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NSK Has Decided On a New Canon of Journalism for the 21st Century

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Director and Manager
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Regional Seminar on Media Ethics
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It is a great honor as well as pleasure indeed for me to have the opportunity to introduce the recent action on media ethics taken by the Japanese press to distinguished attendants like yourselves.

On June 21, 2000, Nihon Shinbun Kyokai (NSK or Japan Newspaper Publishers & Editors Association) unanimously approved its new Canon of Journalism at the Board Directors Meeting and the General Meeting of Members on the same day. The preamble of the new Canon of Journalism states, "Aware afresh of the important mission of newspapers on the threshold of the 21st century, and pledging their continued effort toward an affluent and peaceful future, members of NSK have formulated this new Canon of Journalism." The new Canon adheres to the fundamental spirit of the original and the first Canon of Journalism of NSK, which was enacted on July 23, 1946, on the foundation of the organization, and was maintained as the flag code of the organization for more than 50 years.

On the enactment of the new Canon of Journalism, Mr. Tsuneo Watanabe, Chairman of NSK as well as the President & CEO of the Yomiuri Shimbun, stated, "Under circumstances marked by drastic changes in the society and media environments, we could set up a code of ethics that shall be suitable for the 21st century. The ultimate responsibility of newspapers is to accomplish their public and cultural missions by with accurate and fair news coverage and editorial commentary. Therefore on this occasion, we have to recall the oath made at our foundation again and to redouble efforts to pursue our missions for the further elevation of the ethical standards of newspapers, news agencies and broadcasters of the nation, which is stated as the primary objective of the association in the Articles of the NSK."

Attached herewith, please find the full text of our new Canon of Journalism. The text was originally written in Japanese, and the English version was prepared through a careful process of checking and brushing up its English expressions and submitted to the recent Board Directors Meeting of NSK held on September 6 this year.
As you see in the text, our newly approved Canon of Journalism stipulates the public's Right to Know as the universal principle upholding democratic society and emphasizes the newspapers' public and cultural missions. It was unanimously agreed to introduce this in the Canon as the concept is already well accepted in Japan, since it has been used in judgements by the Japanese Supreme Court and appears in many codes in and outside Japan. However, it is true that the existence of fully independent media with high ethical standards is crucial for the Right to function. It also states, "All newspapermen and women engaged in duties including editing, production, advertising and circulation should uphold freedom of speech and expression. They should also conduct themselves with honor and decency in such a way as to ensure this responsibility is duly performed, and to strengthen the readers' confidence in the newspaper."

There was a discussion whether NSK's code should use the term "newspaper" for defining the ethics of journalism, as NSK includes not only newspapers but also broadcasters and news agencies. The conclusion was that the new code would use the term newspaper, but in its broad concept and not excluding other media. In addition, we considered the fact that commercial broadcasters and the Japan Broadcasting Corp. have their own code of ethics now. And journalism in news agencies could be traditionally interpreted as that of newspapers.

Our new Canon includes every important and necessary element for press ethics in a compact length, while retaining the basic spirit of the original code and consisting of the five following pillars: one is a newly introduced subject and NSK's commitment to the supreme respect for the dignity of human beings, "Respect for Human Rights," while the others are the same as those of the original code of 1946: "Freedom and Responsibility," "Accuracy and Fairness," "Independence and Tolerance" and "Decency and Moderation."

The following describes the content of each of the five pillars.

"Freedom and Responsibility"

Needless to say, freedom of expression is a fundamental human right and crucially important to newspapers. The original Canon said that the press should enjoy complete freedom in reporting news and in making editorial comments, unless such activities interfere with public interests or are explicitly forbidden by law. The new code followed the spirit of the Japanese Constitution, which allows unrestricted freedom, therefore, our responsibility is becoming heavier. The New Canon retained the term "public interests," whose meaning, we believe, every newspaper should judge and express for itself.

