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Self-presentation: Journalist, reporter  
Professional status: Employee  
Gets income from: Media  
% income from independent media: 100%  
Based in: Germany

About Case 1 and 2: i would tell the editor about the history of the story and would suggest to mention it in the article, even put it in the first version with a note. But I think it's the editor's/newspaper's choice how transparent they want their product to be.

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Self-presentation: Journalist, reporter  
Professional status: Employee  
Gets income from: Media  
% income from independent media: 100%  
Based in: France

As a permanent editor in a well-known science magazine, half of my answers refer to situations I have never been exposed to. In this I consider that I'm very fortunate. But it's very easy to give such answers when you get a monthly salary. I understand that it's much more difficult for freelancers.

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Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media  
% income from independent media: 100%  
Based in: Germany

Beside that ethical aspects you should also discuss that a lot of independent media - especially newspapers - do not do their job anymore, because they don't pay research, travel costs and all these things, that are necessary to do high-quality science reporting.

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Self-presentation: Journalist, reporter  
Professional status: Employee  
Gets income from: Media  
% income from independent media: 100%  
Based in: Portugal

Case number 5 could have an additional possibility, which happened with me. I may do the article or work but deny being paid for it.

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Self-presentation: A combination of the above  
Professional status: Freelance  
Gets income from: Media  
% income from independent media: 100%  
Based in: Netherlands

Een (zelfstandig) journalist mag nooit als pr-officer functioneren. Wel mag je feitelijke stukken schrijven in PR-bladen. Het gehalte van het blad is daarbij belangrijk. Een congres voorzitter is prima,

Reclame maken voor het congres kan weer niet. Het gaat er altijd om hoe objectief de informatie gebracht kan worden.

Nieuws is nieuws.

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Self-presentation: Journalist, reporter  
Professional status: Employee  
Gets income from: Media  
% income from independent media: 100%  
Based in: Sweden

Employees (journalists) in Sweden cannot do journalism for others without getting the approval of their employer. That would be a hindrance.

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Self-presentation: Journalist, reporter  
Professional status: Employee  
Gets income from: Media  
% income from independent media: 100%  
Based in: Germany

Good questions. But I suspect, there is a big gap between answers given here and the real behaviour of people out there!

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Self-presentation: Journalist, reporter  
Professional status: Employee plus freelance  
Gets income from: Media  
% income from independent media: 100%  
Based in: Philippines

I am hopeful that we can use the results of the survey to iron out issues concerning current practices in media today.

I share your concerns about certain controversial practices of the current crop of media practitioners. Maybe the main problem lies in the dependency relationship between science-based companies that provide advertising revenue to media, and the media establishment that also looks at media as source of income. Practitioners are also misled in this way.

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Self-presentation: Journalist, reporter  
Professional status: Employee  
Gets income from: Research org.  
% income from independent media: 100%  
Based in: Netherlands

- Ik merk in mijn eigen werk dat ik het erg vervelend vind dat er geen sterk redactiestatuut achter me staat en dat er indirecte druk is om vriendelijk te berichten over de universiteit. Dat sterkt me eigenlijk vooral om de rug recht te houden en ik ben dus heel rechtlijnig. Bij mijn volgende baan zal ik ook zeker op zoek gaan naar een plek waar ik die concessies niet hoeft te doen.

- Aan de andere kant heb ik nu een vast inkomen en geen gezin te ondersteunen. Het is dus relatief gemakkelijk in mijn positie en er is geen moral hazard, om eens een mooie term te gebruiken. Ik kan me voorstellen dat onder druk die zaken vloeibaar worden. Al hoop ik natuurlijk dat mij dat niet gebeurt.

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Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media  
% income from independent media: 100%  
Based in: Germany

I do thank you for your survey, and for the thoughts it provokes. I wonder, if I would answer differently in a few years time. I am a freelancer for public radio, which means I am rather well paid, but what if that changes in the future? Would I accept more cheesy offers? On the other hand, some things i would agree to do now, I might not agree to in the future, because I may have learnt more about how important it is, to be independant. Thanks for your work! Best wishes, ■.

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Self-presentation: Journalist, reporter  
Professional status: Employee  
Gets income from: Media  
% income from independent media: 100%  
Based in: South Africa

I have a problem with science communicators being full members of journalism associations, and with communicators writing PR for universities while also submitting freelance articles. In South Africa, there are few science journalists (as I would define a science journalist), and many science PRs pretending to be journalists.

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Self-presentation: Journalist, reporter  
Professional status: Employee  
Gets income from: Media  
% income from independent media: 100%  
Based in: Togo

I just want to say thank you for this relevant survey you will help us fund our various study tours and conferences.

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Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media  
% income from independent media: 100%  
Based in: France

I'd like to be as independant as possible, but as a freelance who doesn't earn a lot of money, I'd have to make some concessions, I guess. (thank god, i've never been exposed to the problem until now) (so am I poor)

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Self-presentation: (Copy) writer, PR officer, communications advisor  
Professional status: Employee  
Gets income from: Research org.  
% income from independent media: 100%  
Based in: Netherlands

ik heb geredeneerd vanuit mijzelf, niet per se zoals ik dat vanuit mijn huidige functie zou doen (want dan zou ik niks erbij doen en het altijd met de baas overleggen (nevenfuncties). dat miste ik hier als optie, dat moet volgens veel contracten in loondienst namelijk!

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Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media, Non-profits  
% income from independent media: 100%  
Based in: France

I'm a freelance journalist. Sometimes I work also for NGO magazines or PR magazine of governmental research organizations. But never ever for industrial PR magazine !! For me it's not the same in terms of conflict of interest...

And I always refuse to participate in any press travel paid by industrial companies.

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Self-presentation: Journalist, reporter  
Professional status: -  
Gets income from: Media  
% income from independent media: 100%  
Based in: Uganda

Its important for Science Journalists to 100 percent stay out of paid for assignments. If you accept them whether your editors knows or not, chances are too high that you will be compromised and right your integrity as a journalist.

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Self-presentation: Journalist, reporter  
Professional status: Employee plus freelance  
Gets income from: Media  
% income from independent media: 100%  
Based in: India

Journalism is all about empowering people with correct facts, viewers and readers are very astute they can very easily make out between fair and unfair journalism.

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Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media  
% income from independent media: 100%  
Based in: France

Keep in mind, however, that it is part of the local media culture in many countries to accept at least partial voyage costs for media representatives. This often leaves the conscientious journalist with a

tough choice: how to cope with colleagues who prepare the results of such voyages published or aired in competing media. This is a continuing dilemma.

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Self-presentation: Journalist, reporter  
Professional status: Employee  
Gets income from: Media  
% income from independent media: 100%  
Based in: Switzerland

many of these choices would be influenced by my own financial situation. I'm currently an employee, so it's easy to say No out of principle. All of these principles weaken with shrinking income. My refusal in cases # 8, 5, and 7 would weaken first, in this order.

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Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Private sector  
% income from independent media: 100%  
Based in: United States

Most of these are truly hypothetical for me, and I might react a little differently depending on the specific details. Mostly, I feel that if I share all the facts with my editor or client, we can mutually decide on the acceptability of my taking on the additional task. One line I draw is having a company being written about "read" my story first since that kind of editorial [?] control is unacceptable to me.

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Self-presentation: Journalist, reporter  
Professional status: Employee  
Gets income from: Media  
% income from independent media: 100%  
Based in: Germany

My employer has implemented a code of ethics to ensure that we follow the principles of independent journalism.

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Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Non-profits  
% income from independent media: 100%  
Based in: UK

Not just a question of principle, but if you make your living as a journalist you undermine your credibility and therefore your livelihood by putting your name to something that is not independent.

However, there are occasionally areas where there are not great vested interests at stake and where there may be a story to be told that is worth telling and you are the best person to tell it, even though you have a relationship with a company or person connected with the story, possibly because you are one of the few who has followed developments for many years. Then being very open and upfront about any conflicts of interest may be an option.

