Jim Lehrer's Rules of Journalism

I practice journalism in accordance with the following guidelines:

• Do nothing I cannot defend.

• Do not distort, lie, slant or hype.

• Do not falsify facts or make up quotes.

• Cover, write and present every story with the care I would want if the story were about me.

• Assume there is at least one other side or version to every story.

• Assume the viewer is as smart and caring and good a person as I am.

• Assume the same about all people on whom I report.

• Assume everyone is innocent until proven guilty.

• Assume personal lives are a private matter until a legitimate turn in the story mandates otherwise.

• Carefully separate opinion and analysis from straight news stories and clearly label it as such.

• Do not use anonymous sources or blind quotes except on rare and monumental occasions. No one should ever be allowed to attack another anonymously.

• Do not broadcast profanity or the end result of violence unless it is an integral and necessary part of the story and/or crucial to its understanding.

• Acknowledge that objectivity may be impossible but fairness never is.

• Journalists who are reckless with facts and reputations should be disciplined by their employers.

• My viewers have a right to know what principles guide my work and the process I use in their practice.

• I am not in the entertainment business.

-Jim Lehrer