"Accuracy and Fairness"

In a simple definition, "Newspapers are the first chronicles of history, and the mission of reporters lies in the constant pursuit of truth." A chronicle of history must be accurate and
fair, while the pursuit of truth must be started by breaking down the thick walls of the authorities. It asks for bravery by journalists. After a tough discussion, the new Canon deleted the following two sentences: 1) In reporting news, the personal opinion of the reporter should never be inserted and 2) Criticism of individuals should be limited to that which could be said directly to the individual involved. The reasons for the deletions are that the personal opinion of journalists will be requested more in the 21st century, and that criticism is always bitter for those being criticized, but if it is correct and maintains minimum politeness, we should not eliminate it from the start.

"Independence and Tolerance"

The reason why a newspaper adheres to independence is just to secure fair reporting and commentary. To do so, we refuse any kind of interference and have to strictly guard against the possibility of being utilized for propaganda purposes. Newspapers are open to any objections or minor opinions, but we always expect that the opinions expressed through newspapers are accurate and fair as well as responsible.

Newly introduced "Respect for Human Rights"

Member newspapers should pay the utmost respect to the dignity of human beings, put a high value on individuals' honor and give serious consideration to their right to privacy. They should also acknowledge errors and correct them promptly, and when an individual or group has been unjustly maligned, take adequate steps to rectify the situation, including the provision of an opportunity to reply. This part was changed from the original Canon, which stated, "Those who are to be criticized should be given the opportunity to defend themselves." We thought the statement of the original Canon did not make clear who and how to judge such a situation.

"Decency and Moderation"

We should think highly of the characteristic of newspapers to be available for anyone to read anywhere. Maintaining the present circulation system is our strong desire but it is not from an egoistic motive. Rather, it is because newspapers are the public and cultural property of democratic society, enabling everyone to get the same level of information wherever he or she lives. Therefore, newspapers should maintain decency on both editorial and in advertising areas, and in their circulation practices they should at all times exercise moderation and good sense.

The reviewing and revising process, when necessary, was done by setting up the Special Committee on Ethics at the November 1999 Board Directors Meeting with 12 Steering Committee members chaired by Mr. Takehiko KIYOHARA, Vice Chairman of NSK as well as President & CEO of the Sankei Shimbun Co., Ltd. At the same time, the Sub-committee on the Study of the Canon of Journalism was organized to proceed with the practical process of reviewing the original code and to conduct research and study on ethical problems of mass
media in and out of Japan as well as to draft a new version of the code, when needed. Mr. Kiyofuku CHUMA, Senior Managing Director and Executive Editor of the Asahi Shim bun Publishing Co., Ltd., was appointed to be the sub-committee chairman, while other members consisted of managing editors and chief editorial writers from newspaper companies of our Steering Committee.

From November 1999 to June 2000 the sub-committee held 12 meetings for the discussion and the preparation of the draft of a new code of ethics. It confirmed at the first meeting the necessity of the revision under the present media environment, while it fully evaluated and appreciated the original Canon for playing the important role of evaluating and maintaining the ethical standards of the Japanese press for more than 50 years. Then started the work of creating the new code of ethics.

Mr. Chuma asked each member to prepare his own draft of the code. At the fifth meeting, every member submitted a draft. Mr. Chuma felt that everyone's draft was excellent but at the following sixth and seventh meetings, each word of all of them were completely checked by all members. At these meetings "old-fashioned words and expressions" were eliminated and consensus was gained about stressing the importance of human rights and privacy, as well as the public and cultural characteristics of newspapers, which guaranteed the final direction and major framework of the new code. The eighth, ninth and 10th meetings were used for hearing from academicians and a former editor of a news agency. At the 10th meeting, the sub-committee chairman delivered his draft to all members, which was based on the personal drafts of members and the responses from member press organizations of NSK as well as the results of discussions held in the sub-committee.