I occasionally write about conflict of interest dilemmas when it comes for instance to the clinicians involved in evaluating new drugs in very rare cancers, where there are so few people with specialist

cutting-edge knowledge it can be hard to find one group to participate in trials and clinical development and a separate group to do the evaluation, so (a) as a journalists I need to be able to justify the way I operate if I want to take a critical look at how clinical researchers operate and (b) I understand that it is important to draw lines in the sand to guide how you respond in each situation, and (c) being transparent does not make it OK, but (d) there are occasions when you have to be flexible, and the test is whether you would be happy to defend your decision in front of colleagues, and of course in these cases transparency is essential.

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Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media  
% income from independent media: 100%  
Based in: United States

Re Case #6, I am assuming that all reporters at the press conference receive these tickets. It's no different than the "swag" (pens, gadgets, tote bags, etc., typically provided at meetings. If concert tickets were offered to me alone, I would not accept.

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Self-presentation: Journalist, reporter  
Professional status: Employee  
Gets income from: Media  
% income from independent media: 100%  
Based in: UK

Some companies eg Nature and Science - have strict rules about what their journalists are allowed to do...

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Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media, Non-profits  
% income from independent media: 100%  
Based in: Austria

Some of my answers seem to say, that I would be willing to accept the influence of a company/research organization on my work (f.i. the item with the "stock" - a rather unlikely scenario in my case). Therefore I want to make clear: Although I would willingly take a concert ticket it would never "impress" me enough to change the content of my work (rather the other way around: companies that can afford such "payments" have to be watched). Although a freelancer and therefore constantly underpaid I would never work for any organization/institution that I do not find to be ethically correct (f.i. for pharmaceutical companies). I also think that there is a big difference between f.i. an university institute and a "big money" company/institution (for which I would never work).

For freelancer sometimes it is necessary to take an offer from an institution - otherwise I could not afford f.i. travel expenses; I would not let anybody invite me if I had a well paid job and a regular income.

Honestly I have no idea how much longer I can afford to work the way I do. The papers pay less and less for more and more work - and it is almost impossible to get employed. I am close to a "burn out" and close to giving it up altogether: There is no acceptable work-life-income-balance for a critical, independent freelance science journalism in Austria.

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Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media  
% income from independent media: 100%  
Based in: Philippines

thank you I am having a great time!

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Self-presentation: Journalist, reporter  
Professional status: Employee plus freelance  
Gets income from: Media  
% income from independent media: 100%  
Based in: Germany

The journalists are very arrogantly reporting on COI in the medical profession (I am a medical journalist). I would like to claim, that any journalist has to report his own COIs as well. In any newspaper the reader should find information about whether the journalist has taken any money/whatsoever from companies/research organisations.....; then those journalists/freelancers who object to join any of these events out of principle have nothing to declare. Otherwise, because here in Germany many journalists write anonymously for companies, no one has the chance to notice the difference. Thanks

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Self-presentation: Journalist, reporter  
Professional status: Employee plus freelance  
Gets income from: Media  
% income from independent media: 100%  
Based in: Argentina

The media owners in Argentina do not allow to tell readers who organized and sponsored the trips. I would like to tell my readers about it.

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Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media  
% income from independent media: 100%  
Based in: Germany

The only subventionated trips I take part rarely are those of the wpk, the German science-writer association in which I am a member. I am not sure if this is exactly what you mean. I don't agree to other sponsored trips. And case 6 with the ticket from the research-organisation was difficult to answer: I wouldn't use such a ticket - but I know that I use free public transport if it is provided. So therefore I decided to say yes, although the example doesn't quite fit.

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Self-presentation: Journalist, reporter  
Professional status: Employee  
Gets income from: Media  
% income from independent media: 100%  
Based in: Portugal

The question about what to do with "gifts" is difficult to answer: tickets for a pop concert might be seen as a "payment". But a pen or a book not. The best would be to decline all kinds of offers, including lunches. But that's a difficult thing to put into practice.

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Self-presentation: Journalist, reporter  
Professional status: Employee plus freelance  
Gets income from: Media  
% income from independent media: 100%  
Based in: Egypt

the questions were a bit vague. My position will differ depending on the reason the PR or research organization is approaching me. Is it because they want to have a published article in the paper which is not accepted or for the the journalist experience in the field.

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Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media  
% income from independent media: 100%  
Based in: Germany

Two times I took a trip for journalists paid by a third party. The editor not only knew it, she told me to go. I declared my so called conflict of interest, but the editor did not publish this statement. I answered your question honestly. I did not communicate the problem to the reader. But I wanted to do this. So, what was the right answer? And furthermore: how to deal with paid trips, you are asked to go? Who is in charge for this situation? Also free lance have to eat and drink. And do not think this was a small regional newspaper, no I it was one of the most important daily newspapers.

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Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media  
% income from independent media: 100%  
Based in: Austria

Why don't you ask about the "networks" between media-houses (ownerships) and companys - that is the much more "influencing" factor!



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Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media, Research org.  
% income from independent media: 67%-99%  
Based in: United States

#7: yes, but i would protest to the editor before agreeing.

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Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media  
% income from independent media: 67%-99%  
Based in: Germany

A lot of questions are not “precise” enough... e.g. case #5: I probably would do the job (depending on the salary paid by the newspaper), but first I would ask the publisher, if this would be a problem for the newspaper/magazine... Similar in case #8.

And as a freelancer I would tell the editor about my involvement in this and that before(!!!) doing the work, giving him (or her) the possibility to decide to take somebody else or to have “an eye” on the story before publishing it!

Case #7: I would just do it, if the stories are marked as “sponsored by...”

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Self-presentation: Journalist, reporter  
Professional status: Employee plus freelance  
Gets income from: Media, Non-profits  
% income from independent media: 67%-99%  
Based in: South Africa

Any conflicts of interest I nip in the bud, but i engage with potential clients on a case-by-case basis, making sure to explain before the fact if there are any issues.

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Self-presentation: Journalist, reporter  
Professional status: Employee plus freelance  
Gets income from: Media, Private sector  
% income from independent media: 67%-99%  
Based in: Poland

Case #6 - depends on the value, but such gift could be too expensive to accept. The alternative is to give tickets away to readers.

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Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media, Private sector  
% income from independent media: 67%-99%  
Based in: United States

Case #7 is tricky. I often have sources read sections of a story to ensure accuracy; however, I do not allow them to veto a story or fact because they did not like the content of said story. In the case of sponsored journalist, this would be written into the contract. I know certain foundations already operate this way and are OK with it; they may have an independent news arm or sponsor independent stories about researchers they fund, and agree to have no say in the stories' contents.

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Self-presentation: Journalist, reporter  
Professional status: Employee plus freelance  
Gets income from: Media  
% income from independent media: 67%-99%  
Based in: France

Case #7: I would let the readers know about these sponsored stories

Case #8: I would have to choose between the two situations, one is being paid as a communication advisor, the other would be to be paid as a journalist.

Between a free lance situation and a regular collaboration with a newspaper, I would think of my family and choose the job that will allow us to survive on the long term. That has been my challenge for most of the time. This survival condition is biasing many of the questions especially because there is almost no regular appointed job for science journalists and because of a general press crisis.

Another bias maybe found the interest in the innovation or the company/institution. Working for a company is not a dishonest position if it is a clear situation, but at the moment you work as a communication advisor, you leave the press activity.

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Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media, Non-profits, Research org.  
% income from independent media: 67%-99%  
Based in: Canada

For Q7: If they get to edit the story, then no. Also, it depends on the subject area and how the articles will be presented when they're printed. If it comes across as a normal article in the newspaper, then no. If it comes across as an advertising/promotional section, then possibly yes.

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Self-presentation: Journalist, reporter  
Professional status: Employee plus freelance  
Gets income from: Media, Research org.  
% income from independent media: 67%-99%  
Based in: Canada

For some questions, it would not be a case of yes or no, but of yes, no, or maybe.

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Self-presentation: Journalist, reporter  
Professional status: Employee  
Gets income from: Media  
% income from independent media: 67%-99%  
Based in: France

I have answered as an employee. But I have been freelance for 10 years, and it is harder to separate journalism and PR for freelance journalists.

