No," why not?

1. On our website

2. Not that I know of.

3. In magazine and on Web site.

4. Haven't seen the need yet.

5. I'm embarrassed to say I hadn't thought of it. But this makes me realize we should.

6. I don't know. We should and I intend to pursue it.

7. not sure ...

8. haven't ever discussed it

9. Why should we???

10. No, but we're considering it
11. Employee Handbook

12. It's on at least the company's "about us" Web page.

13. Never thought of it; however, we have alluded to it in editorials.

14. This is an internal matter, however, we would share or discuss the contents if asked, and we do from time to time publish statements of our goals regarding our ethical conduct and standards.

15. Editors and writers should not have external pressures from the sales side.

16. Individual publications may choose to publish or not publish their own codes, and not all do publish them. Our is in the process of being published for our readers to view online.

17. The company code is frequently cited and posted within the company; the publication code is internal to our department.

18. website

19. It's informal.

20. Don't know why....

21. Specific rules are listed in the employee handbook. General principles are in the company's "mission statement", but that's really just a list of buzzwords, not anything to do with journalistic ethics.

22. Don't know.
23. This is our internal document on how we conduct business. It is for us and only us. If we follow the principles set forth, they should be apparent to our community. If published, you open yourself on community debate on what the code means. We're willing to debate that internally, not with everyone who reads the magazine.

24. Don't know why for certain, but I suspect it is because this is more of a concern to advertisers and editors, moreso than readers. They'll vote with their feet if they're not getting what they want or feel the publication to be too biased.

25. Don't want outsiders to hold us up to a standard that make sometimes be breached.

26. never thought about it

27. it is on the web site, but probably not very visible.

28. On the inside cover.

29. On the association's website all the time and once a year in the magazine

30. I wish we did, on our web sites.

31. Good question. I don't know.

32. Not one in one thousand readers would care. Perhaps more in the vendor side, but personal experience shows that that segment wants to know so they can find the loopholes.

33. They are published in our media kit, but not curently in our magazine--we are considering publishing them in our magazine.

34. This is something we're considering for 2006.
35. in special projects where there is sensitivity to advertisers involvement

36. It's primarily for editorial use.

37. Media kit and masthead

38. Publisher initiative, i.e. tradition.

39. In our masthead.

40. I have no idea why not.

41. We editorialize about it frequently, which gives us the required transparency.

25. What ethical provisions do you feel are breached the most? By what job titles? Why do you think this is so?

1. Advertising staff promising editorial space in order to book an advertisement.

2. Coziness with advertisers is a concern of mine, re the industry. There is a fine line between acknowledging that without them, we couldn't publish, and therefore we couldn't do anyone any good, and letting them influence things too much.

3. Salespeople lead advertisers to believe they will be covered at a specific time and in a specific way. There are fewer of these folks, but this is how they were trained: They only know how to sell against content. They are stupid and lazy and they do their brands a huge disservice.

4. There have been members of the sales staff in the past (not current) who have blurred the distinction between special advertising sections and editorial content -- allowed advertisers who were buying advertising sections to believe they were buying editorial coverage. There have been publishers in our company who required editors to write special advertising section content (again, past not current, I think).
5. conflict of interest

6. It depends on what you mean by unethical. Most business magazine editors have been on the receiving end of junkets (to view a company's facilities, for example), which technically would qualify as a gift from an advertiser seeking favorable coverage. Also, many of us have received freebies from press events like trade shows, including small electronic items that certainly have value. On the advertising relations front, most of us have favored an advertiser in selecting new products or in deciding on a source for a feature article. In the purest sense, these activities would be considered unethical, although I would contend that they have little negative effect on editorial quality. In fact, they can help build relationships that allow us to do a better job of reporting on the industry.

7. Publisher: Pushing the editor to have editorial staff write ad copy to save money. VP: Pushing the publisher to have editor's write ad copy to save money. Salesman: Calling a client to encourage them to place an ad in an issue because they were being featured in a department.

8. Being "cozy" with advertisers, with the danger of editorial being influenced, simply because the relationship exists. Presenting advertising copy in a way that too much resembles news--and not clearly marked. Because of carelessness, of an unwillingness to check advertiser requests, usually.

9. Conflict of interests by upper management. Because they can and know they can get away with it.

10. Verbal contracts that can be negated or altered; an easy way of changing a mind without repercussions.

11. Board members who don't understand the difference between legitimate advertising sales by our authorized and ethical rep, and their own "let's swap" dealmaking. Also, many of our board members are unprepared for service at the national level, and think of our national journal with a professional in the same way as their local chapter newsletters, put out by amateurs who often are engineers volunteering their time. (e.g., "my buddy won't cause a problem if I give him a deal.")

12. Selling ads for editorial. By sales people. They feel thay can get away with it; it has always worked.
13. Tying promises of editorial coverage to advertising orders (even if not explicit), and selling advertising to companies that are specifically mentioned in editorial—by sales staff. I think they do it because advertisers demand it (they are conditioned to expect it by other, less ethical publications; and they want everything they can get for free in this value-added environment), and because it's the easiest way for reps to try to sell it.

14. Separating advertising influence from editorial. It occurs when publications allow who adversises to influence who is highlighted by editorial content.

15. I don't know.

16. Articles for editorial coverage. CEO Level and sales rep level. Those farthest away from the day to day operations of the product (CEO level), don't have first-hand experience with the problems associated with unethical editorial behavior. For sales reps, the lure of selling an ad is sometimes too great to remain ethical.

