



Ilokano Journalists' Adherence to Code of Ethics and their Values and Challenges in News Management

Bryan R. Realgo*

**Benguet State University, Mariano Marcos State University, Philippines*

*Corresponding Email: [*brrealgo@mmsu.edu.ph](mailto:brrealgo@mmsu.edu.ph)*

Received: 26 June 2021

Accepted: 20 September 2021

Published: 26 October 2021

Abstract: The community needs to be informed on what is happening around as this might in a way affect its people. The news delivered by the media is vital for the people to be updated on social, political, ecological, economic, cultural, and technological issues among others. People commonly rely on the media to be updated on the latest news that is why it is always expected for a journalist to practice the profession with the right competence, standards, culture, professional excellence, and values.

This study was conducted to determine the Ilokano Journalists' adherence to the code of ethics and their values and challenges in news management using a mixed-method research design. It was found out that the participants from the print media and broadcast media have high adherence to the code of ethics. However, there are instances when participants both from the print and broadcast media violated some articles of the code such as single-source stories, news with lack or no attribution, and inclusion of personal opinions.

The participants also identified the values they are using and the challenges they are experiencing in the news management process. These include both personal and operational.

Keywords: *Journalism, News, Code of Ethics, Philippine media; Ilokano*

1. INTRODUCTION

Media is not always about the process of making news, it is also about the competence, standards, culture, and professional excellence of the people working along the process. The professionalism and personality of the people working on the news define the quality and relevance of the story or the news to the lives of the people, the community, and the government. That is why news should always be value-driven.



The constitutional assurance given to the media allows them to practice the profession freely but expected to be value-driven at all times. A journalist's objective is to gain the trust of his/her audience, and that can only be achieved if he or she is credible and guided by the right values. That is why different news organizations in different parts of the world have their institutionalized code of ethics and values manual. In the Philippines, the organization of different media groups such as the Kapisanan ng mga Brodkaster ng Pilipinas (KBP) and National Press Club (NPC) promotes self-regulation and accreditation to monitor their members on how they practice the profession. Thus, the study seeks to check the journalists' adherence to the code of ethics of their organization in practicing the profession. As Sevilla (2007) discussed, doing ethics in mass media is not simple, for the decision is not merely confined to making choices between two delineated sides. Issues and problems in this human enterprise are quite often complex and solutions are not easy to attain. But this surely should not be a ready excuse to decide and act all too quickly. Fairness and prudence dictate otherwise.

The study was conducted in the province of Ilocos Sur, Philippines. The province has diverse practitioners from print and broadcast media coming from different generations, backgrounds, training, employment, and orientation. All of these could affect how they produce and deliver the news. But like any media practitioner in other parts of the world, their audiences expect a value-driven news story from them by practicing the profession with the highest level of professional standards during the news management process.

The news management process includes news gathering, news writing, and news delivery or publication. During the process, journalist values serve as a guide or even conscience on the treatment of a story. If the journalist is not objective during the process of news writing then the story becomes biased or unethical – that even puts the journalist into a bad light for practicing such. There are also a variety of external and internal pressures that influence journalists' decisions on what stories to cover, these are interpreted and the emphasis or highlights given to them. These pressures that challenge the values of a journalist could lead to bias, unethical and irresponsible reporting.

The study revolved around the following research problems:

1. Are the respondents adhering to the code of ethics set by the Kapisanan ng mga Brodkaster ng Pilipinas (KBP) and National Press Club?
2. What are the values you are using along:
 - a. news gathering,
 - b. news writing, and
 - c. news delivery/publication?
3. What are the challenges in applying the values along:
 - a. news gathering,
 - b. news writing, and
 - c. news delivery/publication?

2. METHOD



The study employed a mixed-method research design. A questionnaire containing situations based on the content of the Kapisanan ng mga Broadkaster ng Pilipinas and National Press Club code of ethics is used to check the adherence of Ilokano journalists. Further, news broadcast scripts and publications of the participants are gathered, tabulated analyzed through a coding sheet to validate their adherence. The interview schedule was used to identify different values and challenges that the participants are using in the practice of the profession in the news management process.