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Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media, Research org.  
% income from independent media: 67%-99%  
Based in: Germany

I think if you do PR it has to be in a complete other field than your journalistic work. The need for PR for freelancers is a result of low payment by newspapers.

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Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media, Private sector  
% income from independent media: 67%-99%  
Based in: Ireland

I think it is acceptable to write for an organisation's website or internal newsletter, but never acceptable to report on that organisation's activities for media that are expected/perceived by the reading public to be independent.

I think it is acceptable to take tours to research facilities which one would never otherwise see, but that any sponsorship of travel/hotels/meals etc, should be declared to the editor and the readership.

I think it is acceptable to take non-alcoholic drinks or coffee, and snacks, at a press conference and that it is not necessary to report such basic hospitality.

In case no.7, if the article carries the label "advertisement", "advertorial" or "sponsored by x company", then I think that's acceptable. If there is any attempt to pass the articles off as "normal" copy, that is completely wrong.

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Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media, Non-profits, Research org., Funders, Government  
% income from independent media: 67%-99%  
Based in: Netherlands

I work mainly with space and natural sciences, and my work is very rarely related to finance or politics etc. It's mainly "old school" science journalism, telling how things work and explaining phenomena etc etc. I've been working for ESA as full day employee and during that time I didn't write about ESA projects.

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Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media  
% income from independent media: 67%-99%  
Based in: Germany

I would decide from case to case. There are go and no-go-areas.

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Self-presentation: Journalist, reporter  
Professional status: Employee plus freelance  
Gets income from: Media, Research org.  
% income from independent media: 67%-99%  
Based in: Germany

I wouldn't say "yes" to any of the cases if I weren't only a part time employee. Because I am, in the cases I say yes I would never write for the medium that employs me on a person or institution I freelance for. And regarding the hat I wear: it's the journalist's hat. That has in some cases caused conflicts with organizations I work for as a freelancer. But I'm not in the mood to change the hat.

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Self-presentation: A combination of the above  
Professional status: Freelance  
Gets income from: Media, Private sector, Research org., Government  
% income from independent media: 67%-99%  
Based in: Netherlands

Ik hoop dat ik de enquête naar waarheid heb ingevuld, maar in werkelijkheid heb ik het grootste deel van de situaties nog niet meegemaakt. Hoe ik echt zou reageren, is dus de vraag...

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Self-presentation: Journalist, reporter  
Professional status: Employee plus freelance  
Gets income from: Media, Non-profits  
% income from independent media: 67%-99%  
Based in: Australia

in case #8 if it was around the other way i wouldn't do it i.e. if I was a paid comms advisor for a nonprofit I would avoid writing about that field as a freelancer

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Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media  
% income from independent media: 67%-99%  
Based in: Denmark

Interesting - and a bit provoking - questions!

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Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media, Research org.  
% income from independent media: 67%-99%  
Based in: France

Interesting. Thanks.

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Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media, Non-profits, Research org.  
% income from independent media: 67%-99%  
Based in: Ireland

It's important to have some fixed principles that will help you make decisions where there may be a conflict of interest; I write about biotech/pharma and do not accept any travel invitations from individual companies (and I've turned down some very interesting offers) but to broaden my understanding of the field I do accept occasional invitations from economic development agencies, as the influence, if there is any, is more diluted here. I'm fully aware of the potential for conflict; my editors always know if there has been external funding involved; but if there's a good story or two to be written I'm happy to travel. I also fund my own travel; and very occasionally a publication I write for will also fund my travel. One's first obligation in any case is to the truth -- that has to be borne in mind regardless of the context.

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Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media, Private sector  
% income from independent media: 67%-99%  
Based in: Ireland

Most actual situations are quite nuanced and Ireland is so small that some degree of overlapping interests is inevitable

I feel one has to be candid with editors and clients but there is seldom any serious call for readers to be informed

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Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media, Non-profits  
% income from independent media: 67%-99%  
Based in: France

My complete answer to the "Free travel" question is : at that time (in the 80'), I was working in a computer mag and my editor would send me to these "all expenses paid" because they were "all expenses paid". There was no budget at all for traveling outside Paris.

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Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media, Non-profits  
% income from independent media: 67%-99%  
Based in: Benin

No comments

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Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media  
% income from independent media: 67%-99%  
Based in: Spain

Often the journalist's criteria are not respected by the editors (eg. re informing the readers that an article is the result of a paid trip)

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Self-presentation: Journalist, reporter  
Professional status: Employee plus freelance  
Gets income from: Media  
% income from independent media: 67%-99%  
Based in: UK

On "Case #7: Sponsored journalism

A funding organization sponsors a series of newspaper stories. They determine the subjects and will get to \*read\* your stories before they are published. The editor is out of budget and agrees. Q: Would you do that?"

-already doing one of these - the idea is that the reporting is still independent and based on good 'journalistic values' and that the funding is disclosed to readers. But is it really journalism?

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Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media, Research org.  
% income from independent media: 67%-99%  
Based in: United States

On question four, I would consider it an ethical breach for a biotech reporter to knowingly own stock in any biotech company, regardless of whether they write about it or not. Most reporters I know own only index funds, that track broad market movements, rather than investing in individual companies. The risk of insider trading violations alone is too great, let alone the obvious ethical conflict of interest of investing in fields you cover.

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Self-presentation: Journalist, reporter  
Professional status: Employee  
Gets income from: Media, Research org.  
% income from independent media: 67%-99%  
Based in: Canada

Real story - I had to say no to case #7 et #8 recently.

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Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media, Research org.  
% income from independent media: 67%-99%  
Based in: Netherlands

Sommige antwoorden vragen eigenlijk om de mogelijkheid 'hangt van de relatie / afstand af'

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Self-presentation: Journalist, reporter  
Professional status: Employee  
Gets income from: Media  
% income from independent media: 67%-99%  
Based in: Philippines

Thank you for this survey. It is very interesting. I thought such issues involve only journalists here in the Philippines.

I would be willing to do Case#5 as long as the freelance work for the freelance magazine does not involve my beat or the issues I write in the newspaper I work with. For example, if I write about health, the freelance work should not be about health.

REgarding Case#7, we have "supplements" pages which are paid for by sponsors. In this case, they could make demands for the stories that would be written there, including reading stories before they are published.

Thank you. Best regards.

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Self-presentation: Journalist, reporter  
Professional status: Employee plus freelance  
Gets income from: Media, Private sector  
% income from independent media: 67%-99%  
Based in: Rwanda

Thanks !

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Self-presentation: Journalist, reporter  
Professional status: Employee plus freelance  
Gets income from: Media, Research org.  
% income from independent media: 67%-99%  
Based in: France

thanks for your work ! :)

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Self-presentation: Journalist, reporter  
Professional status: Employee  
Gets income from: Media  
% income from independent media: 67%-99%  
Based in: Portugal

There are very strict rules in Portugal in what concerns the relation between journalists and PR people. The law (Estatuto do Jornalista) clearly states that a journalist cannot do PR work.

See article 3rd 1 b): <http://www.ccpj.pt/legisdata/LgLei1de99de13deJaneiro.htm> - "1 - O exercício da profissão de jornalista é incompatível com o desempenho de:

b) Funções remuneradas de marketing, relações públicas, assessoria de imprensa e consultoria em comunicação ou imagem, bem como de orientação e execução de estratégias comerciais;"

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Self-presentation: Journalist, reporter  
Professional status: Employee plus freelance  
Gets income from: Media  
% income from independent media: 67%-99%  
Based in: France

To comment some answer :

Case 6 : I use the tickets or..., who doesn't mean I'm not informed that should not deform my perception, and doesn't mean that I will wrote something about it.

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Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media, Research org.  
% income from independent media: 67%-99%  
Based in: Germany

Unfortunately I was never offerd concert tickets. And the last time a pharmaceutical company organized a trip to a research facility they made it very clear, that as a journalist you would hav to tell it your editors and comply with the regulations which means in this case pay the travel expense yourselfe.