17. Salespeople can become distanced from the editorial process and lose perspective. I see much evidence that salespeople don't read the publication regularly. They forget they are part of a team publishing a complete product; they become focused on using the publication as an advertising tool without regard for the editorial.

18. Sales reps make promises to make a sale.

19. Does plagiarism count? Authors in some rare instances have not been careful enough about paraphrasing.

20. The gray area is with ad sales and coverage. Some reps may lean on editorial a bit, but there's nothing blatant. We encourage them not to promise anything ...

21. N/a

22. Advertorials are approved that can easily be mistaken for editorial. Usually the ad sales/sponsorship folks do this. They want the sales commission, so they "forget" the provision in our agreement that dictates that advertorials be easily separated from editorial.
23. I think publishers/salesmen put extra pressure on editorial staffs to "appease" certain advertisers. Editorial also must work around ad sales that are sometimes on the sly.

24. The wall between the impact that buying an ad has on coverage.

25. Sales staff sometimes do not understand how their efforts to please an advertiser can affect the integrity of the publication, even in small ways. They don't seem to have a good sense of when the line is crossed.

26. What to accept, etc.

27. Honesty is never an issue. Time constraints are. To the extent that we can say ethical conduct has been challenged, it would be because of tight deadlines. Such a 'breach' may include quoting a press release instead of calling the source directly.

28. Editors accommodating publishers' requests for some inclusion of advertiser interest -- no matter how small -- in editorial treatments or judgments. It happens because publishers are under pressure to keep the bottom line firm, and some accommodations that can be quite useful editorially don't compromise anything, such as perhaps using a qualified expert source in a story.

29. Crossing the line between editorial and advertising, i.e. editors being asked to cater to an advertiser, sometimes by the advertiser, sometimes by the publisher or sales staff. Sometimes there's a fine line to walk, and crossing that line is unintentional. Also, having editors handle advertising materials or advertising production responsibility. This can happen in either print or digital media, but we're seeing it happen more in digital, which is a new frontier.

30. Not sure

31. Publisher---favors to advertisers due to pressure to build sales to make commissions
32. This is tough to answer for us as the breaches have been very few and far between. I’ve had only two in nearly 13 years. One involved inappropriate sourcing and the other involved a conflict of interest. The breaches were clear and in both instances, those employee relationships were terminated.

33. crossing the line editorially, promising cooperation from the editors

34. Making promises of editorial coverage as part of a sales package. Promising use of advertiser pictures in legitimate features in turn for advertising sponsorship. Pushed to cover events based on advertising potential rather than editorial value. Pushed to cover topics of little interest to readers based on advertising potential. Ad infinitum.

35. We all (myself included) do accept travel from vendors/advertisers to some events. All of this is exclusively aimed at editors. While I condone this, I would gladly forgo it and decide whether we pay to travel or not attend.

36. In one case, a reporter quoted an interviewee who specifically indicated that his comments were off-the-record. I know of no other instances of unethical conduct.

37. Sales does what they deem necessary to close a deal.

38. Implied promises of editorial coverage by sales' staff; acceptance of hospitality at events exceeding common maximums amounts.

39. based on media reports, sounds like editors are playing fast and loose with facts (e.g., making up sources)

40. Ad-edit separation -- sales. Some take a while to learn the importance of the principle. Plagiarism -- stringers, former editors.

41. Publishers are sales people who have been promoted, and holders of both jobs try to bully editors into using their favorite advertisers as sources and mentioning their products favorably in reviews.

42. No information available here. since nothing has come to mv attention.
43. Favorable coverage requested based on personal relationships. Membership dept tends to push this, but they probably don't have much prior exposure to the Chinese wall concept. It's a matter of constantly pushing back and letting them know why you have to say no sometimes. Have had to rein in reporters who seemed gleeful at getting freebies from sources. Also had to rein in an editor who was accepting personal visits to the home of an advertiser.

44. The problem is that sales staff don't buy into the editorial code of ethics, and there's no particular reason why they should: Their job is to do whatever it takes to close a deal. When you don't have a clear separation between sales and edit, that's a big problem.

45. We've had an instance of a contributing author being unethical by plagiarizing content when writing his article.

46. Pressure by publisher to editorially cover advertisers in print and online.

47. The editorial staff member was fired for plagiarism. Top ranking volunteers occasionally want to use their "power" to influence editorial coverage. Large advertisers also make occasional threats with withdrawing ad support if certain content is published. We do not let these types of pressures influence us--although it does get tense at times.

48. Publishers and sales people calling in "favors" when they have screwed up. It's because like anything else, this is a business and we have to keep our clients happy.

49. I find that it depends on the individual not the department in our company. Those individual who feel have breached the provisions are no longer with the company.

50. Publishers and ad salespeople are too often given to pressuring editors to give coverage to preferred advertisers. The obvious reason: publishers have revenue targets that these big advertisers can do much to help them meet.

51. All of these breaches were minor, often accidental, and corrected. Accepting inappropriate gifts and/or trips. It happens at various levels. Free, industry-related product comes into the office all the time. Companies don't expect or want it to come back. That includes items that are sometimes very expensive. It's an occupational hazard in this industry.
Using unnamed sources to trash people in print - probably because it's been done in journalism for so long. Trying to publish photographs from other websites without permission.