3. RESULTS AND DISCUSSION

A. Adherence to Code of Ethics

The researcher provided situations that are related to the NPC code of ethics. The participants rated the situations from 1 to 3; 1 for never, 2 for sometimes and 3 for always to present their extent of adherence. The following are the general items under the NPC code of ethics:

1. I shall scrupulously report and interpret the news, taking care not to suppress essential facts nor to distort the truth by omission or improper emphasis. I recognize the duty to air the other side and the duty to correct substantive errors promptly.
2. I shall not violate confidential information on material given me in the exercise of my calling.
3. I shall resort only to fair and honest methods in my effort to obtain news, photographs and/or documents, and shall properly identify myself as a representative of the press when obtaining any personal interview intended for publication.
4. I shall refrain from writing reports which will adversely affect a private reputation unless the public interests justify it. At the same time, I shall write vigorously for public access to information, as provided for in the constitution.
5. I shall not let personal motives or interests influence me in the performance of my duties; nor shall I accept or offer any present, gift or other consideration of a nature which may cast doubt on my professional integrity.
6. I shall not commit any act of plagiarism.
7. I shall not in any manner ridicule, cast aspersions on or degrade any person by reason of sex, creed, religious belief, political conviction, cultural and ethnic origin.
8. I shall presume persons accused of crime of being innocent until proven otherwise. I shall exercise caution in publishing names of minors, and women involved in criminal cases so that they may not unjustly lose their standing in society.
9. I shall not take unfair advantage of a fellow journalist.
10. I shall accept only such tasks as are compatible with the integrity and dignity of my profession, invoking the “conscience clause” when duties imposed on me conflict with the voice of my conscience.



11. I shall comport myself in public or while performing my duties as journalist in such manner as to maintain the dignity of my profession. When in doubt, decency should be my watchword.

The participants' answers were tabulated. Mean is used to determine their adherence and interpreted using norms appended to the table presented. Overall, as shown in table 1 the participants who are print journalists in Ilocos Sur got an average weighted mean of 2.86 with a descriptive equivalent of high adherence to the National Press Club code of ethics. There are only six situations from the different items that participants answered "sometimes"; while none answered "never" to any of the situations. The result is comparable to the study of Fortes (2009) that found out that SunStar Baguio generally adhered to the Code of Professional and Ethical Conduct of the Philippine Press Institute.

The High Adherence of the participants to the NPC code of ethics tends to imply that print journalists in Ilocos Sur generally follow almost all the rules in journalism in presenting different stories. However, the result also proved that some of the participants sometimes do not religiously follow the code of ethics making the practice of journalism in the province not totally perfect but generally good and interesting. This proved the result of the content analysis that revealed that 28 (93.33%) of the articles have no coded violations to journalism principles and other existing guidelines in writing articles, while only 2 (6.67%) articles coded with a violation.

Almost all of the published articles of the participants during the time of this study are single sources. However, the participants write their articles based on what their subject is saying with no involvement of other personalities and agencies to either agree or disagree with the subject. Generally, a single source should be avoided as a rule in journalism. Fortes (2009) mentioned what the Asian Institute of Journalism said that conventional journalism is satisfied with one or two sources of information as compared with development journalism which uses several sources of information.

Table 1. Overall adherence to NPC code of ethics by the Print Journalists

NPC ITEM NUMBER	WM	DE
Item 1	3.00	Always
Item 2	3.00	Always
Item 3	2.84	Always
Item 4	2.84	Always
Item 5	2.67	Always
Item 6	2.92	Always
Item 7	2.84	Always
Item 8	3.00	Always
Item 9	2.50	Always
Item 10	2.84	Always
Item 11	3.00	Always



AWM	2.86	High Adherence	
-----	------	----------------	--

Legend:

SCALE	STATISTICAL LIMIT	DESCRIPTIVE EQUIVALENT	
1	1.0– 1.67	Never	Low Adherence
2	1.68 – 2.34	Sometimes	Moderate Adherence
3	2.35 – 3.00	Always	High Adherence

Meanwhile, to check the adherence of the participants who are broadcast journalists. Situations were constructed based on the articles of the 2007 Broadcast Code of the Philippines drafted by the Kapisanan ng mga Brodkaster ng Pilipinas. The situations were categorized into five. The categories are integrity, independence, truth and accuracy, objectivity, and social responsibility. The participants rated the situations from 1 to 3; 1 for never, 2 for sometimes, and 3 for always to present their adherence.

