

# STAND

## MEDIA CODE OF CONDUCT

AS THE ANTI-DISCRIMINATION LEAGUE working to end forever the defamation and bigotry toward Scientologists and the Scientology religion, we expect media to adhere to the following basic standards of journalistic ethics and common decency in the coverage of our religion.

### OUR GUIDELINES

- 1.** Park personal bias at the newsroom door when writing about our religion.
- 2.** Refer to our Church by its proper name: the Church of Scientology.
- 3.** Cover anti-Scientology bigotry as what it is: bigotry. Do not feature the expression of anti-Scientology hate as “opinion” or “news.”
- 4.** Label the Scientology religion accurately, as a religion—not a “group,” “sect,” “ideology” or any other denigrating term.
- 5.** Do not label the Scientology religion “controversial” or use disparaging adjectives to mischaracterize our religion.
- 6.** Recognize that we are the experts on what we believe. Consult [Scientology.org](http://Scientology.org) or [Scientology.tv](http://Scientology.tv) and our actual scripture to accurately depict our practices and beliefs.
- 7.** Do not amplify the bigotry of anti-Scientology apostates. An apostate has an inherent conflict of interest that disqualifies him or her as a source.
- 8.** Include the Scientology religion in your coverage only when it is relevant to your story.
- 9.** Respect that Scientologists, like members of every religion, are diverse politically, socially and otherwise and are not to be stereotyped or painted with the same brush.
- 10.** Give a representative of our religion equal time and space—not just a token sound bite—when covering the Scientology religion.
- 11.** Refuse to give a platform to sources seeking to profit through defamation of our religion.
- 12.** Do not pass judgment on our religion based on the actions of a single member.
- 13.** Do not take our scripture out of context.
- 14.** Respect your readers’ right to know. Disclose the full background and conflicts of interest of your sources on the subject of the Scientology religion.
- 15.** Treat our religion and its members with the same respect you would expect others to demonstrate toward your own.

WE EXPECT NOTHING LESS THAN HONESTY  
AND FAIRNESS IN YOUR REPORTING.