I see few clear breaches in the industry as a whole. While the ethics guidelines serve a great purpose, the issue of editorial ethics seems to be stirred more by editorial busy bodies who see transgressions everywhere they look. These editors also tend to read much into the prenumbra of the ethics guidelines--much more than is actually contained therein. Bottom line: while ethics are an important issue that should always be kept at the forefront, I don't believe transgressions of these ethics are commonplace.

Sales people want to do ANYTHING to get the business. Often they promise editorial support. As long as the information serves our readers, I'm fine with it. But too often the information is only self-serving to the advertiser with little to no value to the reader. The pressure is intense to accommodate these requests.

The sales force doing anything to get a sale, even making promises with which they can't follow through.

junior sales folks often suggest ideas that would breach the separation of ad/edit.

Bad sales people say anything to make a sale, then they get fired.

Salespeople can at times be a bit heavy handed in promising "editorial consideration" of press releases sent in by advertisers. But it's in the minority.

Publisher/sales--separation of ad and edit

Blurring the line between advertising and editorial and letting advertisers dictate how something is covered, on the part of publishers and higher execs. Making promises to advertisers about coverage or time with editors, on the part of sales staff. I think it's because they are compensated for bringing in ads and sponsorships and will do whatever they have to to get them. Publishers and higher-ups say, "we can't turn down that kind of money." But such thinking is short-term.
61. I don't know

62. sales - they are just trained to do whatever it takes to please the client. It has improved very much at our company, however.

63. Writing about advertisers—sales staff and publisher.

64. Often, our advertising executives explicitly or implicitly promise editorial coverage as an incentive to advertise. It is an established practice here, made easy by the fact that we have advertising-controlled pages that are called pure editorial.

65. I believe sales and C-level managers must sometimes make unethical compromises to protect the organization's viability.

66. The only time it's really been an issue is when a leader tries to get promotion of his own company versus what may be "most truthful" or best for the organization.

67. Not really an ethical breach, but I feel we are sometimes pressured by our marketing staff to cross the line between editorial and advertorial in promoting our own products (we are a professional association).

68. "Selling the image of selling editorial to advertisers." That fine line gets crossed weekly as sales infers editorial benefits to advertisers when none or few are actually available. Then the hammer comes down on editorial to compromise to save sales' face. In this area, once burned has never stopped some sales reps from continuing to try. After all, it's money in their pocket as well as in the coffers of the company/magazine.

69. Most are breached by organization executives when they talk to advertising companies (often their suppliers) about obtaining editorial coverage. Usually, the executives don't realize the extent of the problem with doing so, and some are not familiar with our code of ethics. In the past, ad sales staff has caused problems by promising editorial coverage for advertising dollars--this does not occur presently because we have cracked down hard on this practice.

70. We've had two people fired for plagiarism. and that's the only thing I'm aware of.
71. Product placement and guaranteed editorial - breached by salespeople, sales directors and vice presidents. There is an imperative here to get a particular event property up and running, and I believe the vice president does not care what he has to "give away" in order to get a sponsorship contract.

72. Most of our problems are external, not internal. Our trade group has a large membership, including several manufacturers. I have to hold these guys at bay when they try to place promotional articles under the guise of 'new technology.' We also have a lot of corporate sniping in paid advertising, but it rarely goes over the line and we remain "professionally neutral." One recent example: one manufacturer of new components ran an ad, the head for which read, "Rebuilt is another word for previously broken." I thought it was great, but our rebuilder members took great offense. They sorted it out among themselves after a letter of rebuttal.

73. Requesting extra coverage for some advertisers or important members even if we feel the information is not newsworthy or appropriate for our publication.

74. Pressure from sales to mold editorial to their needs

75. The adjacencies of advertising and related editorial content happen on each issue. This flies in the face of journalistic ethics. Management allows it to happen. The sales staff is allowed to place ads.

76. Overpromising editorial involvement in special projects, supplements, etc. ("we'll cover you if you advertise")

77. definitely the ad-edit line, by ad sales people and their supervisors


79. Our correspondents in Latin American often want to work both for us and in public relations. We make them choose. Otherwise, it's mostly editors here asking if the should/should not accept small gifts, meals, etc, which I've made clear must be less than $10 in the case of gifts and to avoid meals unless a source insists because of their schedules.
80. Letting advertisers preview special issue copy; letting advertisements run in magazine that look like editorial without a clear label; selling ads placed by certain copy.

81. Our publisher dictates final placement of all editorial content based upon ad sales.

82. Making promises to advertisers of guaranteed placement or positioning, and suggesting an advertiser will be "mentioned" in related editorial.

83. Most issues center on special advertiser requests, either to produce special content not labeled as ADVERTISING or to have editors involved in sponsor events.

84. Ad sales staff promising edit for ads. Having edit staff work on custom publishing. Why? Because short-term financial benefit outweighs long-term possible damage to reputation in management's eyes.

85. Separation of ad and editorial, by sales reps. Promising placement of an ad in a certain story; promising that editorial will mention a product or service or company, or even mention it in a positive light. Reason: Sales reps will step over their dead grandmothers to cinch a deal, so why would an ethics code be effective?

86. Typically, the largest breaches occur when I observe editorial coverage to be promised out, regardless of the criteria that makes said source worthy. Even at the top, favors personal or professional can have adverse effects on the moral morale of the writers/editors involved. This, ultimately, is the byproduct of revenue-chasing.

87. I think they own stock in companies that advertise. This is mostly a violation of top senior management.

88. Editors attending sales calls.

89. Mostly by sales. Times are tight. Some days I think they would sell their firstborn to bring in more dollars. Half the time they don't even know they are breaking the rules, because they aren't required to read and electronically accept them the way editors are.
90. There is a constant pressure from advertising executives to submit to the whims of advertisers.