Table 2 shows the overall adherence of the participants to the KBP broadcast code; they got an average weighted mean of 2.70 with a descriptive equivalent of High Adherence, which would imply that the participants practice the profession with integrity, independence, truth and accuracy, objectivity, and social responsibility. However, there are instances when the participants got tempted to favors and personal biases that question the kind of practice they do in journalism. Overall, it can be said that the practice of broadcast media in the province helps bring the community updated with the information and services they offer, although the people working behind it have lapses and irregularities.

Table 2. Overall adherence to KBP broadcast code

CATEGORY	WM	DE
Integrity	2.94	Always
Independence	2.46	Always
Truth and Accuracy	2.68	Always
Objectivity	2.80	Always
Social Responsibility	2.62	Always

AWM	2.86	High Adherence
-----	------	----------------

Legend:

SCALE	STATISTICAL LIMIT	DESCRIPTIVE EQUIVALENT	
1	1.0– 1.67	Never	Low Adherence
2	1.68 – 2.34	Sometimes	Moderate Adherence
3	2.35 – 3.00	Always	High Adherence



Although the participants from the broadcast media registered a High Adherence to the KBP broadcast code, there are still coded violations on their broadcast scripts. 125 (65.45%) coded scripts appeared to be without violations, while 65 (34.03%) were coded to have violations. It is noted that most violations coded are one-sided stories of crime and justice, usually with no statements from the accused involved in the story. The common practice of local radio police reporters is that they ask for a copy of the blotter or spot report and report it as it is. Aware or unaware of the rules of journalism to be fair to both victims and suspects, fairness should always be above speed and competition. Fortes (2009) said that there are still instances wherein despite many rules and regulations, code of ethics, guidelines, and standards, many violations still happened. In 2006, the Press Complaints Commission received 3, 325 complaints from members of the public. Around two-thirds of these were related to alleged factual inaccuracies, one in five related to alleged invasions of privacy and the rest included lack of reply, harassment, and obtaining information using hidden devices.

Meanwhile, for comparison, Table 3 shows the correlation of the overall adherence of the participants to the NPC code of ethics and KBP broadcast code and the results of the content analysis to their published articles and broadcast scripts.

Table 3. Comparison of overall adherence to NPC and KBP code of ethics and the results of content analysis

CATEGORY	TREATMENT	ATTRIBUTION	OBJECTIVITY	ADHERENCE	SOURCES
NPC Overall Adherence	-.055	-.114	-.112	.298	.365*
Pearson Correlation					
Sig. (2-tailed)	.768	.541	.554	.110	.047
KBP Overall Adherence	-.564*	.264*	-.177*	-.457*	-.580*
Pearson Correlation					
Sig. (2-tailed)	.000	.000	.013	.000	.000

*If sig (2-tailed) is less than or equal to .05 – the relationship is significant

*If sig (2-tailed) is less than or equal to .01 – the relationship is highly significant

Table 3 shows that the NPC overall adherence is significantly related to only one component of the content of the published articles that is on sources of information. This may tend to imply that the High Adherence of the participants is related to their sources of information. This also tends to imply that when a source of a story is trusted the higher the possibility of adherence. Meanwhile, the KBP overall adherence is significantly related to all



the components of the content of the broadcast scripts such as treatment, attribution, objectivity, adherence, and sources of information. This may tend to imply that their High Adherence affects entirely the content of their broadcast scripts that includes their treatment, attribution, level of objectivity, adherence, and sources of information. It is noted that the adherence of the participants to the NPC code of ethics is significantly related to only one component of their published articles, while the adherence to the KBP broadcast code is significantly related to all components of their broadcast scripts. This tends to imply that broadcast journalists are more religious in adhering to the KBP broadcast code of ethics than of the print journalists in the NPC code of ethics. This also tends to imply that stories written by the participants from the broadcast media are more value-driven than the stories written by the participants from the print media. New York Film Academy (2014) explained although print journalism and broadcast journalism share much in common, e.g., both disseminate information to the general public and engage in investigation, they differ in significant ways. Broadcast journalism presents the writer with unique challenges. A broadcast news story has to aid the anchor in reading the story, take into account any imagery used during the story, and provide the listener with concrete details in a short time. However, both are seen and acknowledged as an important tool in informing, educating, leading to take action, and inspiring their consumers through their news stories.