The interim report of the sub-committee based on the chairman's draft was completed and submitted to the Special Committee members and Board Directors on April 26. At the same time it was sent to all member companies of NSK for their opinions. It was also discussed at the 11th and 12th sub-committee meetings on May 15 and June 12. After a few words were amended, a final draft was approved by the sub-committee and submitted to the Special Committee and approved at the Board Directors Meeting and General Members Meeting on June 21. During the work, the sub-committee twice requested all member newspapers, news agencies and broadcasters to send their opinions on the original Canon of Journalism and on its revision as well as on their own codes or editorial principles. It also organized several hearings on the background of the original Canon of Journalism and related information on the issue in and out of Japan from academicians covering journalism and from retired executive staff members of NSK who were involved in establishing the original Canon of Journalism.

The Nihon Shinbun Kyokai was established by press organizations determined to
maintain and support the original Canon of Journalism as their flag in 1946, right after the defeat in the last war. It was based on the serious reflection of the unhappy history of Japanese journalism, which, in the end, could not prevent the war caused by the imperial government led by military leaders from the 1930s. The war resulted in the destruction of the nation as well as tragic disasters in a vast area of Asia caused by the Japanese military. We regretted to admit the weakness of Japanese democracy and the press in those days. Therefore, NSK is basically founded by press organizations determined that the press should be independent from any authorities and should be fair and responsible in contributing to the construction of a democratic and peaceful Japan. The original Canon of Journalism was a symbol of our determination and functioned well for more than 50 years. And fortunately most of our members maintained their ethical standards and achieve remarkable development and played an important role in protecting and promoting democracy in Japan.

On the practical side, NSK secretariat office has a special section, Newspaper Ethical Standard Monitoring Chamber, headed by a director and assisting staff, together with five to six professional members of the chamber, all of whom have long careers as working journalists or editorial writers at our member newspapers. The chamber receives all newspapers of our members everyday, and they carefully read the papers. Although we are determined that NSK fully respects the independence of the editorial policy of each member and never express any kind of suggestion or advice on the matter, the members of the chamber analyze the editorial opinions of our member newspapers on major current political, economic and social issues. The results are reported regularly through our organ weekly newspaper.

In addition, the chamber checks cases of possible obscenity and violation of the privacy of private persons. The results are shown by figures for each member paper and submitted to the Editorial Affairs Committee, which consists of the executive editors of our member press organizations and meets almost every month in Tokyo. If a particular media is found to have high figures, the Committee alarms the media. And if improvement is not made by the media, NSK has several steps to take. The final one is to expel the media from NSK. Fortunately, we have not had such a case since our foundation, although one evening tabloid paper withdrew voluntarily after being alarmed by NSK because of its aggressive expression of sexual matters.

And NSK is also serious on members' business ethics. When a great earthquake occurred in western Japan in 1995, many newspapers as well as broadcasters organized donation campaigns and sent money to the damaged area. But a local newspaper company, near where the earthquake hit, did not send donation money but instead purchased personal computers from its subsidiary company and sent them to the damaged communities. It was clear that the company could profit through the process and when the story became known, NSK Board Directors Meeting unanimously decided to expel the company from our organization.
In addition to our Canon of Journalism, most of our members have their own principles or codes of ethics for reporting and business. In particular, major newspapers are seriously concerned about their own ethical standards. For example, several years ago, one of the five national newspapers printed a color photo on the front page of an evening edition that showed coral in a tropical sea carving with a knife. The caption read "Who damaged it" and appealed for the protection of the natural environment. But when it was found that the damage had been done by the photographer himself, the newspaper quickly printed an official apology and detailed explanation why and how it happened on the front page, also declaring the resignation of the company president as well as the dismissal of the photographer and punishment for the related editors, including the executive editor, with penalties including salary cuts to show they were responsible for careful checking. In addition, the newspaper established a special in-house body to review the paper's reporting regularly by outsiders to avoid the repetition of such an incident.

Then why did NSK decide to review the original Canon of Journalism, which had functioned well as our flag, and consider a new one at this time? There were two main reasons to review the original Canon and install the new code of ethics comprehensively, to be applied not only to journalists but also to every staff member of a newspaper company.

