Standards of Practice for Business Papers

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The publisher of a business paper should dedicate his best efforts to the cause of business and social service, and to this end should pledge himself:

First: To consider first the interests of the subscriber.

Second: To subscribe to and work for truth and honesty in all departments.

Third: To eliminate, so far as possible, his personal opinions from his news columns, but to be a leader of thought in his editorial columns and to make his criticisms constructive.

Fourth: To refuse to publish puffs, free reading notices, or paid write-ups; to keep his reading columns independent of advertising considerations, and to measure all news by this standard: "Is it real news?"

Fifth: To decline any advertisement which has a tendency to mislead or which does not confirm to business integrity.

Sixth: To solicit subscriptions and advertising solely on the merits of the publication.

Seventh: To supply advertisers with full information regarding character and extent of circulation, including detailed circulation statements, subject to proper and authentic verification.

Eighth: To cooperate with all organizations and individuals engaged in creative advertising work.

Ninth: To avoid unfair competition.

Tenth: To determine what is the highest and largest function of the field which he serves, and then to strive in every legitimate way to promote that function.