High adherence with violations. The participants both from the print and broadcast media recorded a high adherence to the NPC code of ethics and KBP broadcast code respectively. However, based on the results of the content analysis 2 (out of 30) published articles of the participants from the print media coded with a violation, as well as 65 (out of 125) broadcast scripts of the participants from the broadcast media. This tends to imply that even with their high adherence, journalists from Ilocos Sur still commit violations in the presentation of their news stories. The most common violation coded is the failure of some participants to be fair by getting the side of all involved in their stories. This may be associated with the lack of gatekeeping or quality control activities on the part of the editorial board or news desk editors in allowing such stories to be published or broadcasted. Hallman Jr. as mentioned by Darrough (2013) said an editor should know his or her writers' strengths and weaknesses and what positions to assign to reporters so they can produce their best work. A poor relationship between editors and reporters can lead to dissatisfaction with work and the workplace. This may also imply the non-strict implementation of NPC and KBP to their respective code of ethics to its members.

Finally, the inconsistent result would also mean that some journalists in Ilocos Sur, are not religiously putting into practice what the code of ethics for a journalist is telling them to do in practicing the profession especially in the presentation of news stories. This may be associated with what Randall as mentioned Dzyaloshinsky and Dzyaloshinskaya (2016) who said that practicing journalists do not think about ethics because, in determining a concept of ethics and in deciding whether to follow it, the key factors are: salary, competition, and the culture of the news organization. To such a journalist, ethics is either the codification of dominant rules of behavior and culture or redundant appeals to follow the education standards, destined for the complete lack of attention to itself.



However, committing violations should always be avoided at all times even how minimal it is. That is why a different media organization needs to remind their members to strictly adhere to journalism principles, code of ethics, media guidelines, and other laws, rules, and regulations that needs to be followed in the practice of the profession. By doing such, their readers, viewers, and audience will be able to consume a credible news story.

B. Values in News Management

Through the conduct of thematic analysis, the researcher was able to identify the values of the participants in the news management process. In general, the participants identified the values of timeliness, fairness, and patience that they are using during the entire news management process. The following operational and personal values according to the participants are importantly applicable in newsgathering, news writing, news delivery/publication.

The identification of the participants to the values of fairness, patience, and timeliness would imply that a combination of good judgment by being fair, an outstanding attitude by having patience, and the ability to always be on time are important ingredients for a news story to be well presented. It is also a manifestation that a news story is not only about the presentation and treatment of gathered information and even data but also a product of the right values used during the entire news management process.

Meanwhile, the participants also identified distinct values on the stages of the news management process. In Table 4, the values of the participants along newsgathering are listed. They are respect, proper decorum, being inquisitive, preparedness, patience, humility, hard work, adaptive, punctual, fairness, and honesty. Some participants explained that certain values are important in news gathering as during this process journalists are dealing with people to complete a story that commonly challenges them physically and emotionally. As Integrated Publishing (2019) said, journalists must learn techniques for handling different kinds of people - how to draw some out, how to keep others on the topic, and how to evaluate the motives or honesty of others. In short, they must learn how to get along with people and how to treat them with tact and understanding while still accomplishing their purpose.

The identified values are both personal and operational that would imply that a news story is not only a product of common journalism values but also some personal values that journalists are using during newsgathering. As Warner (2012) said, all individuals develop a set of personal values, which help them to make decisions in the world. These values can either sometimes well-align or clash with the values of other individuals at work or with the wider organization of which they are apart.