In the past 50 years, the environment surrounding the media world has changed dramatically, particularly during the recent decade, when change has been drastic and is still occurring. Because of that, several parts or words in the original code could not be adequately applied to the present and future situation. We have to remember that when the code was born there were no commercial broadcasters and, of course, no television broadcasting, while today the Internet prevails. We had to reshape our code to further a newspaper's function to be vital and be stronger in a new and changing environment. Mr. Chuma, chairman of the sub-committee, said that he wanted to write clearly that newspapers are the only media fulfilling the conditions mentioned above, but actually, as you can see in the text of the code our newspaper members are resolved to retain their role as the fittest standard bearers.

Mr. Chuma also wrote in the August issue of NSK's organ monthly magazine that there was common concern among the sub-committee members about the crisis that Japanese newspapers are facing. These are the public's serious distrust of newspapers and the decline of readership. Both of them symbolize the critical situation of Japanese newspapers, and it is our urgent task to find solutions to these problems.

He continued to ask whether it is possible to overcome the problems with the original Canon of Journalism, while newspapers are no longer the only reliable media of information transmission. But at the same time he believed it might be possible for newspapers to regain
the credibility of the public in the future in this "era of information flooding" by fulfilling a new role that better considers readers' demands. For example, paying more concern to elevating the ethical standards not only of articles but also of the process of news gathering and writing with respect to the public consciousness of human rights and privacy.

Secondly, for the past decade one of our major efforts concentrated on maintaining the present newspaper sales system, which largely contributed to realizing the present prosperous situation of our industry and maintaining the high and stabilized diffusion rate for dailies in Japan. The system, called the Resale Price Maintenance System, guarantees newspapers (as well as magazines, books and music CDs) as exceptional commodities or products under the Anti-monopoly Law. Therefore, newspapers cannot be sold at discounted prices by customer or region. Providing incentive gifts beyond 8% of the monthly subscription fee of up to 6 months is also impossible. And newspaper delivery shops which are protected from sales competition by being the exclusive agent in an area. But the Japanese Government is now conducting "deregulation" and has found that such exceptions should be abolished. All newspapers under the umbrella of NSK have been protesting and negotiating this change of policy on newspaper sales. We have been strongly insisting that a newspaper is a special commodity and a public organ for supporting democratic society and guaranteeing diversified opinion. If price competition is begun, society will lose the opportunity of access to free and diversified opinions, as weaker papers will be diminished and sensationalism will emerge.

While we insist that a newspaper is special, as I explained above, we have to pay more attention to the content of papers or have to raise our ethical standards more than before. Mr. Watanabe, our chairman, explained the reasons when he proposed the full revision of the original Canon of Journalism at the Board Directors Meeting in October 1999, saying, "Generally speaking, daily newspapers in Japan are maintaining the high diffusion rate and quality of the content internationally, and are accepting the credibility of the public. This is, I believe, largely dependent on the immense effort of the business administration of each publisher and the well-established home-delivery system. The reason why the Anti-Monopoly Law includes the resale price maintenance system as an exceptional case is because it is believed that the newspaper industry should not simply be in the hands of free competition and that the newspaper is an intellectual commodity which should be treated in the framework of the government's cultural policy."

And the reason why article 4 of the Articles of NSK designates the elevation of ethical standards of newspapers, news agencies and broadcasters of the nation as the primary purpose of the association is the aim to maintain the public mission and the cultural value of Japanese information media centered on newspapers, as well as to distinguish the media as a special commodity and tool for the expression of opinions with other commodities in general. Because of that, we established the original Canon of Journalism on July 23, 1946, and have continued...
our efforts to elevate our ethical standards.