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Self-presentation: Journalist, reporter  
Professional status: Employee plus freelance  
Gets income from: Media, Private sector, Non-profits, Research org., Funders, Government  
% income from independent media: 67%-99%  
Based in: Gabon

very good exercise. It allows you to revisit the basic principles of science journalism and draw the line between science journalism and public relations. It allows you to see what your morals. Here, the principles that guide this noble profession is very noticeable over the questions. In short, this questionnaire is a mirror that allows you to see his own reflection and rectify.

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Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media, Non-profits  
% income from independent media: 67%-99%  
Based in: Argentina

We are under payed, so we have to survive.

---

Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media  
% income from independent media: 67%-99%  
Based in: Germany

We did an empirical study in related questions a few years ago.  
You find the Results at [wpk.org](http://wpk.org), Look up for the Magazin wpk quarterly

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Self-presentation: Journalist, reporter  
Professional status: Employee  
Gets income from: Media  
% income from independent media: 67%-99%  
Based in: Austria

we have got strict rules of compliance in our firm, so many things mentioned above are not even allowed to happen like taking concert-tickets...

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Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Private sector, Government  
% income from independent media: 67%-99%  
Based in: Australia

Working 100% on a freelance basis. it is important to maximise earning opportunities, but at the same time maintain strict ethical standards when dealing with dual roles of reporting and being paid as a consultant to a specific commercial entity

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Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media, Private sector, Non-profits, Research org.  
% income from independent media: 34%-66%  
Based in: Argentina

All the "side" jobs/income will be if I agree with my employer / client (if I work as a employee for them).

---

Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media, Funders  
% income from independent media: 34%-66%  
Based in: France

As a freelance, it is sometimes hard not to cross the border between journalism ethics and income opportunities from research organizations. In the latest case, I am always very careful about the PR work I choose to do.

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Self-presentation: Journalist, reporter  
Professional status: Employee plus freelance  
Gets income from: Media, Research org., Funders  
% income from independent media: 34%-66%  
Based in: United States

Cases 5-8 need more than yes/no answers and may depend greatly on the content of the work. Transparency is crucial to all of these situations, and ultimately the editor of the independent media outlet has a huge say. That said, some excellent investigative journalism work on the science beat has been conducted by freelance writers who have made their actual living through writing press releases and other communications work, though usually on different beats. An essential missing piece of this discussion is the influence that these journalistically minded folks could be having on stories for research institutions and other non-media outlets. A journalistic approach - placing stories in context, putting the science and ideas first ahead of the institution, consulting outside sources -- all serves science and public better than more promotional pieces.

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Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media, Non-profits, Research org., Government  
% income from independent media: 34%-66%  
Based in: United States

I believe these issues are more nuanced than can be captured in these simple questions. It's dependent on the specifics of each situation -- the nature of the content, the outlet, the funder, etc. In some cases I draw a hard line and in others I will defer to the specifics of the situation to determine my position. As a basic rule, I believe PR and journalism should be firmly and clearly separated (and that belief is at the root of my responses here), but in the real world, and particularly for freelancers trying to make a living and build a career, it's rarely that simple, and nuance and individual ethics come into play.

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Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media, Private sector  
% income from independent media: 34%-66%  
Based in: Australia

I have made changes in the last six months to allow more independence. This has meant that I am relying on more business/company income as I work on creating a project that will give me much more editorial control, and I hope independence. When I freelanced full time, it was almost impossible to live without making some compromises. I made fewer than many, but "out of principle" becomes more challenging as budgets tighten and mortgage payments are due.

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Self-presentation: Journalist, reporter  
Professional status: Employee plus freelance  
Gets income from: Media, Non-profits, Research org.  
% income from independent media: 34%-66%  
Based in: Italy

I think it's impossible, in my country, to live as a freelance without doing also some job as a communication officer or a science writer. I don't think it's a problem in its own if we keep the two roles distincted.

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Self-presentation: A combination of the above  
Professional status: Freelance  
Gets income from: Media, Private sector, Non-profits, Research org., Funders, Government  
% income from independent media: 34%-66%  
Based in: Australia

If I am ever asked to write an article for global media on a company that I have shares in, I declare that I have shares in the company at the end of the article.

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Self-presentation: A combination of the above  
Professional status: Freelance  
Gets income from: Media, Non-profits, Private sector, Research org.  
% income from independent media: 34%-66%  
Based in: Netherlands

Ik hecht er waarde aan dat wanneer er ook maar schijn van belangenverstremgeling kan zijn, dit altijd aan een hoofd/eindredacteur/redactie toe te lichten bij het pitchen van artikelen/video-onderwerpen. Vervolgens kun je de dialoog aangaan en samen bepalen hoe je een dergelijk item gaat benaderen en of jij wel degene bent die met dit onderwerp aan de haal moet gaan, indien de redactie nog steeds geïnteresseerd is.

Andersom: Als ik werkzaamheden verricht voor een bepaald onderzoeksinstituut en een redactie vraagt mij hierover een stuk te schrijven, dan hangt het af van de invalshoek. Het instituut is een klant van me die ik niet in diskrediet wil brengen. En zolang het mij niet zal lukken om een transparant verhaal naar

voren te brengen, zal ik een dergelijke aanvraag weigeren en de redactie mijn redenen toelichten. Een redactie en mijn lezers/kijkers hebben recht op een transparant verhaal.

---

Self-presentation: Journalist, reporter  
Professional status: Employee plus freelance  
Gets income from: Media  
% income from independent media: 34%-66%  
Based in: Niger

Il faut tout simplement noter que le journalisme scientifique est une nouvelle chose dans nos rédaction et dans nos pays en général, raison pour laquelle la prudence, mais surtout les stratégies pour s'imposer dans le milieu s'impose

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Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media, Private sector, Non-profits, Research org., Funders  
% income from independent media: 34%-66%  
Based in: United States

In #5, I would do this only if the research organization's field is outside of my newspaper beat.

In #6, I would give the concert tickets to a friend, not use them myself!

I think potential conflicts of interest are everywhere these days, but the key is to disclose anything even remotely close to a COI to your editors. It's extremely difficult in today's digital era to make a living as a freelance doing solely journalism. I find most good writers are doing a mix of both, but they are very careful to draw wide borders between their journalism topics and their PR topics.

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Self-presentation: Journalist, reporter  
Professional status: Employee  
Gets income from: Media  
% income from independent media: 34%-66%  
Based in: Iraq

In Iraq, we need first .. strengthening the scientific press, development, and establishing the rules of science journalism ..

Thank you

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Self-presentation: A combination of the above  
Professional status: Freelance  
Gets income from: Media, Private sector, Non-profits, Research org.  
% income from independent media: 34%-66%  
Based in: United States

Most of the answers here would be more complicated than the options presented. In a couple of cases where I said no, in reality I could imagine circumstances where I would discuss the potential conflict with the editor and then decide if there was too great a conflict, and if not whether it rose to the level

of needing to mention it in the story. And for #8, I might do the work, but then I would not continue covering that organization as a journalist.

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Self-presentation: A combination of the above  
Professional status: Freelance  
Gets income from: Media, Private sector, Non-profits  
% income from independent media: 34%-66%  
Based in: South Africa

Some of these are hard to answer within the given parameters, For example, Case 7: I have written newspaper articles that are sponsored. However, the sponsors were not allowed to suggest angles or read the articles, they simply suggested the general topic (in one instance, for example, road safety). The lines between journalism and other forms of communication have become very blurred. I feel one needs to have a clear moral compass, as a freelancer.

---

Self-presentation: Journalist, reporter  
Professional status: Employee plus freelance  
Gets income from: Media  
% income from independent media: 34%-66%  
Based in: Cameroon

There is a lot of poverty in African news rooms where journalists go for months, if not years without pay. This means they first of all practice survival journalism and the occasionally do their work. Unless African media houses function like real enterprises and pay workers journalists would continue to wear and change their hats.

