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# PARTE 1 – CÓDIGOS DE CONDUTA

## GLOBO - PRINCÍPIOS EDITORIAIS DAS ORGANIZAÇÕES GLOBO

Desde 1925, quando O Globo foi fundado por Irineu Marinho, as empresas jornalísticas das Organizações Globo, comandadas por quase oito décadas por Roberto Marinho, agem de acordo com princípios que as conduziram a posições de grande sucesso: o êxito é decorrência direta do bom jornalismo que praticam. Certamente houve erros, mas a posição de sucesso em que se encontram hoje mostra que os acertos foram em maior número. Tais princípios foram praticados por gerações e gerações de maneira intuitiva, sem que estivessem formalizados ordenadamente num código. Cada uma de nossas redações sempre esteve imbuída deles, e todas puderam, até aqui, se pautar por eles. Por que, então, formalizá-los neste documento?

Com a consolidação da Era Digital, em que o indivíduo isolado tem facilmente acesso a uma audiência potencialmente ampla para divulgar o que quer que seja, nota-se certa confusão entre o que é ou não jornalismo, quem é ou não jornalista, como se deve ou não proceder quando se tem em mente produzir informação de qualidade. A Era Digital é absolutamente bem-vinda, e, mais ainda, essa multidão de indivíduos (isolados ou mesmo em grupo) que utiliza a internet para se comunicar e se expressar livremente. Ao mesmo tempo, porém, ela obriga a que todas as empresas que se dedicam a fazer jornalismo expressem de maneira formal os princípios que seguem cotidianamente. O objetivo é não somente diferenciar-se, mas facilitar o julgamento do público sobre o trabalho dos veículos, permitindo, de forma transparente, que qualquer um verifique se a prática é condizente com a crença. As Organizações Globo, diante dessa necessidade, oferecem ao público o documento “Princípios Editoriais das Organizações Globo”.

É possível que, para a maioria, ele não traga novidades. Se isso acontecer, será algo positivo: um sinal de que a maior parte das pessoas reconhece uma informação de qualidade, mesmo neste mundo em que basta ter um computador conectado à internet para se comunicar.

Desde logo, é preciso esclarecer que não se tratou de elaborar um manual de redação. O que se pretendeu foi explicitar o que é imprescindível ao exercício, com integridade, da prática jornalística, para que, a partir dessa base, os veículos das Organizações Globo possam atualizar ou construir os seus manuais, consideradas as especificidades de cada um. O trabalho tem o preâmbulo “Breve definição de jornalismo” e três seções: a) Os atributos da informação de qualidade; b) Como o jornalista deve proceder diante das fontes, do público, dos colegas e do veículo para o qual trabalha; c) Os valores cuja defesa é um imperativo do jornalismo.

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Fonte: <http://g1.globo.com/principios-editoriais-das-organizacoes-globo.pdf>

Acessado em 20/03/2014

O documento resultou de muita reflexão, e sua matéria-prima foi a nossa experiência cotidiana de quase nove décadas. Levou em conta os nossos acertos, para que sejam reiterados, mas também os nossos erros, para que seja possível evitá-los. O

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Rio de Janeiro, 6 de agosto de 2011

Roberto Irineu Marinho

João Roberto Marinho

José Roberto Marinho

**BREVE DEFINIÇÃO DE JORNALISMO**

De todas as definições possíveis de jornalismo, a que as Organizações Globo adotam é esta: jornalismo é o conjunto de atividades que, seguindo certas regras e princípios, produz um primeiro conhecimento sobre fatos e pessoas. Qualquer fato e qualquer pessoa: uma crise política grave, decisões governamentais com grande impacto na sociedade, uma guerra, uma descoberta científica, um desastre ambiental, mas também a narrativa de um atropelamento numa esquina movimentada, o surgimento de um buraco na rua, a descrição de um assalto à loja da esquina, um casamento real na Europa, as novas regras para a declaração do Imposto de Renda ou mesmo a biografia das celebridades instantâneas. O jornalismo é aquela atividade que permite um primeiro conhecimento de todos esses fenômenos, os complexos e os simples, com um grau aceitável de fidedignidade e correção, levando-se em conta o momento e as circunstâncias em que ocorrem. É, portanto, uma forma de apreensão da realidade.