91. The publishing side of the business, purely for bottom line issues. Editorial side of the business due to ignorance or a lack of strong leadership.

27. If an ethics issue arises, please explain your process to determine whether an ethical violation has occurred.

Total Respondents
91

(skipped this question)
66

1. All staff my sign an Code of Business Ethics affirmations statement every year. If anyone signs the statement that says they are aware of a possible ethics violation, a formal investigation is launched.

2. The issue has not arisen.

3. We discuss it and keep talking until we reach a resolution.

4. discussions with editor-in-chief

5. The editor would consider a memo containing the complaint or issue, and hand down a ruling--sometimes after consulting with a higher-up from the company that publishes our magazine.

6. Conference with all parties involved.

7. I determine all the parties involved, their motivation, what, if any, transaction was promised, implied or actually occurred. Fortunately for me, it's only been a question of ignorance more than malice so far.
8. A chat between an editor and the publisher.

9. By boss and I would go over the "breach" if one occurred and make corrections.

10. I don't know.

11. Discuss with senior management. Go through disciplinary procedure, if necessary.

12. The company's senior staff has many combined decades of experience with this company, working within the same publishing policies. This makes it easy to identify, discuss and resolve our issues informally.

13. Use common sense/judgement and look for ethics codes to reinforce.

14. discuss with superior. superior decides whether and how to proceed

15. haven't run into it.

16. Not yet considered

17. Usually the editor has a conversation with the publisher. It's not recorded or noted or anything.

18. It's done by management, not editors

19. Editor discusses with the publisher and v.p. of sales if necessary.

20. We don't have a process.

21. We have had none. But, if we do, we own up to them.
22. Complaint can be filed with the editor/publisher/or HR department. It is generally investigated by the editor and personnel action may or may not be taken as a result of the investigation. Any action must be approved by the CEO.

23. I analyze the situation and decide whether the apparent infraction would serve readers or the company. If it can do either without compromising the interests or values of the other, then it's ethical. I sometimes use a formal moral-reasoning model, such as the Potter Box, but usually, I go with my sense of the correctness and acceptability of the situation being considered.

24. It is discussed with the editorial team

25. We just know it when it happens. The challenge then is to do something about it so it won’t happen again.

26. Our ethical standards are new; this has not been tested. Teh instructions are to work it our by discussion and negotiation, then refer to top level if it can't be resolved. This is awkward when an editor reports to the publisher, and the two have a conflict. We do not have a formal process.

27. I call and ask.

28. No specific process

29. We have investigated the circumstances and sought input from both the violator and other involved parties. A discussion ensued with the violator and then with publication management to take appropriate action.

30. I check my gut, discuss with other editors

31. Editorial director (me) challenges the issue with the offender. If they disagree, I take it to the President of the company for arbitration.
32. This question can be better addressed by the editor-in-chief.

33. On the editorial staff, it's a meeting with the senior manager, then, if necessary, the HR department gets involved.

34. We typically bring a matter to the attention of editorial management (and when warranted, to upper management); review all the facts; and determine if a violation occurred.

35. Our editors and designers are all experienced and principled. In one case, a former editor was conducting interviews for another magazine (related industry) during business hours and was warned and eventually fired. In another case, a staff person (not an editor) suggested a way she could personally benefit from an article we were planning. We moved the article in a different direction to ensure there'd be no conflict. In another case, a designer wanted to use her husband as an illustrator. We had used him before she joined our staff, so we brought the issue to our company's conflict of interest committee. Issues that arise when advertisers seeks special treatment or coverage are generally resolved in informal discussions with our publisher.

36. Personal confrontation.

37. It usually takes place as a (sometimes heated) discussion during the weekly staff meeting.

38. I would discuss it with the publisher and/or top executives of the company, and we would resolve it together.

39. Work with the publisher to resolve and, if necessary, get senior management and HR involved.

40. There isn't an official process. However, editors generally resist pressure from sales staff.

41. Worked out between editors and publisher, often to no one's satisfaction.
42. Always review with the CEO and Deputy Executive Director.

43. I go to the publisher and he tells me to shut up.

44. Informal discussion and written warnings to individuals. If it continues they were terminated.

45. Ask the employee to explain the situation that has arisen and detail what that person did. Ask the person who brought the incident to my attention to tell that side of the situation. Review any backup materials that exist including phone logs, e-mail, expense reports. Conclude what the situation is.

46. Right now, it would be a matter of discussion behind closed doors between the editors and anyone else affected.

47. Discuss and correct. If it's habitual, we have dismissed employees after three violations. That happened once. The vast majority of our employees never have a problem.

48. I talk with the person involved.

49. At my level, we'll examine the instance and the circumstances around it and then compare with the guidelines to see if a boundary has been crossed.

50. Discuss with my supervisor.

51. Discussions with the involved parties.

52. Usually it is just ignored.

53. Informal investigation by appropriate level of editor, usually myself (editorial director).
Discussion among staff.

It has or has not, very black or white.

Discussion with the parties involved

The concerned parties discuss it and try to resolve at that stage. If they are unable to do that, it moves up the chain of command. There have been cases that have actually gone all the way up to the CEO to achieve resolution.

We don't have a formal process, and management doesn't seem to place a priority on it. So we editors try to discuss it and learn from each other. I'm lucky enough that my publisher generally "gets it," so we have few problems.