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Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media, Non-profits, Research org., Funders  
% income from independent media: 34%-66%  
Based in: Switzerland

There needs to be a bit more details in the stories, or possibilities of choice. Case #6. I would use the tickets gladly, but I would also report having obtained the tickets, which I think would be embarrassing for the organisation.

---

Self-presentation: Journalist, reporter  
Professional status: Employee plus freelance  
Gets income from: Research org., Funders  
% income from independent media: 34%-66%  
Based in: Benin

This survey has very pertinent questions that require reflection.

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Self-presentation: A combination of the above  
Professional status: Freelance  
Gets income from: Media, Private sector, Government  
% income from independent media: 1%-33%  
Based in: UK

As a freelance science writer, it makes sense to take jobs for a range of paying customers who want writing about science. To limit myself to 'only journalism for media outlets' and then refuse to help with a brochure for a commercial company in a totally unrelated area of science would make self-employment far less viable for all but the most well-known science writers. There would also be no obvious gain from an ethical standpoint.

Self-reflection and honesty about whether a good working relationship leads to biased/partisan reporting are always worthwhile - whether or not payment, gifts or travel are involved.

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Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media, Non-profits  
% income from independent media: 1%-33%  
Based in: United States

Case #1 - It's up to the publication to set the rules of who pays for trips. No one has ever offered me a junket, though!

Case #2 - I twice have had the case of the editor pushing back and insisting I do the story in spite of what I felt was a conflict of interest. Once, in the case most like this, I still didn't do it. In the other, where the editor wanted me to profile an acquaintance, I did.

Case #7 - Again, the publication sets the rules.

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Self-presentation: A combination of the above  
Professional status: Freelance  
Gets income from: Private sector, Non-profits, Research org., Funders  
% income from independent media: 1%-33%  
Based in: Italy

Case #8 is not realistic. Many science journalists are expert in a field and thus work both as reporters and advisors. The two roles are not necessarily in contrast. It should have said "about a particular story", not field.

It would be useful to have standard guidelines for freelancers who do both reporting and consulting and choose to abide to simple but clearcut rules. They could be summarized in a standard disclaimer. For example, I never write as a reporter for my consulting client. Works only if rules are intelligent and not foolishly restrictive.

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Self-presentation: A combination of the above  
Professional status: Freelance  
Gets income from: Media, Private sector, Funders  
% income from independent media: 1%-33%  
Based in: Denmark

Case 6: I would give the tickets away or I would offer to pay for the tickets myself (depending on the specific case).

Case 7: If they are just correcting scientific details I have no problem with that. If they want to change something for strategic reasons, I will ask the editor to back me up.

Case 8: That is, if I was employed. As a freelancer it is a more grey area. I would probably stop writing articles about the subject and do communication instead, as it is much better paid (but I would not feel good about it).

---

Self-presentation: A combination of the above  
Professional status: Employee plus freelance  
Gets income from: Government  
% income from independent media: 1%-33%  
Based in: Philippines

Conflicts arise when there are no clear demarcation lines between the journalist and another entity; be it regarding principle or scope of work. As long as one works within the bounds of law and ethics, I think one can dabble into any other 'extra' jobs as long as professional integrity remains intact.

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Self-presentation: (Copy) writer, PR officer, communications advisor  
Professional status: Freelance  
Gets income from: Media, Research org., Government  
% income from independent media: 1%-33%  
Based in: Netherlands

er staat vrij vaak bij de antwoorden ' Out of principle: No.', maar ik zeg vaak om niet-principiële redenen 'nee'. Omdat ik het te ingewikkeld vind, of omdat ik niet geloof dat iets een leuk artikel zal opleveren (en dan kan ik het niet schrijven). Dus om journalistieke redenen, of om dat ik niet met het loyaliteitsconflict kan omgaan.

Ik zou bijvoorbeeld mijn effectenbezit van het vaccinbedrijf in het artikel melden OMDAT ik denk dat het dan een veel leuker verhaal wordt voor de lezer. Niet uit principiële redenen.

---

Self-presentation: Journalist, reporter  
Professional status: Employee plus freelance  
Gets income from: Media  
% income from independent media: 1%-33%  
Based in: Egypt

Ethics is something matters when reporting regardless of the fact that being freelancer or direct hire employee.

---

Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media, Private sector, Research org.  
% income from independent media: 1%-33%  
Based in: United States

For Case #1 and #6, many media organizations have a price limit on the goods or services that you can accept from any potential subject. For my travel stories, I've been asked point-blank whether I've ever taken any junkets. Doing so would have disqualified me immediately from doing the story.

For Case #3 and #4, I would tell my editor of the potential conflict. Sometimes, publications will still assign such stories to reporters because their deeper knowledge might offer a unique perspective. But this would be up to the editor, clearly depends on the nature of the story, and would need to be clearly flagged so readers know of the writer's connection.

For Case #5 and #8, U.S. many newspapers do allow some freelance work, but only if it doesn't conflict with the reporter's beat. I could do a 3,000-word feature for a non-competing magazine that would never appear in the newspaper, for example, but PR work could jeopardize my status as an impartial journalist and would generally be considered a no-no.

For Case #7, I would certainly object but this would also depend on whether the funding organization has a vested interest in a particular viewpoint, and whether they have the ability to veto stories. Either way, I would expect the newspaper to clearly label such stories as sponsored content.

---

Self-presentation:  
Professional status: Employee plus freelance  
Gets income from: Research org.  
% income from independent media: 1%-33%  
Based in: United States

Glad you are bringing this topic up. I use transparency to try to avoid any conflicts. I warn research organizations that if they hire me to write a white paper - I can't ever write about them. I wrote for daily newspapers, so have that culture. I notice that some others in my field don't seem to see the conflicts as clearly.

---

Self-presentation: Journalist, reporter  
Professional status: Employee plus freelance  
Gets income from: Media  
% income from independent media: 1%-33%  
Based in: Rwanda

Hey there. I'm Dan Ngabonziza, a full time journalist and freelance for different media houses in my country, Rwanda. I caught interest in your survey question and would love to deliver more in relation to challenges we face as members of Science journalists here in my country!  
Nice time.



---

Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Non-profits, Research org.  
% income from independent media: 1%-33%  
Based in: France

Hi, I am photographer, I thought younger to become a press photographer but after years it becomes more and more difficult: The organizations or laboratories let me do the report at the condition I give them free the pictures for their own use ! And I have no command anymore from newspapers, it is my job to imagine and realise a subject on my own budget, and with crise, it is more and more impossible. So I just do corporate job for labs, giving the pictures to my agency for illustration, expecting a second exploitation for some benefit...

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Self-presentation: Journalist, reporter  
Professional status: Employee plus freelance  
Gets income from: Media  
% income from independent media: 1%-33%  
Based in: Cameroon

I think that journalists are not well paid by their employers here in Cameroon. That is why sometimes, we cannot respect the journalism code.

---

Self-presentation: Journalist, reporter  
Professional status: Employee plus freelance  
Gets income from: Media  
% income from independent media: 1%-33%  
Based in: United States

I think the modern era of journalism means that things that were once formerly verboten, now need to simply be disclosed. "Fam Trips" usually meant that one shouldn't trust the reporter. Now, there are many reporters who can't get to a place to do research without the trip that got them there!  
I long for the black and white days. We'll never see those again.

---

Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media, Research org., Government  
% income from independent media: 1%-33%  
Based in: Netherlands

Ik worstel zelf vooral met [case #8]; ik weet inmiddels veel van het klimaatdebat maar sta er kritisch in en bekritiseer bv het KNMI op sommige aspecten; stel nu dat het KNMI mij een opdracht als communicatie-adviseur zou aanbieden? Financieel zou deze opdracht meer dan welkom zijn want ik verdien al een aantal jaar vrijwel niets, maar ik ben onmiddellijk mijn positie als kritische onderzoeksjournalist kwijt. Hier kom ik niet echt uit.

---

Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media, Private sector, Non-profits, Research org., Funders, Government  
% income from independent media: 1%-33%  
Based in: Sweden

In Sweden, I am required by some publications to show my stories to my sources. I cannot do this when I write for certain English-language publications, and for others, they don't mind. It is a weird frisson.