Antes, costumava-se dizer que o jornalismo era a busca pela verdade dos fatos. Com a popularização confusa de uma discussão que remonta ao surgimento da filosofia (existe uma verdade e, se existe, é possível alcançá-la?), essa definição clássica passou a ser vítima de toda sorte de mal-entendidos. A simplificação chegou a tal ponto que, hoje, não é raro ouvir que, não existindo nem verdade nem objetividade, o jornalismo como busca da verdade não passa de uma utopia. É um entendimento equivocado. Não se trata aqui de enveredar por uma discussão sem fim, mas a tradição filosófica mais densa dirá que a verdade pode ser inesgotável, inalcançável em sua plenitude, mas existe; e que, se a objetividade total certamente não é possível, há técnicas que permitem ao homem, na busca pelo conhecimento, minimizar a graus aceitáveis o subjetivismo.

É para contornar essa simplificação em torno da “verdade” que se opta aqui por definir o jornalismo como uma atividade que produz conhecimento. Um conhecimento que será constantemente aprofundado, primeiro pelo próprio jornalismo, em reportagens analíticas de maior fôlego, e, depois, pelas ciências sociais, em especial pela História. Quando uma crise política eclode, por exemplo, o entendimento que se tem dela é superficial, mas ele vai se adensando ao longo do tempo, com fatos que vão sendo descobertos, investigações que vão sendo feitas, personagens que resolvem falar. A crise só será mais bem entendida, porém, e jamais totalmente, anos depois, quando trabalhada por historiadores, com o estudo de documentos inacessíveis no momento em que ela surgiu. Dizer, portanto, que o jornalismo produz conhecimento, um primeiro conhecimento, é o mesmo que dizer que busca a verdade dos fatos, mas traduz com mais humildade o caráter da atividade. E evita confusões.

Dito isso, fica mais fácil dar um passo adiante. Pratica jornalismo todo veículo cujo propósito central seja conhecer, produzir conhecimento, informar. O veículo cujo objetivo central seja convencer, atrair adeptos, defender uma causa faz propaganda. Um está na órbita do conhecimento; o outro, da luta político-ideológica. Um jornal de um partido político, por exemplo, não deixa de ser um jornal, mas não pratica jornalismo, não como aqui definido: noticia os fatos, analisa-os, opina, mas sempre por um prisma, sempre com um viés, o viés do partido. E sempre com um propósito: o de conquistar seguidores. Faz propaganda. Algo bem diverso de um jornal generalista de informação: este noticia os fatos, analisa-os, opina, mas com a intenção consciente de não ter um viés, de tentar traduzir a realidade, no limite das possibilidades, livre de prismas. Produz conhecimento. As Organizações Globo terão sempre e apenas veículos cujo propósito seja conhecer, produzir conhecimento, informar.

É claro que um jornal impresso, uma revista, um telejornal, um noticiário de rádio e um site noticioso na internet podem ter diversas seções e abrigam muitos gêneros: o noticiário propriamente dito, os editoriais com a opinião do veículo, análises de especialistas, artigos opinativos de colaboradores, cronistas, críticos. E é igualmente evidente que a opinião do veículo vê a realidade sob o prisma das crenças e valores do próprio veículo. Da mesma forma, um cronista comentará a realidade impregnado de seu subjetivismo, assim como os articulistas convidados a fazer as análises. Livre de prismas e de vieses, pelo menos em intenção, restará apenas o noticiário. Mas, se de fato o objetivo do veículo for conhecer, informar, haverá um esforço consciente para que a sua opinião seja contradita por outras e para que haja cronistas, articulistas e analistas de várias tendências.