Table 4. Values of participants in newsgathering

VALUES	MANIFESTATION
1.Respect	This personal value is manifested in dealing with people during



	interviews, research and data gathering.
2. Proper Decorum	This personal value is manifested in presenting one's self during news gathering.
3. Inquisitiveness	This personal and operational value is important in news gathering in the look for possible stories to pursue.
4. Preparedness	This personal and operational value requires journalists in doing planning for an organized news gathering.
5. Humility	This personal value is manifested in dealing with people and situations during the process.
7. Righteousness	This personal and operational value requires journalist to stand by the truth and expose what is wrong.
8. Obedience	This personal value deals with respect with the authorities.

In table 5 shows the values of the participants in news writing. The participants identified truth and accuracy and constructive as their values during news writing. Being truthful and accurate during news writing is the most important value a journalist should practice during news writing, as this process involves the interpretation and presentation of a news story before its publication or broadcast. Being constructive during this process is also important to have a balanced presentation of the good and bad to every story.

Table 5. Values of participants in news writing

VALUES	MANIFESTATION
1.Truth and Accuracy	This operational value is manifested during news writing, as during this process the content of a news story is presented by a journalist based on what is gathered. The news that should be presented is the interpretation of the truth and reality. A truthful story is also achieved if it is accurate.
2. Constructiveness	This personal and operational value deals with providing a balance context on a news story. It is manifested during news writing when gathered interviews, data, and materials are interpreted as a news story.



Lastly, Table 6 shows the values of the participants in news delivery or publication. The participants identified promptness, proper grooming, open-mindedness, accountability, and sensitivity. The identified values according to the participants are the most common they are applying during news delivery/publication. At this stage, the news is set delivered to the public or its intended audience thus it is expected that the delivery of a news story or information from a journalist should be fluid, comprehensible, and acceptable. If glitches occur, a journalist especially those in the broadcast media should be quick enough to make necessary adjustments to lessen possible delay or interruption.

Table 6. Values of participants in news delivery/publication

VALUES	MANIFESTATIONS
1.Promptness	This operational and personal value is manifested in news delivery/publication particularly those from the broadcast media to always be quick in dealing with unavoidable circumstances during the live broadcast of new stories.
2. Proper grooming	This operational and personal value deals with how the participants presents themselves during live broadcast especially television journalists. For radio and print journalists this is manifested in presenting themselves to the public.
3.Open-mindedness	This personal value is manifested in news delivery/publication on how to professionally handles opposing views, arguments and even criticism.
4. Sensitivity	This personal and operational value deals with having a diverse understanding to different issues, situations and even cultural differences, similarities and practices in order for a journalist to effectively perform during the delivery or publication of news.

The different values identified by the participants in a way affect how a certain news story is produced. The values and attitudes that journalists possess determine the quality of journalism they practice, to be good or bad, ethical or unethical, and even acceptable or unacceptable. As Gallert (2017) said journalists must be committed to the code of ethics and work with integrity. This is important, as acting in the best interests of society secures the public's trust. Journalists must also have the capacity to be empathetic towards both their subjects and audience. Thus, a value-driven journalist is expected to produce value-driven stories that will inform, educate and inspire the readers, audiences, listeners, and others that consume their works.

C. Challenges in News Management



Through the conduct of thematic analysis, the researcher was able to identify the challenges themes of the participants in the news management process. Challenges are inevitable in news management different challenges sometimes affect how a certain news story is produced and presented. For example, challenges that arise during newsgathering may delay the movement in the other process of news management such as news writing and news delivery and publication. The challenges may be operational (within the organization), personal, ecological (within the environment) and social (within the community.) Being prepared is not always a guarantee for successful coverage, because different challenges may arise at any time. That is why; journalists need to be good decision-makers, resilient and resourceful to overcome challenges or made adjustments to still provide relevant content of news and information to the public. It is expected for journalists to handle challenges differently, but the most important is to overcome such to function effectively in the profession.

C.1. Challenges in News Gathering

The participants identified scarce logistics and mobility, the occurrence of personal problems, subject nondisclosure of information, miscommunication with the production team and sources, personal biases, and accessibility on information and subjects of reports.