---

Self-presentation: A combination of the above  
Professional status: Employee plus freelance  
Gets income from: Non-profits, Government  
% income from independent media: 1%-33%  
Based in: Congo

Le monde est actuellement en mutation, il est difficile qu'un journaliste se cantonne uniquement dans sa profession journalistique. Le journaliste scientifique a beaucoup d'opportunités et des compétences grâce à son travail de recherche qui fait déjà de lui une personne rompue dans l'exercice de la tâche à laquelle il s'appliquera.

---

Self-presentation: (Copy) writer, PR officer, communications advisor  
Professional status: Freelance  
Gets income from: Media, Research org.  
% income from independent media: 1%-33%  
Based in: Germany

Most important is: transparency

---

Self-presentation: A combination of the above  
Professional status: Freelance  
Gets income from: Media, Non-profits, Research org.  
% income from independent media: 1%-33%  
Based in: Netherlands

Openheid over de relatie met opdrachtgever en betaling geven, dat zijn voor mij belangrijke afwegingen om integer te kunnen werken.

---

Self-presentation: Journalist, reporter  
Professional status: Employee plus freelance  
Gets income from: Media  
% income from independent media: 1%-33%  
Based in: Zambia

Relationships with research institutions and editors determine most of the choices.

Journalists in Africa hope to graduate into public relations some day and are always cultivating as well as maintaining good relations with research institutions or companies and that is why such favours will always be granted.

---

Self-presentation: A combination of the above  
Professional status: Freelance  
Gets income from: Media, Non-profits, Research org.  
% income from independent media: 1%-33%  
Based in: UK

So long as I am constantly aware of the ethical boundaries (who is paying me for what action, today) then I do not see any harm in the answers I have given to the situations described. In Case 6 it is extremely unlikely that I would actually go to the concert (or indeed be offered the tickets), but I have answered yes since if I have a friend who wanted the tickets I would happily pass them on. As a freelancer at various times for over 30 years it is and always has been difficult enough to make a living, without also turning down very lucrative sponsored work such as media training or writing articles or in-house magazines. The unacceptable point would arise if I used information gained on a media training workshop (pre-publication for a forthcoming academic journal article) to then break a story in the public media; or alternatively if I trained the scientist to present their information in a media friendly way (but not spinning it, or altering its intention, which is the job of in-house staff); helped the academic organisation draft a press release for general release; and then reported on the story as fact for my BBC radio programme while covering a science festival, for example. It is the third of these actions which would be unethical, the first two are mutually acceptable. Alternatively I could report on a science festival for the BBC, and even gain special access to speakers by using my previous contacts, but would not ethically be able to report on specific stories that I have assisted the scientists with.

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Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media, Non-profits, Research org.  
% income from independent media: 1%-33%  
Based in: United States

Some of these depend on the policies of the particular publication.

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Self-presentation: A combination of the above  
Professional status: Freelance  
Gets income from: Media, Private sector, Non-profits, Research org., Government  
% income from independent media: 1%-33%  
Based in: South Africa

Some of these questions were a little simplistic.. as a freelancer, issues like these crop up all the time. One rule I always follow: if it feels wrong, don't do it. As long as everyone affected knows all about it and is OK with it, it should be alright (although sometimes even in these cases it is not alright.) In SA, as well, there is often not a problem with a paid consultant writing editorial, as long as that consultant declares their interest in the publication (usually accompanied by the disclaimer: He/she writes in their personal capacity.) Another thing in South Africa, many people write things for which they are not paid, and then pretty much anything goes.

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Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media, Private sector, Funders  
% income from independent media: 1%-33%  
Based in: Italy

Sometimes, especially in my own experience in my country, there are more shades than the "yes or no" answer that you proposed in the second part of the survey. For example, there are other things that would matter in a decision making process: which media organization am I contributing to, how many degrees of freedom do I have when writing as a freelance for a company or a media organization: sometimes they are less in the latter.

---

Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Research org.  
% income from independent media: 1%-33%  
Based in: Australia

This issue in principle caused me great angst at the outset of my freelance life. Eventually resolved it the same way I resolve all other ethical conflicts - by exercising my personal judgement on a case by case basis. If in doubt, I opt out. The underlying principle that serves me best is: if there is any perceived conflict of interest there probably is a conflict of interest, so don't do it. I once wrote a story critical of a research outcome in which the research had been funded by a party with vested interest in the outcome. We can't write stories like this if we don't follow the same rules. That doesn't mean we can't take income from research organizations to write science stories to explain their research. It does mean -for me personally - that even in that situation I would not agree to write any stories in which there were inherently any ethical conflicts or content that might do harm. The big risk really is that of perception. I may know I have not been compromised but does everyone else? I may keep faith with my own ethical framework to ensure I do not cross the boundaries, but others may not, in which case we are all at risk of being perceived to be compromised or at risk of being compromised. How to resolve this? Perhaps in this debate arrive at consensus re what ethical framework might be voluntarily adopted by all members.

---

Self-presentation: A combination of the above  
Professional status: Freelance  
Gets income from: Media, Research org.  
% income from independent media: 1%-33%  
Based in: Germany

Transparency is the key to do professional science journalism...  
Good to debate on this topic.

---

Self-presentation: A combination of the above  
Professional status: Employee plus freelance  
Gets income from: Non-profits, Government  
% income from independent media: 1%-33%  
Based in: Philippines

Wearing several hats is being done not just because science journalists would like to earn money. It is also a means to push for an advocacy. In my case, my primary employer is the Philippine government, but whatever I do on the side compliments my work. However, if there is a conflict of interest, I would have to consider my position in the government first.

---

Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media, Non-profits, Research org.  
% income from independent media: 1%-33%  
Based in: Uganda

Where I live, it is difficult for me to make ends meet with only the income from the pieces I publish - yet science journalists are sought for by especially research organizations to help them with communication. But I am always careful not to be turned into a "PR" person. I always make it clear to those seeking my services that I remain a journalist and would turn away from any assignments that would give an impression that I am no longer one.

---

Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Private sector, Research org.  
% income from independent media: 1%-33%  
Based in: Germany

Writing for both sides (both Corporate and press) is possible. From my point of view it is mandatory to keep it transparent. Moreover I think there is a difference between industry and rather independent research-institutions.

1. I do not offer stories to newspapers about enterprises I work for.
2. Yes, I do offer stories about reasearch-institutions I work for (i.e. Max-Planck, Fraunhofer etc.) - but I tell the editor.
3. If I am asked to write a story about an enterprise I work for I tell the editor. In most cases the editors reject.

---

Self-presentation: Journalist, reporter  
Professional status: Employee  
Gets income from: Research org.  
% income from independent media: 100%  
Based in: Netherlands

- Ik merk in mijn eigen werk dat ik het erg vervelend vind dat er geen sterk redactiestatuut achter me staat en dat er indirecte druk is om vriendelijk te berichten over de universiteit. Dat sterkt me eigenlijk vooral om de rug recht te houden en ik ben dus heel rechtlijnig. Bij mijn volgende baan zal ik ook zeker op zoek gaan naar een plek waar ik die concessies niet hoeft te doen.

- Aan de andere kant heb ik nu een vast inkomen en geen gezin te ondersteunen. Het is dus relatief gemakkelijk in mijn positie en er is geen moral hazard, om eens een mooie term te gebruiken. Ik kan me voorstellen dat onder druk die zaken vloeibaar worden. Al hoop ik natuurlijk dat mij dat niet gebeurt.

---

Self-presentation: Journalist, reporter  
Professional status: Employee  
Gets income from: Media  
% income from independent media: 100%  
Based in: Germany

About Case 1 and 2: i would tell the editor about the history of the story and would suggest to mention it in the article, even put it in the first version with a note. But I think it's the editor's/newspaper's choice how transparent they want their product to be.