Editor in chief decides and then god help you.

discuss with involved parties, as with any personnel issue

Simply sit down and discuss the steps that took place to reach the potential ethical violation. If it is decided that a violation occurred, make everyone in the editorial department aware of the situation to help identify and avoid the situation in the future.

I have never had to deal with specific ethical violations. We are trying to deal with issue of using editorial space as advertising, but this is a cultural problem, not an individual event.

Senior level editorial staff consult one another and remedy the situation if needed.

This has yet to come up as far as I know. If something has occurred with others, then I assume it was handled informally and quietly.
Again, common sense. Ethics have been and continue to be a work in process. Blatant or aggressive violations are discussed and brought to the CEO. Slippery ones get hashed out in informal conferences among editorial, publisher and sales team leader. Neither side wins, both sides usually get some bones and go back to their corners.

The person directly involved brings it to the publisher (me). I then decide whether it needs formal consideration or simply additional communication from me and/or our editor. If it is a major breach, our president and executive committee are involved, as well.

Investigate what happened.

It's pretty clear -- it's in a sales contract.

Our small group pays attention to everything. If somebody says "Hey...can they do that?" we work out an answer or make a phone call.

no process in place

Discussed among the editorial staff and communicated to others in the organization that have a stake in our decision. Most often, our publisher's backing helps us successfully defend our policies.

There is no process

not really anything formal -- I just discuss with trusted colleagues and come to a conclusion

We have no process

Generally, it's a discussion between myself and the potential offender, then a editorial-wide announcement of policy to reinforce the rules if the situation seems new or unusual.
77. Has never come up.

78. Discussions with the publisher, sales and editorial.

79. There hasn't necessarily been a case to cite.

80. Investigate, discuss among senior staff and decide what has happened.

81. none

82. I complain to publisher.

83. I look into it myself. Otherwise, there's no formal process. Plus, I work to nip potential violations in the bud by communicating frequently with my sales reps to educate them about the publication's editorial goals, and how meeting those subsequently meets those of the advertisers. In other words, teaching them that readers rule.

84. Editors meet to discuss the issue at hand. After discussions, the person at fault is reprimanded. There is no board of justice, per se, though.

85. In cases like plagiarisim, I think the person is usually terminated.

86. discussion

87. the editor in chief and the publisher are involved in investigating and determining if the code was violated and, if so, what needs to be done

88. Don't know.

89. There isn't really one that I'm aware of. I bring things to the editorial director's attention: the publishing director usually shoots us down.
90. We are a small organization so I could bring it up immediately with the publisher or the vice president.

91. We would talk about it, then, if it was agreed there was a problem, try to make sure it didn't happen again.

29. If there are consequences or enforcement mechanisms, what might they be?

1. Employees can be terminated for serious violations.

2. Up to dismissal

3. I would presume "up to and including termination." But the climate of trade journalism and the often cozy nature of the editorial department's relationship with large advertisers make ethical enforcement unlikely in a business sense.

4. Staff members may be fired.

5. Potential probation. If egregious, then potential dismissal.

6. Suspension or purge.

7. Disciplinary warning.

8. Not sure.

9. Not sure ... disciplinary action, I suppose.

10. If a member violates the organization's code of ethics, they can be kicked out of the organization, but it rarely happens.
11. Formal censure.

12. Reprimand or firing.

13. Depending upon the violation, it can range from an official warning to termination.

14. Warning and notation in personnel file on the first offense. Termination if another breach occurs.

15. States grounds for termination, but it is not clear how this would be investigated or enforced.

16. I have unsubscribed two people and refunded their money over ethical issues.

17. Employees can be terminated for policy violations.

18. Unstated, but the implication is dire, ie, you could get fired

19. The consequences depend on the violation. Minor mistakes would likely incur a warning upon the first violation and threat of dismissal if it occurred a second time. More severe infractions (such as plagiarism or breach of trust) would likely result in a dismissal.

20. Fired plagiarists.

21. As mentioned above, termination of employement for the most serious infractions. Performance improvement plans for less serious offenses.

22. I'm sure I'd be fired if I did something the publisher didn't agree with.

23. Verbal than written warnings. If continues, termination. If serious enough infraction, it might result in immediate termination.
24. penalties escalating from warnings and suspension to finally termination

25. For the organization, there is an investigation process that can lead to expulsion.

26. It's taken on a case-by-case basis. We have had very little trouble on that front. First offense, discussion. Second offense, suspension. Third offense, dismissal.

27. Up to and including termination.

28. Clear offenses can lead to dismissal.

29. If a staff member were to act unethically one time, I'd explain why that action will not be tolerated. This is just a verbal admonishment. However, if there is a pattern, I'd have to fire them.

30. employee to be written up, and if it continues dismissed

31. Firering the person.

32. Dismmissal

33. There's the threat of dismissal, but as we have no formal process for enforcement, I think that's an empty threat.

34. If you really step out of line, you're fired.

35. Informal reprimands, formal reprimands, and it can effect your review.

36. -termination (staff) -warning (staff, authors, advertisers) -limit scope of authority -refusal to run ads
37. Being reprimanded or fired.

38. The corporate code of ethics indicates disciplinary action up to and including dismissal, but I don't believe it's enforced. On editorial, we issue a memorandum explaining our refusal to comply. Editorial staff is counseled on first strike, put on formal notice on second strike.

39. Slap on the wrist, up to firing

40. Formal or not, serious breaches of ethical editorial conduct are met with employee termination at worst, department transfer at best (the latter I oppose). Once a cheater, always a cheater.