Scarce logistics and mobility. This is the most common operational challenge that participants identified. This includes limited resources and a lack of manpower. The problem of logistics and mobility can be associated with the business and financial side of media stations in the province. Usually, if a station lacks profit earned from advertisement placement and other income-generation activities it is hard for them to invest in production equipment and even hiring manpower to improve operation. Spurk (2016) agreed to say that, the economic sustainability of media outlets continues to be a major challenge. This is especially valid for smaller, local media outlets, such as local or community radio stations, which are often supported by media development funds. Many media development organizations are managed by journalists, most of whom aren't fond of media economics, profit, and business. The participants also identified limited or unavailability of sources as a challenge in newsgathering. For this challenge to address, journalists should tap all available mediums to get the sides of agencies, organizations, personalities, or even officials who are not in the province. For example, virtual interviews on phone, and other mobile applications such as Skype, Viber, Facebook Messenger for video calls and recording among others are now an acceptable medium for newsgathering as long as it is legally done. The advancement of technology should be explored and exploited to address the problem of physical presence, embracing virtual presence as an option.

Occurrence of personal problems. The occurrence of personal problems can be both a personal and operational challenge during newsgathering. Journalists are human beings. Thus, it is in their nature to experience personal problems that can affect their performance during news gatherings. News executives would demand focus and professionalism for journalists with personal problems when reporting to work, for some this could be easy to give but for others, it is a challenge that is not easy to overcome. However, the practice still



requires maintaining high professional standards amidst challenges, as a famous saying says, the show must go on.

Subject nondisclosure of information. This is also an operational challenge during newsgathering. News stories are factual and refusal of subjects, sources, or officials who can give information is a great challenge in newsgathering according to some participants. The refusal of the subject to reveal needed information or they only share limited facts affects the presentation of a certain news story.

Miscommunication of production team and sources. This is a personal and operational challenge during newsgathering. Teamwork is an important ingredient to news coverage to be successful, but there are times when miscommunication affects the result of newsgathering. To address miscommunication, the message to be communicated should be clear and to the point. It could also help to do clarifications, reminders, and follow-ups to make sure that both parties understand the messages.

Personal biases. The participants also identified their supposed “biases” as a challenge in newsgathering. Some of them noted that being a journalist in their home province could expose them to a lot of conflicts such as their family business could be a subject of investigation, or a relative could either be a victim or suspect of a crime. Although having biases is personal in nature its impact on how to practice the profession can also be considered as an operational challenge. Having a bias is unavoidable, the important thing on it is to acknowledge and provide adjustments so that it could not affect how your organization would treat a story, a journalist with a bias may choose to declare such and let others pursue the story with no connection to it. Benson (2017) furthered to say you are completely unbiased would be to say you are not human. Humans are a creature with opinions, and even if you don’t care about a topic that much, you always come to it with some preconceived notion and stances. The fact is that almost no journalist covers a topic they have no interest in, so it much more likely they will have many opinions and strong feelings about whatever they cover. Any journalist who tells you they are unbiased should not be trusted or listened to, because they’re either lying or ignorant.

Accessibility to information and subjects of reports. The geographical location of some Ilocos Sur towns especially the upland municipalities is also identified by the participants as a challenge in newsgathering. Although all of the towns are accessible and has telecommunication connection, the participants explained it affects their treatment to the stories from those places. Since telecommunication lines are available to all towns in the province this could be an option in getting needed information, data, and other materials for a news story that happened in some upland municipalities that sometimes are considered unreachable by distance. However, long travel could also be done back with a plan such as an organized itinerary, scheduled interviews, and a to-do list to save time, resources and most importantly achieved the goal of completing a news story. However, some unavoidable circumstances may again affect such, and that a journalist should have another plan ready to implement for the newsgathering to proceed. Meanwhile, Bartlett (2014) said, that journalists are increasingly experiencing the power of online communities when it comes to



newsgathering and the power of the crowd, and they may also be putting different tools and techniques into practice to make networks manageable and more meaningful. This could also be considered in addressing the challenge of geographic location.

C.2. Challenges in News Writing

Meanwhile, the participants identified time pressure, limited knowledge and skills on new technology, and distraction as challenges during news writing.