---

Self-presentation: Journalist, reporter  
Professional status: Employee  
Gets income from: Media  
% income from independent media: 100%  
Based in: France

As a permanent editor in a well-known science magazine, half of my answers refer to situations I have never been exposed to. In this I consider that I'm very fortunate. But it's very easy to give such answers when you get a monthly salary. I understand that it's much more difficult for freelancers.

---

Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media  
% income from independent media: 100%  
Based in: Germany

Beside that ethical aspects you should also discuss that a lot of independent media - especially newspapers - do not do their job anymore, because they don't pay research, travel costs and all these things, that are necessary to do high-quality science reporting.

---

Self-presentation: Journalist, reporter  
Professional status: Employee  
Gets income from: Media  
% income from independent media: 100%  
Based in: Portugal

Case number 5 could have an additional possibility, which happened with me. I may do the article or work but deny being paid for it.

---

Self-presentation: A combination of the above  
Professional status: Freelance  
Gets income from: Media  
% income from independent media: 100%  
Based in: Netherlands

Een (zelfstandig) journalist mag nooit als pr-officer functioneren. Wel mag je feitelijke stukken schrijven in PR-bladen. Het gehalte van het blad is daarbij belangrijk. Een congres voorzitten is prima, Reclame maken voor het congres kan weer niet. Het gaat er altijd om hoe objectief de informatie gebracht kan worden. Nieuws is nieuws.

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Self-presentation: Journalist, reporter  
Professional status: Employee  
Gets income from: Media  
% income from independent media: 100%  
Based in: Sweden

Employees (journalists) in Sweden cannot do journalism for others without getting the approval of their employer. That would be a hindrance.

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Self-presentation: Journalist, reporter  
Professional status: Employee  
Gets income from: Media  
% income from independent media: 100%  
Based in: Germany

Good questions. But I suspect, there is a big gap between answers given here and the real behaviour of people out there! Greetings

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Self-presentation: Journalist, reporter  
Professional status: Employee plus freelance  
Gets income from: Media  
% income from independent media: 100%  
Based in: Philippines

I am hopeful that we can use the results of the survey to iron out issues concerning current practices in media today.

I share your concerns about certain controversial practices of the current crop of media practitioners. Maybe the main problem lies in the dependency relationship between science-based companies that provide advertising revenue to media, and the media establishment that also looks at media as source of income. Practitioners are also misled in this way.

---

Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media  
% income from independent media: 100%  
Based in: Germany

I do thank you for your survey, and for the thoughts it provokes. I wonder, if I would answer differently in a few years time. I am a freelancer for public radio, which means I am rather well paid, but what if that changes in the future? Would I accept more cheesy offers? On the other hand, some things i would agree to do now, I might not agree to in the future, because I may have learnt more about how important it is, to be independant. Thanks for your work! Best wishes, K.

---

Self-presentation: Journalist, reporter  
Professional status: Employee  
Gets income from: Media  
% income from independent media: 100%  
Based in: South Africa

I have a problem with science communicators being full members of journalism associations, and with communicators writing PR for universities while also submitting freelance articles. In South Africa, there are few science journalists (as I would define a science journalist), and many science PRs pretending to be journalists.

---

Self-presentation: Journalist, reporter  
Professional status: Employee  
Gets income from: Media  
% income from independent media: 100%  
Based in: Togo

I just want to say thank you for this relevant survey you will help us fund our various study tours and conferences.

---

Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media  
% income from independent media: 100%  
Based in: France

I'd like to be as independant as possible, but as a freelance who doesn't earn a lot of money, I'd have to make some concessions, I guess. (thank god, i've never been exposed to the problem until now) (so am I poor)



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Self-presentation: (Copy) writer, PR officer, communications advisor  
Professional status: Employee  
Gets income from: Research org.  
% income from independent media: 100%  
Based in: Netherlands

ik heb geredeneerd vanuit mijzelf, niet per se zoals ik dat vanuit mijn huidige functie zou doen (want dan zou ik niks erbij doen en het altijd met de baas overleggen (nevenfuncties). dat miste ik hier als optie, dat moet volgens veel contracten in loondienst namelijk!

---

Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media, Non-profits  
% income from independent media: 100%  
Based in: France

I'm a freelance journalist. Sometimes I work also for NGO magazines or PR magazine of governmental research organizations. But never ever for industrial PR magazine !! For me it's not the same in terms of conflict of interest...

And I always refuse to participate in any press travel paid by industrial companies.

---

Self-presentation: Journalist, reporter  
Professional status:  
Gets income from: Media  
% income from independent media: 100%  
Based in: Uganda

Its important for Science Journalists to 100 percent stay out of paid for assignments. If you accept them whether your editors knows or not, chances are too high that you will be compromised and right your integrity as a journalist.

---

Self-presentation: Journalist, reporter  
Professional status: Employee plus freelance  
Gets income from: Media  
% income from independent media: 100%  
Based in: India

Journalism is all about empowering people with correct facts, viewers and readers are very astute they can very easily make out between fair and unfair journalism.

---

Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media  
% income from independent media: 100%  
Based in: France

Keep in mind, however, that it is part of the local media culture in many countries to accept at least partial voyage costs for media representatives. This often leaves the conscientious journalist with a

tough choice: how to cope with colleagues who prepare the results of such voyages published or aired in competing media. This is a continuing dilemma.

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Self-presentation: Journalist, reporter  
Professional status: Employee  
Gets income from: Media  
% income from independent media: 100%  
Based in: Switzerland

many of these choices would be influenced by my own financial situation. I'm currently an employee, so it's easy to say No out of principle. All of these principles weaken with shrinking income. My refusal in cases # 8, 5, and 7 would weaken first, in this order.

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Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Private sector  
% income from independent media: 100%  
Based in: United States

Most of these are truly hypothetical for me, and I might react a little differently depending on the specific details. Mostly, I feel that if I share all the facts with my editor or client, we can mutually decide on the acceptability of my taking on the additional task. One line I draw is having a company being written about "read" my story first since that kind of editorial [?] control is unacceptable to me.

---

Self-presentation: Journalist, reporter  
Professional status: Employee  
Gets income from: Media  
% income from independent media: 100%  
Based in: Germany

My employer has implemented a code of ethics to ensure that we follow the principles of independent journalism.

---

Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Non-profits  
% income from independent media: 100%  
Based in: UK

Not just a question of principle, but if you make your living as a journalist you undermine your credibility and therefore your livelihood by putting your name to something that is not independent.

However, there are occasionally areas where there are not great vested interests at stake and where there may be a story to be told that is worth telling and you are the best person to tell it, even though you have a relationship with a company or person connected with the story, possibly because you are one of the few who has followed developments for many years. Then being very open and upfront about any conflicts of interest may be an option.

I occasionally write about conflict of interest dilemmas when it comes for instance to the clinicians involved in evaluating new drugs in very rare cancers, where there are so few people with specialist

cutting-edge knowledge it can be hard to find one group to participate in trials and clinical development and a separate group to do the evaluation, so (a) as a journalists I need to be able to justify the way I operate if I want to take a critical look at how clinical researchers operate and (b) I understand that it is important to draw lines in the sand to guide how you respond in each situation, and (c) being transparent does not make it OK, but (d) there are occasions when you have to be flexible, and the test is whether you would be happy to defend your decision in front of colleagues, and of course in these cases transparency is essential.

---

Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media  
% income from independent media: 100%  
Based in: United States

Re Case #6, I am assuming that all reporters at the press conference receive these tickets. It's no different than the "swag" (pens, gadgets, tote bags, etc., typically provided at meetings. If concert tickets were offered to me alone, I would not accept.

---

Self-presentation: Journalist, reporter  
Professional status: Employee  
Gets income from: Media  
% income from independent media: 100%  
Based in: UK

Some companies eg Nature and Science - have strict rules about what their journalists are allowed to do...

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Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media, Non-profits  
% income from independent media: 100%  
Based in: Austria

Some of my answers seem to say, that I would be willing to accept the influence of a company/research organization on my work (f.i. the item with the "stock" - a rather unlikely scenario in my case). Therefore I want to make clear: Although I would willingly take a concert ticket it would never "impress" me enough to change the content of my work (rather the other way around: companies that can afford such "payments" have to be watched). Although a freelancer and therefore constantly underpaid I would never work for any organization/institution that I do not find to be ethically correct (f.i. for pharmaceutical companies). I also think that there is a big difference between f.i. an university institute and a "big money" company/institution (for which I would never work).