41. Usually, the person is put on disciplinary probation, and is terminated.

42. discipline up to and including termination

31. If your Magazine or Company/Organization code or ethical principles was NOT FOLLOWED but WAS ENFORCED, what happened?

1. The situation that most often arises, is that sales or business side comes up with a new idea that editors feel compromises ethics in some way. We speak up about the problem and the idea is amended until we are comfortable that it doesn't not violate ethics.

2. One firing, one suspension and eventual firing.

3. don't know

4. see above.

5. Our attribution policy was not followed and a staff was terminated. This is an ethics situation.
6. Other folks have been terminated for not falling within the 'corporate culture' and its rules of conduct.

7. Discussion

8. We just corrected the situation to ensure it didn't happen again.


10. The editors take steps to enforce the code, and individuals are verbally reprimanded and observed.

11. I cannot elaborate at this time.

12. Usually just confrontation. Fired an editor, several stringers, for plagiarizing.

13. An editor was reprimanded for not fact-checking his sources according to company policy. He was laid off a couple of months later. Another editor was laid off for freelancing for a competitor without permission.

14. N/A

15. Rules against plagiarism were enforced by me. Resulted in employee's dismissal.

16. --

17. termination

18. Termination of individual
19. On a few occasions, members have been terminated.

20. We've had one writer with a series of problems. First, she made up a quote for a story. It was caught before publication. We reprimanded her. Second, she said she was writing an article for our flagship publication in order to gain entree to a subject for an article in one of our smaller magazines. She was dismissed. It seemed like a two-strike event at the time!

21. Person was fired.

22. It's never come to this -- THANK GOD!

23. have not had to yet

24. we have terminated employees for violating conflict of interest rules.

25. Fired the salesperson.

26. No ethics violations have occurred

27. Essentially the unethical behaviour was stopped.


29. As stated previously, the situation was identified so that everyone was aware. Also, the article was altered before publication.

30. Initially a repremand and a second violation caused dismissal. It was a very costly process.

31. 2 people fired
32. We issued a memorandum to the vice president and sales director in the above scenario indicating that their actions were in total violation of our editorial code of ethics as well as ABM's and that we would not comply with the terms of the sponsorship contract.

33. The editor was fired.

34. We have ended relationships with correspondents, and declined to hire foreign correspondents who did not want to give up public relations work. Staff here have given up gifts they inadvertently accepted, usually without knowing its value, which is donated to charity.

35. Corrected problem with sales rep and advertiser. Clarified our position.

36. Company has no code.

37. One result/example was an associate editor's termination.

38. There is one situation that I can think of where an ad included some text indicating that the magazine it was in had endorsed their product. It was written up in the company newsletter, but I'm not aware that anyone in the company received any censure, other than that the EIC is now checking ads before they go to press. Generally we're so understaffed that editors don't have time to check ad pages.

32. If your Magazine or Company/Organization code or ethical principles was NOT FOLLOWED and WAS NOT ENFORCED, why not?

1. No one wanted to challenge upper management on the breech of ethics.

2. Publisher intervention.

3. We don't have an official code. I try to stand my ground when pushed. I haven't yet had to violate my own integrity to get the job done, but it's come very close. And I'm beginning to feel that if I push too hard, I could get canned. The editorial integrity here has been often stretched to its limits. If no organization comes up with a plan to educate the advertising community about the absolute necessity of editorial integrity, we're all doomed.
4. I cannot elaborate at this time.

5. N/A

6. The only written rules are in the employee handbook, and most people don't even bother to read it unless they're worried about layoffs.

7. --

8. n/a

9. Management is more worried about the bottom line and will allow such events to go on just to make a buck.

10. Wrong hirer.

11. No ethics violations have occurred

12. Don't have a process for that.

13. They tend to "gloss over" violations for certain properties or contracts, if the money's good enough.


15. Fear of upper management retaliation/vindictiveness.

16. Don't know. Probably ignorance of the situation.
17. No one wants to be branded a troublemaker.

33. Does your code of ethics or "ethical editorial environment" also apply to your Web site, blogs, or e-newsletters? (check all that apply)

<table>
<thead>
<tr>
<th>Response Percent</th>
<th>Response Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Yes, Web Site</strong></td>
<td></td>
</tr>
<tr>
<td>84.5%</td>
<td>109</td>
</tr>
</tbody>
</table>

| Yes, Blogs       | 24%            |
| 31               |

| Yes, E-Newsletters| 65.1%          |
| 84               |

| None of the above | 10.9%          |
| 14               |

| Yes, Other (please specify) | 5.4%           |
| 7                             |

Total Respondents 129

(skipped this question)
28

33. Does your code of ethics or "ethical editorial environment" also apply to your Web site, blogs, or e-newsletters? (check all that apply)

Yes, Other (please specify)
1. assumed that all editorial products are covered the same way

2. presumably across the board
3. trade shows and conferences

4. We're working on it.

5. e-Zines

6. any publication we publish

7. webcasts

34. If your code of ethics or "ethical editorial environment" DOES NOT also apply to your Web site, blogs, or e-newsletters, which ones does it not apply to and why?

1. e-newsletters which are taken from wire service.

2. We don't have true blogs -- we have opinion columns and ethics principles do apply.

3. My sense is that e-newsletters have a less firmly divided "separation of church and state." There seems to be a trend toward more "sponsored content."