Time Pressure. Meeting deadlines is the main challenge that the participants identified in news writing. A story needs to be submitted for editing and later for possible broadcast and publication. Often, journalists are given time cut-off during a particular schedule for the submission of scripts. The pressure is experienced when journalists have limited time to write a script. The challenge of time pressure is not only confined to meeting deadlines but what should be highlighted is for a news story to make it on a scheduled time of broadcast or publication. However, in meeting the deadline the presentation, accuracy, and quality of the story should not be affected. The rigorous process of writing, rewriting and editing still needs to be followed. For breaking news or developing story, the story should be aired as verified information becomes available. Airing or publishing unverified information may cause confusion and worst create harm and put an individual in a bad light. Time pressure as a challenge is unavoidable but it should be addressed properly.

Limited knowledge and skills on new technology. This is a common challenge identified by participants from the print media. This is associated with the age group of the participants, some of them explained that they are still learning to write, editing and sending their scripts using the computer. This could be considered as a personal and operational challenge in news writing. The rise of new technology is unavoidable; therefore, one skill journalists should learn now to possess is the ability to effectively use communication and telecommunication equipment not just in writing stories but also in gathering and transmitting them. Different media groups should facilitate training and workshop to their member journalists that would include news techniques on news production as well as the use of the advancement in technology in producing and delivering quality news stories. The importance of digital competency of journalists should now be seen as important and equal to knowledge, attitude, and skills competencies. As National Broadcast Media Organization (2019) said, a computer is an invaluable resource tool for journalists as it will allow them to perform a variety of tasks.

Distraction. Often, distractions are caused by personal concerns or problems of journalists. This is unavoidable, but what needs journalists to learn is how to keep the focus on work despite personal challenges.

C.3. Challenges in News Delivery/Publication

Health concerns. This challenge is identified by the participants not only as a serious challenge but a threat in performing their functions. Journalists need to learn when to take a rest or break to avoid both physical and emotional stress. For broadcast journalists, they should always be aware of how to take care of their voice, such as what is good and bad for



their voice. Meanwhile, to safeguard the health of journalists Tuazon (2013) proposed that media companies should be encouraged to provide individual or group social insurance inclusive of health/medical insurance, accident insurance among other social benefits.

Unreasonable criticism. The participants also identified unreasonable criticism as a challenge during news delivery/publication. Although, they admit that it is normal in the profession, in some way unreasonable criticism sometimes let them feel uncertain about how they perform. Journalists' works are for public consumption, therefore the public which they are serving is expected to praise or criticize the kind of work they produce. The criticism may be true and it can also be baseless, it could be constructive but it can also be destructive. But the people need to learn, that in criticizing the media it should be based on a careful study of its content and presentation and not just simply tagged a story or the writer of the story as biased because the audience is confined to the idea that a story is only about what he wants to hear, watch or read. It should not also be based on a personal attachment to a story. News is not favoring a certain personality or event but rather a realistic interpretation of what is the news about them. One way to achieve this is for different media groups to initiate campaigns addressed to the public explaining the importance of journalism, its concepts, practices, systems, and processes for them to better understand why news stories are produced in a way that they appreciate or not. James Carey as mentioned by Krogh and Svensson (2017) defined three forms of journalism and press criticism: (1) criticism of standards of public or social responsibility, (2) scientific criticism, and (3) cultural criticism.

The different challenges that journalists face either personal or operational in the practice of profession could be addressed by having the right values, competence, and standards to quickly find a solution and apply such so that the production of news stories would not be affected.

4. CONCLUSION

The participants have a high adherence on NPC code of ethics and KBP broadcast code. However, there are instances when participants are not religious in following some of the articles or items of the codes such as accepting gifts, attacking fellow journalists, inclusion of commentaries, and some others. Further, most stories written by some participants are single-source, and violated the rule of giving equal opportunity to all involved in a story to put their side. Thus, media organizations should be strict in the reinforcement of their code of ethics by consistently and strictly implementing penalties to members who will have violations. There is also a need to intensify efforts to promote awareness, understanding, and acceptance to the Journalist's Code of Ethics for their adherence and compliance. Meanwhile, the values identified by the participants are not usually taught in journalism classes and trainings for journalists as well as to students of communication-related courses. The identified values are both operational and personal. The challenges identified by the participants are also both operational and personal that have great impact on the different stages of news management process. Thus, Journalism classes and trainings should also include discussions that personal values have also an impact on how a news story is produced and presented and in corroboration with the operational journalism values commonly taught in communication-related courses. A similar study should also be