Em resumo, portanto, jornalismo é uma atividade cujo propósito central é produzir um primeiro conhecimento sobre fatos e pessoas.

**SEÇÃO I**

**OS ATRIBUTOS DA INFORMAÇÃO DE QUALIDADE**

Para que o jornalismo produza conhecimento, que princípios deve seguir? O trabalho jornalístico tem de ser feito buscando-se isenção, correção e agilidade. Porque só tem valor a informação jornalística que seja isenta, correta e prestada com rapidez, os seus três atributos de qualidade.

1) A isenção:

Isenção é a palavra-chave em jornalismo. E tão problemática quanto “verdade”. Sem isenção, a informação fica enviesada, viciada, perde qualidade. Diante, porém, da pergunta eterna – é possível ter 100% de isenção? – a resposta é um simples não. Assim como a verdade é inexaurível, é impossível que alguém possa se despir totalmente do seu subjetivismo. Isso não quer dizer, contudo, que seja impossível atingir um grau bastante elevado de isenção. É possível, desde que haja um esforço consciente do veículo e de seus profissionais para que isso aconteça. E que certos princípios sejam seguidos. São eles:

a) Os veículos jornalísticos das Organizações Globo devem ter a isenção como um objetivo consciente e formalmente declarado. Todos os seus níveis hierárquicos, nos vários departamentos, devem levar em conta este objetivo em todas as decisões;

b) Na apuração, edição e publicação de uma reportagem, seja ela factual ou analítica, os diversos ângulos que cercam os acontecimentos que ela busca retratar ou analisar devem ser abordados. O contraditório deve ser sempre acolhido, o que implica dizer que todos os diretamente envolvidos no assunto têm direito à sua versão sobre os fatos, à expressão de seus pontos de vista ou a dar as explicações que considerarem convenientes;

c) Isso não quer dizer que o relato e/ou a análise de fatos serão sempre uma justaposição de versões. Ao contrário, o jornalista deve se esforçar para deixar claro o que realmente aconteceu, quando isso for possível. Se uma apuração, durante a qual se ouvem várias fontes, estabelecer como fato que certa autoridade disse isso ou aquilo durante uma reunião fechada, o relato deve ser assertivo, sem o uso do condicional. Será dito que “a autoridade disse isso e aquilo”, em vez de “a autoridade teria dito isso e aquilo”. Se a autoridade negar a afirmação publicamente, deve-se registrar a atitude, não para invalidar a apuração, mas porque a negativa passa a ser ela própria uma informação para o julgamento do público. O condicional só será usado quando a apuração não for suficiente para que o jornalista consolide uma convicção;

d) Não pode haver assuntos tabus. Tudo aquilo que for de interesse público, tudo aquilo que for notícia, deve ser publicado, analisado, discutido;

e) Ninguém pode ser perseguido por se recusar a participar de uma reportagem; da mesma forma, ninguém pode ser favorecido por fazê-lo;

f) Todos os jornalistas envolvidos na apuração, edição e publicação de uma reportagem, em qualquer nível hierárquico, devem se esforçar ao máximo para deixar de lado suas idiossincrasias e gostos pessoais. Gostar ou não de um assunto ou personagem não é critério para que algo seja ou não publicado. O critério é ser notícia;

g) A hierarquia, numa redação, é fundamental para que o trabalho jornalístico possa ser feito a tempo e a hora. E a decisão final caberá sempre àquele que estiver no comando. Ocupantes de cargos de chefia e direção devem, contudo, ter ouvidos abertos a críticas e argumentações contrárias. O trabalho jornalístico é essencialmente coletivo, e errarão menos aqueles que ouvirem mais. Porque aquilo que pode parecer certo, acima de dúvidas, confrontado com outros argumentos, pode se revelar apenas fruto de gosto pessoal, idiossincrasia ou preconceito;