4. None of the e-publications are under my management.

5. The other communications media we publish are promotional in nature for the trade association.

6. We don't use either blogs or online newsletters.

7. N/A
8. Writing blogs and other editorial content for a Web site is no different from writing print articles: We follow the same principles (or lack thereof) when reporting and editing. However, there isn't an accepted way of distinguishing between advertising and editorial on the Web, which can lead to confusion for readers. The same applies to e-newsletters, except they're even worse. Most of our editors accept that sending them at all is unethical and will get us a reputation as a spammer. However, the marketing department does it anyway.

9. It is run by a different division.

10. The e-newsletters and the blog are not written by the editorial staff.

11. We have no blogs, we have no newsletters.

12. We don't have any blogs yet.

13. It has not been developed for the website. We currently do not have a blog or e-newsletter.

14. None of the above.

15. We do not maintain an active web presence.

16. E-newsletters are filled with pick ups from other sources, rather than original content. Who knows whether it was "ethically" produced?

17. I think it's pretty questionable on the e-newsletters, especially the "custom" ones.

36. If you answered "Updating" to Question 35 above, in what ways are you updating your code?

1. Coordinating use of codes through different divisions. Also paying attention to new ASME guidelines issues.
2. Periodic reviews.

3. Always evolving.

4. Already answered earlier in questionnaire.

5. It is going from informal, understood policy to written.

6. Don't know as I am not involved in that.

7. Because it is informal, it evolves, especially with new trends in publishing and advertising. For example, direct-to-plate created a discussion regarding the magazine's responsibility to its advertisers and audience. Questions included: 1) How much pre-press work does the magazine staff do on behalf of advertisers? 2) If an ad has digital file problems, how much of the magazine's resources should be allotted to correcting it? Allot too many resources and the audience pays for the advertiser's incompetence. Allot too little, and the magazine prints a distorted ad, reflecting poorly on the magazine.

8. Trying to formalize some of the provisions and take them into the Website more. The image of the publication extends to the Website as well as to any collateral materials that carry the publication's name/trademark so they all should be covered. We've been very lucky to have solid editorial input to sales materials, media kits, etc. to prevent or head off potential problems.

9. -whether to include it in our magazine -where to include it on our Web site and e-newsletter (more prominent?)

10. Looking especially at e-products

11. Required reporting of all gifts and a ban, for practical purposes, of all gifts.

12. To deal specifically with unnamed sources in light of recent legal developments.
37. What are your other thoughts about codes of ethics for B2B magazines?

1. They are only meaningful if enforced and acknowledged. Otherwise, they are window dressing.

2. I think they should be important.

3. The only thing we have to offer our readers is our credibility. If they have reason to question the reliability of information for any reason, we're dead. That means that reporters and editors can't play favorites or pull punches--they can only focus on what is the best information they can impart to the readers. Nothing else really matters. And advertisers know it. The smart ones want to be in the environment where the publication is really connecting to the reader. And they know that if they get the "special" treatment by editors, so do their competitors. So, if you let the company whore the edit, you are left with stupid readers and marginal advertisers. You fail.

4. Ethics in B2B have to be considered in the overall environment in which we do business. In many markets, the traditional adversarial relationship between the sources and the reporters, between the subjects being written about and the "muckrakers" doing the writing, just does not exist. To apply a high-minded ethics code to such a market would be problematic, and in all likelihood would amount to "lip service." The question is: If my largest advertiser invited me for a tour of their facility, is it likely I would tell them 1) I don't have the budget to make the trip (which in today's climate, it is unlikely I would); AND 2) my magazine's ethical standards prevent me from allowing you to pay for the trip? In other words, call my competitors and give them the trip (and, my publisher would say, the ad schedule, which we can all agree should not be a factor, but unfortunately, it usually is.)

5. Should be as firm as consumer. Our readers want to deal with honest publications.

6. All magazine should have them.

7. Publications and press organizations all should make their ethical positions known, for the sake of readers and/or members. Too much detail should be avoided, however, to allow for judgments to be made in each case.
8. As needed as any other venue.

9. There seems to be a more tolerant mood in B2B when it comes ethics. Publishers tend to believe that B2B magazines are first and foremost a business, which must accept some of the practices of the business world.

10. They're definitely necessary.

11. Probably a "must" among a plethora of unfulfilled "musts"

12. Absolutely necessary.

13. They should adopt an organization's code with which the editorial and business staff can live, and follow it. If none fits, then draft one.

14. No other thoughts. But this survey is too damn long. In the future, please limit to no more than 20-25 questions.

15. Very important.

16. All writers, editors, graphic designers and art directors -- as well as sales people and publishers -- need to be made aware of the company's code of ethics when their employment starts.

17. Problem lies in the sales culture and inability to sell the value of strict ethics, especially when faced with advertiser pressures and indifference from readers.

18. If they are needed anywhere, it is there. Far too many amateurs running the business side of magazines or marketing to the various trade marketplaces.
19. I have sent the ABM code of ethics to all our editorial and sales personnel and said that we should be using it as our code since we don't have one. It has been universally ignored by our sales department and our new publisher.

20. I cannot elaborate at this time.

21. Especially in B2B, it's imperative to stay neutral and deliver unbiased news.

22. With newspapers such as the NYTimes and USA Today having undergone significant policy reviews, it would be helpful to identify a resource (maybe it exists already) that summarizes not only a code of ethics, but also common practices to sensitive issues.

23. With magazines such as Lucky and with many catalogs today have a magazine feel, it's very difficult today to draw the line between legitimate editorial and promotion. It's important for B2B magazines to have a code of ethics that gives editors ammunition against the kind of editorial that publishers may view as standard fare.