Article 21 of the Japanese Constitution, enforced on May 3, 1947, guarantees unconditional freedom. Therefore, the responsibility is quite heavy. We accomplished the new Canon of Journalism, but there remain several editorial issues and business matters to be discussed. For example, the right of edition has been a big topic that has found no conclusion even after many years of discussion. More precise issues include "revealing news sources" and "the right to counterargue," etc. And from the practical standpoint, we will have to discuss the necessity of guidelines for the daily work of journalists as well as staff members in advertising, circulation and other divisions of newspaper companies, to show how they should behave in their daily professional activities to accomplish their missions. Mr. Kiyohara points out that NSK will have to review our Newspaper Advertising Code of Ethics (adopted October 7, 1958) and Advertising Publication Standards (adopted May 7, 1976) and will have to revise our code of ethics on newspaper circulation. But we are happy we could make up the new code of ethics by the most desirable method through the efforts of the most suitable people, whose wisdom can be maintained as our flag for at least the coming 50 years.
Appendix I

The Canon of Journalism
(Adopted by the Nihon Shinbun Kyokai on June 21, 2000)

Aware afresh of the important mission of newspapers on the threshold of the 21st century, and pledging their continued effort toward an affluent and peaceful future, members of the Nihon Shinbun Kyokai (The Japan Newspaper Publishers and Editors Association) have formulated this new Canon of Journalism.

The public's right to know is a universal principle that sustains a democratic society. That right cannot be ensured without the existence of media, operating with the guarantee of freedom of speech and expression, while being totally committed to a high moral standard and fully independent of all powers. Member newspapers resolve to retain their role as the fittest standard-bearers in this regard.

In a modern society flooded with a vast range of information, the public is constantly required to make correct and swift decisions on what is true and which information to select. It is the responsibility of member newspapers to respond to such requirements and fulfil their public and cultural mission through accurate and fair reporting, and through responsible commentaries.

All newspapermen and women engaged in duties including editing, production, advertising and circulation should uphold freedom of speech and expression. They should also conduct themselves with honor and decency in such a way as to ensure this responsibility is duly performed, and to strengthen the readers' confidence in the newspapers.

Freedom and Responsibility

Freedom of expression is a fundamental human right, and newspapers have that absolute freedom in both their news coverage and editorial comment. In exercising that freedom, however, member newspapers must be duly aware of their heavy responsibility and be constantly mindful not to impair public interests.

Accuracy and Fairness

Newspapers are the first chroniclers of history, and the mission of reporters lies in the constant pursuit of truth. Reporting must be accurate and fair, and should never be swayed by the reporter's personal conviction or bias. Editorial comment should be an honest expression of the writer's belief, not a vehicle for popular opinions.
Independence and Tolerance

Member newspapers uphold their independence in the interests of fair comment and free speech. They must reject interference by any outside forces, and resolve to remain vigilant against those who may wish to use the newspapers for their own purposes. On the other hand, they should willingly give space to opinions that differ from their own, provided such opinions are accurate, fair and responsible.

Respect for Human Rights

Member newspapers should pay utmost respect to the dignity of human beings, put a high value on individuals' honor and give serious consideration to their right to privacy. They should also acknowledge errors and correct them promptly, and in cases when an individual or a group has been unjustly maligned, adequate steps should be taken to rectify the situation, including the provision of an opportunity to reply.

Decency and Moderation

In the performance of their public and cultural mission, member newspapers must be available for anyone to read anytime, anywhere. They should maintain decency both editorially and in the area of advertising, and in their circulation practices they should at all times exercise moderation and good sense.
Appendix II

The Canon of Journalism

The role to be played by newspapers in rebuilding Japan as a democratic and peace-loving nation is decidedly of great importance. In order to realize this mission in the fastest and most effective manner possible, it is necessary for every newspaper in the nation to adhere to a high ethical standard, elevate the prestige of its profession, and carry out its functions to the fullest.

Aware of the significance of their mission, democratic Japanese daily newspapers, large and small, have met in the most cordial spirit, organized Nihon Shimbun Kyokai (The Japan Newspaper Publishers and Editors Association), formulated as its moral charter the Canon of Journalism and have pledged to endeavor with the utmost sincerity to realize these principles.

The Canon of Journalism, which stresses the spirit of freedom, responsibility, fairness and decency, constitutes a standard which should govern not only news and editorial writers but to an equal extent all persons connected with newspaper work.