conducted to other areas in the country to make a clear understanding on the needs of the journalists in terms of trainings and education to improve the profession. Journalists should also be taught on doing consistent planning ahead of news coverage to minimize the occurrence of challenges, more importantly they should be taught on how to be open and adaptive to possible changes brought by the occurrence of challenges. Furthermore, media advocates and concerned government agencies and officials should also look on how to assist journalists in their identified personal challenges such as concerns on health benefits, compensation and employment status.

Acknowledgments

The author would like to extend his gratitude to his thesis adviser Prof. Christine Grace S. Fuchigami; the members of the advisory committee, Prof. Paul Joseph A. Nuval and Prof. Ernesto C. Collo, Jr., Benguet State University, ABS-CBN Corporation, and his family and friends.

Declaration of Ownership

This paper is an excerpt from the master's thesis of the author that is original.

Conflict of Interest

There is no conflict of interest to declare in this article.

Ethical Clearance

This study was accepted and approved by Benguet State University.

Biodata:

Bryan R. Realgo is a Communication Instructor at Mariano Marcos State University in Batac City, Ilocos Norte in the Philippines. He used to be a multi-platform journalist of ABS-CBN Corporation and served as a news reporter, news anchor, and news desk editor. He holds degrees in Mass Communication, Public Administration, and Development Communication. Presently, he is pursuing Doctor of Communication at the University of the Philippines.

5. REFERENCES

1. Bartlett, R. (2014). 10 key skills for digital journalist to hone in 2014. <https://www.journalism.co.uk/news/10-key-skills-for-digital-journalists-to-hone-in-2014/s2/a555503/>
2. Benson, T. (2017). Every journalist is biased and that's fine. <https://www.pastemagazine.com/articles/2017/05/every-journalist-is-biased-and-thats-fine.html>
3. Darrough, C. (2013). How relationships between reporters and editors affect productivity in newsroom. University of Missouri – Columbia.
4. Dzyaloshinskaya, M., & Dzyaloshinsky, I. (2016). Violations of journalist ethics: Professional negligence or a pattern? <http://worldofmedia.ru/VIOLATIONS%20OF%20JOURNALIST%20ETHICS.pdf>



5. Fortes, B. (2009). Adherence of the news section of Sunstar Baguio to the Part III: Writing the story of the code of professionals and ethical conduct of the Philippine Press Institute. (Unpublished master's thesis). Benguet State University, La Trinidad, Benguet.
6. Gallert, C. (2017). Core values in journalism. <http://thecityjournal.net/innovation-in-2017/core-values-journalism/>
7. Integrated Publishing. (2019). Methods of gathering news. <https://www.tpub.com/journalist/56.htm>
8. Krogh, T., & Svensson, G. (2017). Media responses to media criticism: An analysis of response practices in the weekly Swedish podcast MattssonHelin. https://www.researchgate.net/publication/317770933_Media_Responses_to_Media_Criticism_An_Analysis_of_Response_Practices_in_the_Weekly_Swedish_Podcast_MattssonHelin
9. National Broadcast Media Organization. (2019). Seven must-have skills to be a multimedia journalist. <https://beonair.com/seven-must-have-skills-to-be-a-multimedia-journalist>
10. New York Film Academy. (2014). Print vs broadcast journalism: Understanding the differences. <https://www.nyfa.edu/student-resources/print-journalism-vs-broadcast-journalism/>
11. Sevilla, A. (2007). Mass communication ethics. Quezon City: Great Books Publishing.
12. Spurk, C. (2016). Seven challenges to media development. <https://www.dw.com/en/seven-challenges-to-media-development/a-19533127>
13. Tuazon, R. (2013). In honor of the news: Media reexamination of the news in a democracy. Manila: UNESCO.
14. Warner, J. (2012). How can individual and organizational values be better aligned? <https://blog.readytomanage.com/how-can-individual-and-organizational-values-be-better-aligned/>