



# Digital Manipulation Code of Ethics

## NPPA Statement of Principle

Approved by the NPPA executive committee Nov. 12, 1990, in Tempe, Ariz. Revised by the NPPA Board of Directors July 3, 1991, in Washington, D.C. Incorporated into the NPPA Bylaws at the 50th Anniversary NPPA Convention in Washington, D.C., in June 1995, as part of Article XVII, Section C, the NPPA Code of Ethics.

*adopted 1991 by the NPPA Board of Directors*

As journalists we believe the guiding principle of our profession is accuracy; therefore, we believe it is wrong to alter the content of a photograph in any way that deceives the public.

As photojournalists, we have the responsibility to document society and to preserve its images as a matter of historical record. It is clear that the emerging electronic technologies provide new challenges to the integrity of photographic images ... in light of this, we the National Press Photographers Association, reaffirm the basis of our ethics: Accurate representation is the benchmark of our profession. We believe photojournalistic guidelines for fair and accurate reporting should be the criteria for judging what may be done electronically to a photograph. Altering the editorial content ... is a breach of the ethical standards recognized by the NPPA.