I. Freedom of the Press

The press should enjoy complete freedom in reporting news and in making editorial comments, unless such activities interfere with public interests or are explicitly forbidden by law, including the freedom to comment on the wisdom of any restrictive statute. The right of the press should be defended as a vital right of mankind.

II. Sphere of News Reporting and Editorial Writing

The freedom of news reporting and editorial writing should be subject to the following voluntary restraints:

1. The fundamental rule of news reporting is to convey facts accurately and faithfully.
2. In reporting news, the personal opinion of the reporter should never be inserted.
3. In treating news, one should always remember and strictly guard against the possibility of such news being utilized for propaganda purposes.
4. Criticism of individuals should be limited to that which could be said directly to the individual involved.
5. Partisanship in editorial comments, which knowingly departs from the truth, undermines the true spirit of journalism.

III. The Principle of Editorial Comment

An editorial comment should be a bold expression of the writer’s belief and conviction and not a flattering speech. Furthermore, in writing an editorial comment, the writer should maintain the public spirit of being a speaker for those who
otherwise have no means of voicing their opinions. The role of a newspaper as a public organ should be upheld most strongly in this regard.

IV. Fairness

The honor of an individual should be respected and protected as are his other fundamental human rights. Those who are to be criticized should be given the opportunity to defend themselves. Mistakes, if made, should be retracted immediately upon receipt of information that the article in question is false and should be rectified.

V. Tolerance

A fundamental principle of democracy recognizes the freedom of individual assertions and counter-assertions, and should be reflected clearly in the editing of newspapers. The tolerance to allot just as much news space introducing and reporting the policies which a newspaper opposes as it would allot to others which it supports is a fundamental character of democratic newspapers.

VI. Guidance, Responsibility and Pride

The principal difference between newspapers and other commercial enterprises is that newspapers in their reportorial and editorial activities exercise great influence over the public. The public depends on newspapers as their chief source of information and consequently newspapers affect their judgment of public events and problems. From this distinction arises the public character of journalistic enterprises and the special social status of journalists. The journalists' realization of their responsibility and pride in their work are fundamental in ensuring their special status. These two points must be observed by each individual journalist.

VII. Decency

A high sense of public decency is naturally required of newspapers because of their share of influence over public opinion. Such a standard of decency can be achieved by abiding with the above-mentioned principles. Newspapers and journalists, when they fail to observe those principles, will invite public condemnation and disapproval by other papers and journalists and in the end will be unable to operate or work. Therefore, all members of the Nihon Shinbun Kyokai should endeavor to cooperate and maintain a high ethical standard by promoting their moral unity, guaranteeing free access to news material and assisting each other in newspaper production.

Thus, the association of newspapers which strictly observes the Canon of Journalism shall be able to accelerate and ensure the democratization of Japan and simultaneously elevate Japanese newspapers to world standards.

(Adopted by Nihon Shinbun Kyokai in 1946 and revised in 1955)
NEWSPAPER ADVERTISING CODE OF ETHICS

(Adopted October 7, 1958, amended May 19, 1976
by Nihon Shinbun Kyokai)

The Purpose Behind the Establishment of the Newspaper Advertising Code of Ethics

In order to defend freedom of speech and expression and to enhance the credibility of advertising, it is desirable for the newspaper industry to impose restraints on advertising on its own initiative through cooperation and agreement among those concerned with advertising, and not through legal restrictions or government intervention.

The entire responsibility for the contents of advertisements lies, in the first place, with the advertiser himself, in publishing advertisements in their pages, newspapers must consider the social impact of newspaper advertising, eliminate improper advertising, defend the interests of readers, and must establish principles in order to maintain and enhance the credibility of newspaper advertising.

The Nihon Shinbun Kyokai has hereby established a Newspaper Advertising Code of Ethics, based on the agreement of member newspapers, and has made clear its attitude by declaring basic principles covering the publication of advertisements. However, this code does not necessarily bind the judgment of member newspapers in publishing advertisements in their pages nor does it have any legal binding power.