h) É imperativo que não haja filtros na composição das redações. Quanto mais diversa for uma redação – em termos de gostos, crenças, tendências políticas, orientação sexual, origens social e geográfica – mais isenta será a escolha dos assuntos a serem cobertos, discutidos e analisados, e mais abrangente a acolhida dos pontos de vista em torno deles. Esse objetivo não se alcança estabelecendo-se cotas, mas simplesmente evitando-se filtros. Os jornalistas devem ser escolhidos entre os mais capazes em suas áreas e funções, entre aqueles que têm a democracia e a liberdade de expressão como valores absolutos e universais;

i) As Organizações Globo são apartidárias, e os seus veículos devem se esforçar para assim ser percebidos;

j) As Organizações Globo são laicas, e os seus veículos devem se esforçar para assim ser percebidos;

k) As Organizações Globo repudiam todas as formas de preconceito, e seus veículos devem se esforçar para assim ser percebidos;

l) As Organizações Globo são independentes de governos, e os seus veículos devem se esforçar para assim ser percebidos;

m) As Organizações Globo são independentes de grupos econômicos, e os seus veículos devem se esforçar para assim ser percebidos. Por esse motivo, as decisões editoriais sobre reportagens envolvendo anunciantes serão tomadas a partir dos mesmos critérios usados em relação aos que não sejam anunciantes;

n) As Organizações Globo são entusiastas do Brasil, de sua diversidade, de sua cultura e de seu povo, tema principal de seus veículos. Isso em nenhuma hipótese abrirá espaço para a xenofobia ou desdém em relação a outros povos e culturas;

o) Os jornalistas das Organizações Globo devem evitar situações que possam provocar dúvidas sobre o seu compromisso com a isenção. Por exemplo, pode acontecer que atividades sociais ou econômicas de parentes tenham impacto no trabalho cotidiano ou eventual dos jornalistas. É possível também que haja relação de amizade entre jornalistas e personalidades públicas ou personagens que estejam em destaque no noticiário ou que venham a estar. Em casos dessa natureza ou assemelhados, os jornalistas nessa situação devem comunicar o fato a seus superiores, que deverão encontrar meios de superar o conflito. Jornalistas em cargo de chefia ou que lidem diretamente com assuntos econômicos não podem fazer investimentos diretos em empresas ou em suas ações na Bolsa de Valores para que não venham a ser acusados de publicar reportagens positivas ou negativas sobre elas em benefício próprio (o investimento em fundos é permitido). De maneira geral, todo jornalista, na administração de seus investimentos, deve evitar negócios com empresas ou

instituições cujas atividades cubra cotidianamente. Em caso de dúvida, a direção deve ser consultada;

p) É inadmissível que jornalistas das Organizações Globo façam reportagens em benefício próprio ou que deixem de fazer aquelas que prejudiquem seus interesses;

q) Os jornalistas das Organizações Globo não podem se engajar em campanhas políticas, de forma alguma: nelas trabalhando, anunciando publicamente apoio a candidatos ou usando adereços que os vinculem a partidos. Em seus manuais de redação, os veículos devem criar normas de quarentena para receber de volta jornalistas que tenham pedido demissão a fim de trabalhar para partidos, candidatos ou governos;

r) Os veículos das Organizações Globo devem ser transparentes em suas ações e em seus propósitos. Isso significa que o público será sempre informado sobre as condições em que forem feitas reportagens que fujam ao padrão. Assim, para citar um exemplo, se for imperativo aceitar carona num avião governamental em determinada cobertura, isso será dito ao público claramente e, sempre que possível, o governo será ressarcido das despesas. Da mesma forma, quando uma decisão editorial provocar questionamentos relevantes, abrangentes e legítimos, os motivos que levaram a tal decisão devem ser esclarecidos;

s) Os veículos das Organizações Globo estabelecerão normas, em seus manuais de redação, sobre como devem proceder seus jornalistas diante de convites e presentes. A regra geral é que nada de valor deve ser aceito;

