



Horsey Darden Enterprises, LLC

d/b/a ScoopUSA Media

1354 West Girard Avenue

Philadelphia, PA 19123

(215) 309-3139 Fax (267) 534-2943

<https://scoopusamedia.com>

<https://scoopnewsusa.com>

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NAICS CODES

- 513110, Newspaper Publishers
- 513199, All other publishers
- 424920, Book, Periodical and Newspaper merchant

CERTIFICATIONS

- NMSDC, #PT 234193
- WBENC, #WBE2200570
- WOSB, #WOSB220450

Journalistic Code of Ethics

ScoopUSA Media, Company Overview

ScoopUSA Media has been in the business of providing news and information to educate our communities since February 1960. From our first publication to our publication this past week, our focus has been to provide information that will EDUCATE, ENCOURAGE, ENGAGE, INFORM AND MOTIVATE our readers.

Our staff works hard every day to provide information and resources that present opportunities, programs, and solutions that we as a community can implement together to improve our lives and our communities as a whole. We believe that the boundaries that have defined neighborhoods, cities, municipalities, and states do not, and should not, separate us. There are people everywhere who have similar challenges and opportunities and that might benefit from a well-researched and appealingly presented Scoop story.

Code of Ethics

ScoopUSA Media is a community news and information publication. Our community columnist are dedicated community members who share information of community, local, state, national events that is beneficial to our readers. As community journalists, Scoop management ensures that all staff writers and columnist adhere to general journalistic standard and protocols, which are outlined in the Society of Professional Journalist.

Seek truth and report it

Accuracy and verification: Community columnists and Journalists are responsible for the accuracy of their work and must verify information before releasing it, using original sources whenever possible. Accuracy should not be sacrificed for speed.

Honesty and context: All reporting will be honest, provide context and avoid misrepresentation or oversimplification.

Attribution: All community columnist and journalists must clearly identify their sources so the public can assess their reliability. Anonymity is reserved for sources who face potential harm and have information that cannot be obtained elsewhere.

Plagiarism: Plagiarism is a serious ethical violation and is never acceptable.

Minimize harm

Compassion: Community columnists and journalists will show compassion for those affected by news coverage, exercising heightened sensitivity with children, victims, and other inexperienced sources.

Privacy: Private individuals have a greater right to privacy than public figures. Any intrusion must be justified by an overriding public need.

Fairness and respect: Ethical journalism treats sources, subjects, and colleagues with respect. The pursuit of news is not a license for arrogance or undue intrusiveness.

Act independently

Avoid conflicts of interest: Journalists must avoid conflicts of interest, whether real or perceived, and should disclose any that are unavoidable.

Reject favors: Journalists should refuse gifts, fees, and special treatment from sources to maintain integrity and credibility.

Resist influence: The press should resist internal and external pressure to influence coverage from advertisers, donors, or special interests.

Be accountable and transparent

Take responsibility: Journalists are expected to take responsibility for their work and explain their ethical decisions to the public.

Engage with the public: Open dialogue with the public about journalistic practices is encouraged.

Expose unethical conduct: Ethical journalists expose unethical conduct within their own profession.