The member newspapers of the Nihon Shinbun Kyokai, recognizing the role of newspaper advertising in society, must constantly strive to elevate ethical standards and must respond to the trust of readers.

1. Newspaper advertising must tell truth.
2. Newspaper advertising must not damage the dignity of newspaper pages.
3. Newspaper advertising must not violate various laws and regulations related to advertising.

ADVERTISING PUBLICATION STANDARDS

(Adopted May 7, 1976, amended March 20, 1991
by Nihon Shinbun Kyokai)

In accordance with the purport of the Newspaper Advertising Code of Ethics, Advertising Publication Standards are hereby established as follows:

Advertising falling under the following categories will not be published:

1. Advertising in cases where the person responsible is not clearly indicated.
2. Advertising whose content is not clear.
3. False advertising and advertising open to misunderstandings.

Advertising open to misunderstanding includes the following:

(1) Advertising camouflaged as editorial copy through the use of deceptive format and expressions and not clearly discernible as being advertising.
(2) Advertising which by use of statistics, documents and technical terms gives the impression of superiority or greater advantageousness than is actual.
(3) Advertising which attempts to appear authorities through the use of permits, guarantees, awards on qualifications not recognized by society.
(4) Advertising giving the impression of superiority or greater advantageousness than is actual through the omission of stipulations regarding transactions and other matters which ordinarily should be clearly indicated.

4. Advertising which uses comparisons and expressions giving the impression of superiority with precise facts.

5. Advertising which uses expressions giving the impression newspapers support the advertiser, or recommend or guarantee the products or services of the advertisers, when such is not the case.

6. Advertising which uses expressions arousing an inordinate desire to speculate or to participate in games of chance.

7. Advertising using expressions which disturb public order, such as:
   (1) Expressions which approve or glorify violence, gambling, drugs and prostitution.
   (2) Expressions which are base, cruel of bizarre and liable to offended readers.
   (3) Expressions regarding sex which are lewd and obscene.
   (4) In addition, expressions which are liable to corrupt public morals and crimes.

8. Advertising offering to collect debts or to arrange out-of-court settlements.

9. Advertising which is unscientific or which belongs to the realm of superstitions and which leads readers astray or is likely to create a sense of insecurity.

10. Advertising which contains expressions likely to lie people, to violate the privacy of individuals, to damage reputations and to obstruct businesses.

11. Advertising which uses without permission the names, the photographs and statements of individuals, trademarks and copyright material.

12. Advertising likely to damage the dignity or the Imperial Family, royalty, heads of states and the national flags of both Japan and foreign countries.

13. Advertising which violates regulations covering amateur sports and which uses the names and photographs of athletes and executives of sports organizations.

14. Advertising which uses without permission the insignias, slogans and names of international exhibitions and conventions and the Olympic Games.

15. Advertising which is fraudulent or likely to be regarded as case of so-called unfair trade practices.

16. Advertising which solicits agents, side-job workers, part-time workers and members of organizations whose purposes and nature are not clear.

17. Advertising of sales by correspondence, in which the address of the seller, the name of the product, its contents, price, mail charges, quality, method of delivery and payments and refund conditions are not clearly stipulated.

18. Advertising of services described as correspondence courses, lectures, private tutoring and schools whose nature, content and facilities are unclear.

19. Advertising of apologies or explanations, which are not accompanied by letters agreeing to the publication of such apologies or explanations by the advertiser.

20. Advertising of dismissal notices, to which the following conditions apply:
   (1) When the advertising copy is not accompanied by a certificate of dismissal.
   (2) When the advertising contains the reasons for dismissal.
   (3) When the advertising uses the photograph and contains the address and other personal data relating to the person dismissed.

21. In addition to the above, advertising which the newspapers of Nihon Shinbun Kyokai may regarded as improper.

Note: The above is a model Advertising Publication Standard. When member newspapers of Nihon Shinbun Kyokai compile their own advertising publication standards, it is hoped they will use this standard as reference.