24. It's up to honest editors and publishers to keep B2B publishing from becoming an ethical cesspool; too many advertisers don't care, and too many dishonest editors and publishers take advantage of the lapse.

25. Ethics are extremely important, and clear policies are the best protections employees and employers can have.

26. I think they are very valuable, but need buy-in on a large scale to be effective.

27. They are very important and help establish us as legit B2B players with standards and operating principles, which is something readers and advertisers should respect.

28. I don't see why B2B should be different from any other journalism code of ethics.

29. IMPORTANT TO HAVE IN PLACE
30. While having a written document is useful, it may be difficult to encompass all potential situations. It's critical that editorial leadership have experience and sensitivity to ethical issues; with that, individual instances can be addressed ad hoc without written guidance.


32. B2B magazines walk a fine line every day between editorial and advertising. The lines, however, are very clear. In my experience, I've seen that the magazines that spend too much time close to the line or crossing over it don't become or remain major players due to audience abandonment. Ethics are important to maintaining credibility and viability, but the market also has a tendency to take care of itself.

33. Again, that any code should really reflect the current business climate and reality.

34. All codes listed in Q18 are very useful--the web page does not permit checking more than one box.

35. State ownership or relationships that company or individual has with organizations that are reported on.

36. Should have them, established ones seem adequate.

37. It has to be universal for all departments.

38. Mainly that we need to keep advertising and editorial material separate and distinct
39. In terms of ethics, I think B2B magazines share similarities with other media in that the polar star is to deliver content that is truthful and valuable to the reader. Where B2B magazines will always struggle is in drawing a bright line between editorial and advertising. It can't be done in some situations; for example, if the advertiser is also a subject matter expert on a topic you're covering. Summarily refusing to interview the advertiser is a disservice to your readers. If the content is valuable, they'll know. If it's fluff, they'll know, too. That said, you need to be constantly vigilant of the separation of editorial/sales "church and state" so to speak. The readers can tell the difference between useful content and puffery. You can pump all kinds of resources into production value, but if the editorial comes off like a big, soft brochure, then you'll lose your readers. Lose your readers, and it is only a matter of time before you'll lose your advertisers. Editors should have final say about what goes in the magazine (that's the rule at our publishing company). However, B2B editors have to earn that position by showing consistent good judgment and being faithful students of their readers and the industries they serve. That's the gold standard.

40. They need to be every bit as strong and clear-cut as for any other media.

41. They should be written. A magazine should not try to present itself as something it is not. Don't say you're ethical if you're not. If you are "ethical," have a written code.

42. It seems obvious to me where to draw to the line with ethical questions. In fact, there would be no question for me to answer. I believe that I am an ethical person and I believe that my colleagues are as well. However, there can be many definitions of the word ethical for people, so it is prudent for employers to establish some guidelines I suppose. But, editors, reporters, and other journalists should have received some ethical training as part of their college education in journalism school. I certainly did.

43. I come in contact with many J-School grads who want to apply "Ethics 101" from their newspaper class to trade /B2B publications. It won't work. B2B needs its own rules, with the knowledge that the reader is much more interested in information than where the information comes from. So long as we ID the sources, the reader can make informed decisions on how much to believe, what to accept/reject and how to weight the results. We know who those readers are. Newspapers don't.

44. They are a must---they set a basis from which all decisions so many made.

45. They are important for any publication. I wonder how many B2B magazines really have a code that they publish and make sure everyone is aware of. I'll bet not many.
46. It's time to pay attention to editorial ethics. In an age where the word is becoming ever "cheaper" due to incessant marketing, we need to hold the line. Magazines, newspapers and TV journalism need to regain their credibility, because people are turning to other sources for information, and we have an ill-informed country as a result.

47. It only works if the lead editor and publisher are on board. Having a strong publisher that goes to bat for us makes a world of difference in dealing with advertisers, readers and non-magazine organization staff on ethical issues. Past publishers/lead editors I've worked for have been a little lax in the ethics department, and I think as a result magazine quality suffers and it makes it difficult to make stands on individual magazine ethical issues.

48. They are very important to editors, not important to anyone else

49. A code of ethics is greatly needed because the line between editorial and advertising is increasingly being blurred.

50. B2B is a lot more concerned about ethics issues than consumer side. If you want to see the real whores in the publishing biz, look at the consumer books and other media (e.g., "product placement" in TV and movies!!!). Gimme a break! We do a pretty good job in the business press. At least we worry about these issues. Those on the consumer side could care less.

51. They're definitely a must, and I'm ashamed that our company doesn't have one (and therefore is more apt to violate ethics).

52. There should be a code of ethics in place at all publications. Truth is an imperative.

53. We need more support from industry organizations so we don't stand alone. This should include censure for organizations that don't follow guidelines!

54. Trade, B2B or consumer — codes of ethics are universally important. With business involved, however, a writer/editor/publication's ethics affect not only a single reader (consumer), but likely an entire organization (company).
55. I can appreciate the aspect of competition, but there should be some standards that everyone should play by. Determining who gets what kind of advertising should not depend on added bonuses, just the contract itself.

56. I wish more would adopt a code of ethics because it would level the playing field and dampen expectations of advertisers.

57. All publications need codes

58. Never trade edit for ads.

59. I think there are some gray areas. Readers do look to B2B pubs for product information. We just have to find ways to make sure it doesn't appear that we're slanting our editorial for other considerations.