Designs to encourage the newspaper's journalists to limit the unnecessary use in journalism, including giving proper credit, objectivity, respecting human rights, and seeking truth in your articles. The New York Times Company's Ethical Journalism Guidebook outlines the news media's role in society and provides guidance on ethical conduct. The Code of Ethics for Reporters, Editors, and Designers published by the Society of Professional Journalists (SPJ) sets standards for professional behavior. The Code of Ethics for Reporters, Editors, and Designers published by the Society of Professional Journalists (SPJ) sets standards for professional behavior. "Ethical decision-making is as essential to a journalist's craft as interviewing, writing, editing, photography and design. As a journalist, you can — and should — apply these ethical guidelines to your work," the Code of Ethics states. 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