



CODE OF ETHICS – September 2016

The Motor Press Guild is a professional journalism organization. It respects and observes the basic tenets of journalism. Members are expected to be truthful and fair in all their dealings with sources and in preparation of their work. Members are urged to protect themselves from practices that could call their veracity and fairness into question.

We also recognize that automotive reporting is different than other areas of journalism because much of it is driven by evaluations and opinions about product. Journalists have to travel to events in order to get the story, which can necessitate accepting travel expenses paid for by a company. It is in instances like these in which we urge members to remain especially cautious to protect their personal reputations.

It is not our place to enforce ethics policies. Many of our members are freelancers who have to make their own decisions. But we urge all to follow some basic guidelines. The general rule to follow is to judge how an activity would appear if someone else wrote a story about the practice.

We offer a few basic guidelines. We urge members to:

- Refuse to accept gift items with an estimated value of more than \$50.
- Not to take family members on trips that are paid for by automakers. If a member must accept free travel in order to go to a location to evaluate a product for editorial purposes, they should go alone or pay for the family member to accompany them.
- Turn down offers of extraneous side-trip excursions like golf, skiing, paragliding or other costly activities that do not relate to editorial content as part of any trip paid for by an automaker.
- Disclose potential conflict of interests to reader or viewers.
- If paid to offer opinions about product to an automaker, avoid reviewing the automaker's product for six months.