t) Todo esforço deve ser feito para que o público possa diferenciar o que é publicado como comentário, como opinião, do que é publicado como notícia, como informação. Fora do noticiário propriamente dito, os veículos das Organizações Globo buscarão ter um corpo de comentaristas, cronistas e colaboradores, fixos ou eventuais, que seja plural, representando o arco mais amplo de tendências legítimas em uma sociedade democrática. Articulistas, cronistas e colaboradores fixos têm de zelar para que os dados objetivos usados para sustentar suas opiniões estejam corretos. O mesmo deve acontecer com convidados, embora, neste caso, a responsabilidade pelo que é dito seja deles e não do veículo;

u) Os jornalistas das Organizações Globo agirão sempre dentro da lei, procurando adaptar seus métodos de apuração ao arcabouço jurídico do país. Como o interesse público deve vir sempre em primeiro lugar, buscarão o auxílio de especialistas para que não sejam vítimas de interpretações superficiais da legislação;

v) Uma pessoa poderá ser apresentada como suspeita de crime ou irregularidade quando investigações jornalísticas, feitas segundo os preceitos deste documento, assim permitirem. A reportagem terá de trazer a versão da pessoa acusada, de forma ampla, se ela se dispuser a falar;

w) Denúncia anônima não é notícia; é pauta, mesmo se a fonte for uma autoridade pública: a denúncia deve ser investigada à exaustão antes de ser publicada (ver seção II item 4-e);

x) Denúncias e acusações, feitas em entrevistas por pessoas devidamente identificadas, que desfrutem de credibilidade, seja pelo cargo que ocupam, seja pela história de vida, podem ser publicadas, sem investigação própria, mas, necessariamente, acompanhadas pela versão dos acusados, de preferência no mesmo dia, quando estes se dispuserem a falar. Denúncias feitas em entrevistas por pessoas sem credibilidade, como criminosos, por exemplo, mesmo se identificadas, devem ser exaustivamente investigadas, antes de ser publicadas;

y) Uma reportagem pode legitimamente apresentar uma pessoa como suspeita de crime ou irregularidade quando a suspeição partir oficialmente de alguma autoridade pública e estiver registrada em documento ou entrevista. O anúncio oficial de que alguém é suspeito de crime ou irregularidade é um fato, que pode ser registrado dependendo de sua relevância para a sociedade. Ao jornalista, cabe informar sobre o estágio em que se encontram as investigações, devendo sempre cobrar os indícios que levaram a autoridade a sustentar suas suposições, publicando-os, acompanhados da versão da pessoa acusada, se ela se dispuser a falar. Se a autoridade errar e culpar um inocente, o fato deve ser publicado com o mesmo destaque, e a polícia deve ser cobrada por seus erros;

z) Os veículos jornalísticos das Organizações Globo devem priorizar sempre suas próprias investigações e publicar o que resultar delas apenas se houver convicção formada de que a reportagem é legítima. Dessa forma, não é automática a publicação de repercussões sobre reportagens de outros veículos. Isso só deve ocorrer se o exame da reportagem produzir, de imediato, a convicção de que nela há elementos de verdade. Do contrário, é imperioso que haja investigação própria e, somente depois, se for o caso, repercutir a reportagem. Há ocasiões em que a mera publicação de uma reportagem produz efeitos instantâneos. Quando for assim, publicam-se os efeitos, descreve-se a reportagem, mas ressaltando-se a sua origem e de modo algum acolhendo-a como verdadeira. Tudo dependerá do caso, do assunto, do momento e dos efeitos que ela produzir. Mas pode-se dizer, de modo geral e a título de exemplo, que um ministro emitir uma nota respondendo a uma reportagem não é motivo suficiente para que um veículo das Organizações Globo a repercuta, antes de investigação própria; a queda do ministro, porém, sim, justifica a publicação.