For freelancer sometimes it is necessary to take an offer from an institution - otherwise I could not afford f.i. travel expenses; I would not let anybody invite me if I had a well paid job and a regular income.

Honestly I have no idea how much longer I can afford to work the way I do. The papers pay less and less for more and more work - and it is almost impossible to get employed. I am close to a "burn out" and close to giving it up altogether: There is no acceptable work-life-income-balance for a critical, independent freelance science journalism in Austria.

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Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media  
% income from independent media: 100%  
Based in: Philippines

thank you I am having a great time!

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Self-presentation: Journalist, reporter  
Professional status: Employee plus freelance  
Gets income from: Media  
% income from independent media: 100%  
Based in: Germany

The journalists are very arrogantly reporting on COI in the medical profession (I am a medical journalist). I would like to claim, that any journalist has to report his own COIs as well. In any newspaper the reader should find information about whether the journalist has taken any money/whatsoever from companies/research organisations.....; then those journalists/freelancers who object to join any of these events out of principle have nothing to declare. Otherwise, because here in Germany many journalists write anonymously for companies, no one has the chance to notice the difference. Thanks

---

Self-presentation: Journalist, reporter  
Professional status: Employee plus freelance  
Gets income from: Media  
% income from independent media: 100%  
Based in: Argentina

The media owners in Argentina do not allow to tell readers who organized and sponsored the trips. I would like to tell my readers about it.

---

Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media  
% income from independent media: 100%  
Based in: Germany

The only subventionated trips I take part rarely are those of the wpk, the German science-writer association in which I am a member. I am not sure if this is exactly what you mean. I don't agree to other sponsored trips. And case 6 with the ticket from the research-organisation was difficult to answer: I wouldn't use such a ticket - but I know that I use free public transport if it is provided. So therefore I decided to say yes, although the example doesn't quite fit.

---

Self-presentation: Journalist, reporter  
Professional status: Employee  
Gets income from: Media  
% income from independent media: 100%  
Based in: Portugal

The question about what to do with "gifts" is difficult to answer: tickets for a pop concert might be seen as a "payment". But a pen or a book not. The best would be to decline all kinds of offers, including lunches. But that's a difficult thing to put into practice.

---

Self-presentation: Journalist, reporter  
Professional status: Employee plus freelance  
Gets income from: Media  
% income from independent media: 100%  
Based in: Egypt

the questions were a bit vague. My position will differ depending on the reason the PR or research organization is approaching me. Is it because they want to have a published article in the paper which is not accepted or for the the journalist experience in the field.

---

Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media  
% income from independent media: 100%  
Based in: Germany

Two times I took a trip for journalists paid by a third party. The editor not only knew it, she told me to go. I declared my so called conflict of interest, but the editor did not publish this statement. I answered your question honestly. I did not communicate the problem to the reader. But I wanted to do this. So, what was the right answer? And furthermore: how to deal with paid trips, you are asked to go? Who is in charge for this situation? Also free lance have to eat and drink. And do not think this was a small regional newspaper, no I it was one of the most important daily newspapers.

---

Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media  
% income from independent media: 100%  
Based in: Austria

Why don't you ask about the "networks" between media-houses (ownerships) and companys - that is the much more "influencing" factor!

---

Self-presentation: -  
Professional status: Employee  
Gets income from: Research org.  
% income from independent media: 0%  
Based in: Netherlands

Ik ben wel altijd professioneel bezig met wetenschapscommunicatie en wetenschapsjournalistiek maar dan als onderzoeker / docent bij een universiteit. De vragenlijst bevat dus interessante vragen om te beantwoorden, maar ze zijn voor mij wel hypothetisch. Hoewel ik wel ervaring in de wetenschapscommunicatie heb. Toch ben en blijf ik bijzonder geïnteresseerd in wat er speelt bij zowel wetenschapsjournalistiek als bij wetenschapscommunicatie.

---

Self-presentation: (Copy) writer, PR officer, communications advisor  
Professional status: Employee  
Gets income from: Government  
% income from independent media: 0%  
Based in: United States

Case #7--the resulting articles should be marked as advertising

Case #8--if my newspaper editor agrees to allow the side job as a communications adviser, I would consider the assignment and base my decision on the parameters of the freelance assignment.

General comment: Even journalists have to eat.

---

Self-presentation: Journalist, reporter  
Professional status: Employee  
Gets income from: Research org.  
% income from independent media: 0%  
Based in: Switzerland

case 3: if this organization or the new director is in any aspect controversial/a political issue, i dont do it. in other words: if readers MUST know certain controversial things to make up their mind as citizens, i am not the right one to do it

case 4: i claim to have the ability to write an article in a neutral way. like i often have some general political opinion and do not let that influence my articles. this is an ability journalists need...if i realize that i am too much involved, something is too important for me (a certain point of view, value), i dont write an article about it.

most important in general: transparency! readers must know my involvment.

---

Self-presentation: (Copy) writer, PR officer, communications advisor  
Professional status: Freelance  
Gets income from: Non-profits, Research org., Government  
% income from independent media: 0%  
Based in: United States

I believe that good, principled communications can be funded by research organizations or even advocacy organizations, and there is plenty of room in the world for science communications that are found on websites, in reports or good blogs, not just in news media.

---

Self-presentation: Journalist, reporter  
Professional status: Employee  
Gets income from: Research org.  
% income from independent media: 0%  
Based in: Finland

I really can not identify these situations, as I am fulltime journalist in university and have no freelancer work at all.

---

Self-presentation: (Copy) writer, PR officer, communications advisor  
Professional status: Freelance  
Gets income from: Non-profits  
% income from independent media: 0%  
Based in: United States

I write medical news for a nonprofit, cancer education/advocacy organization. This organization does receive some funds from pharma--so whenever one of my blogs includes mention of a drug, the organization adds a disclaimer (I don't personally know where they receive funding, and keep it that way to preserve journalistic integrity).

I apply the best journalistic ethics I know--but am always open to updates and (re)definitions of what comprises "media"..The line between my openly-available blogposts on medical research, vs. media coverage, gets gray.

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Self-presentation: Journalist, reporter  
Professional status: Employee  
Gets income from: Research org.  
% income from independent media: 0%  
Based in: Spain

It is difficult to answer the questions of the case studies provided without further information about them, the small details related can change the answers in some cases.

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Self-presentation: A combination of the above  
Professional status: Employee  
Gets income from: Government  
% income from independent media: 0%  
Based in: Philippines

sometime principle jumps out of the window when hunger enters the door

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Self-presentation: A combination of the above  
Professional status: -  
Gets income from: Private sector, Research org.  
% income from independent media: 0%  
Based in: United States

The answers to many of your yes/no questions are much more nuanced in real life, there is middle ground that depends on conversations that one would have with, say in case #8, my editor at the newspaper.

---

Self-presentation: Journalist, reporter  
Professional status: Freelance  
Gets income from: Media, Research org.  
% income from independent media: -  
Based in: Italy

don't be taleban!

(i have to survive.

please, tell to newspapers i'm collaborating with that they have to pay me better and regularly. then we will talk about conflict of interests).

---

Self-presentation: -  
Professional status: -  
Gets income from: -  
% income from independent media: -  
Based in: -

Is very difficult to answer the questions because in latin america the freelance work is very independent. We do not always have an editor, not even talk about owning "stock" at the begining of a proyect.

Also, when we talk about sponsoring or recieving something for "free", I think the desition is not about taking or not but, before, knowing who are you recieving from and which role does that media enterprise, institution or independent contractor occupies in a social level, meaning Where and how do they obtain money or benefits for funding their iniciatives.

Those desitions -"who do you wor for"- are going to modify and regulate my interactions with those who I will collaborate with.

Excuse my english redaction.

I hope contributions may help your subject.