2) A correção:

Correção é aquilo que dá credibilidade ao trabalho jornalístico: nada mais danoso para a reputação de um veículo do que uma reportagem errada ou uma análise feita a partir de dados equivocados. O compromisso com o acerto deve ser, portanto, inabalável em todos os veículos das Organizações Globo. É evidente que, depois de tudo o que aqui já foi dito sobre o conceito de “verdade”, não é demais dizer que estar correto é procurar descrever e analisar os fatos da maneira mais acurada, dadas as circunstâncias do momento. Nesse sentido, a correção é um processo, uma construção que vai se dando dia após dia. O jornalista investiga os fatos, pouco a pouco, e vai montando um quebra-cabeça. O retrato final estará ainda incompleto, à espera da História, mas terá de ser já, necessariamente, uma silhueta com contornos visíveis. Não há fórmula, e nem jamais haverá, que torne o jornalismo imune a erros, porém. Quando eles acontecem, é obrigação do veículo corrigi-los de maneira transparente, sem subterfúgios, num movimento que é ele próprio essencial à busca da informação correta. Um dos mecanismos que mais contribuem no controle de qualidade posterior à publicação das informações é a reação do público. É essencial, portanto, que todos os veículos das Organizações Globo tenham, cada um à sua maneira, estruturas que recebam amplamente as observações do público, críticas ou elogiosas, para processá-las, entendê-las e dar seguimento a elas. Na busca pela correção, é necessário seguir os seguintes princípios:

a) Informações, para ser publicadas, devem ser confirmadas pelo maior número de fontes possível. Exceção feita às informações oficiais, de entidades públicas ou privadas;

b) Informações e imagens enviadas pelo público pela internet só devem ser publicadas depois de averiguação quanto à sua veracidade. Na cobertura de eventos em que o trabalho de jornalistas esteja cerceado, haverá casos em que será necessária a publicação de informações e imagens assim obtidas, sem averiguação, mas o público deverá ser avisado de que não há como confirmar se são verdadeiras;

c) O rigor com minúcias não é exagero, mas obrigação. Todos os dados de uma reportagem – nomes, datas, locais, horários, idades, endereços, referências históricas, descrições de processos, definições científicas, termos de um contrato, explicações sobre formas de governo, enfim, tudo o que de objetivo houver numa reportagem – devem ser exatos, corretos, sem erros;

d) Todo repórter é responsável pela exatidão daquilo que apura, mas, como em jornalismo quase tudo se faz coletivamente, todos os envolvidos na edição de uma reportagem devem estar atentos para perceber inexatidões. Expressar dúvidas sobre dados de uma reportagem antes de sua publicação é a melhor maneira de torná-la mais exata;

e) A revisão não é uma forma de controle ou censura. É parte integrante e fundamental do processo jornalístico, e sua principal função é evitar erros. Se o processo jornalístico prescindiu da figura clássica do revisor, foi apenas porque todos os envolvidos numa reportagem se tornaram revisores. Nesse sentido, nenhuma reportagem deve ser publicada apenas com o exame do autor: é indispensável que outros envolvidos no processo participem desse exame;

f) Ferramentas tecnológicas hoje permitem o acesso rápido a bancos de dados confiáveis. Todas as redações das Organizações Globo devem viabilizar tal acesso, e seus jornalistas devem se impor como obrigação consultar tais arquivos;

g) Em reportagens que requeiram conhecimento técnico, a consulta a especialistas deve ser obrigatória. Nenhum jornalista precisa ser médico, químico, biólogo ou historiador. Mas, por isso mesmo, para não errar em assuntos técnicos, todo jornalista precisa se socorrer de assessoria especializada, ouvindo sempre mais de um técnico toda vez que o assunto for controverso;

h) Quanto mais diversificado for o interesse dos jornalistas por disciplinas que não fazem parte de sua formação universitária básica, mais equipada estará uma redação para tratar dos múltiplos assuntos com que lida diariamente. Ilustrar-se continuamente é dever intransferível de todo jornalista: num mundo em constante evolução, nenhum jornalista deixa de estar em aprendizado contínuo. Os veículos das Organizações Globo, no entanto, devem montar programas e estruturas de treinamento para auxiliar seus jornalistas, subsidiariamente, nessa tarefa;

i) Com esse mesmo objetivo, embora as Organizações Globo devam manter a prática de recrutar majoritariamente seus profissionais nas faculdades de Comunicação, seus veículos devem estar sempre abertos a acolher profissionais de outros campos que decidam se dedicar ao jornalismo, desde que demonstrem aptidão para tal;

j) A análise crítica das edições passadas é um imperativo. É a verificação cotidiana de pontos negativos e positivos das reportagens que permite o aperfeiçoamento contínuo delas e a adesão a estes princípios editoriais. Todos os veículos das Organizações Globo devem ter as suas estruturas de análise, escolhendo aquelas que melhor se adaptam ao seu perfil;

k) Os veículos das Organizações Globo devem ter estruturas para receber e processar as observações, positivas e negativas, vindas do público de uma maneira geral: os consumidores de suas informações, as fontes, os especialistas e os personagens de suas reportagens. Não se trata aqui de publicar ou deixar de publicar uma informação porque esta agrada a amplas camadas ou porque lhes desagrada: o dever de informar vem sempre em primeiro lugar. Conhecer a reação do público é fundamental porque contribui para a melhoria da qualidade da informação de muitas formas. Ajuda a conhecer possíveis erros, facilita o recebimento de novas informações sobre alguma cobertura e pode revelar o que é um fato em si mesmo: a própria reação do público. Essas estruturas devem ser capazes de discernir o que é manifestação espontânea e o que, em tempos de internet, é orquestração. Não há um modelo único: cada veículo deve encontrar aquele mais condizente com o seu perfil;

l) Os erros devem ser corrigidos, sem subterfúgios e com destaque. Não há erro maior do que deixar os que ocorrem sem a devida correção;

m) Os veículos das Organizações Globo usarão a norma culta da Língua Portuguesa, levando sempre em conta a sua evolução e as múltiplas possibilidades que ela acolhe. Gírias e neologismos serão evitados, sendo aceitos em declaração de entrevistados ou em reportagens mais leves, acompanhados, quando necessário, da explicação sobre seu significado. Cada veículo estabelecerá, em seu manual de redação, a padronização que considerar a mais apropriada. Mas editores evitarão que suas idiossincrasias em relação à língua se tornem norma;

n) Os veículos das Organizações Globo têm obrigação de se fazer entender. Uma notícia tem de ser publicada de forma clara, para que o público a compreenda sem dificuldades. Nesse sentido, na edição de reportagens, recursos explicativos que facilitem o entendimento são uma obrigação.

3) A agilidade:

A agilidade da produção jornalística é o que compensa, em larga medida, as suas imperfeições, se a compararmos a outras formas de conhecer a realidade. Em outras palavras, há um duplo sentido na afirmação de que o jornalismo produz uma primeira imagem dos fatos: a imagem é primeira porque dela ainda não se têm os contornos definitivos; mas, também, é primeira porque é traçada logo após o ocorrido. A informação tem de ser prestada no menor espaço de tempo da melhor maneira possível, eis a equação diante da qual os jornalistas se veem todos os dias. Portanto, é atributo fundamental da qualidade da informação jornalística ser produzida com rapidez. Se a História pode dispor de anos de trabalho para fazer aflorar a realidade, o jornalismo dispõe de algumas horas (no máximo, de alguns dias, se a publicação for semanal ou mensal). É a celeridade com que traça o primeiro retrato dos fatos que ao mesmo tempo dá utilidade à produção jornalística e justifica as suas lacunas. A notícia tem pressa. E é por essa razão que os seguintes princípios devem ser perseguidos:

a) Os veículos das Organizações Globo terão sempre como prioridade investir em tecnologia capaz de dar celeridade ao trabalho jornalístico e à sua difusão. Deverão estar atualizados com o que de melhor houver em maquinaria, equipamentos, softwares e meios de transporte;

b) A burocracia que envolve o lado administrativo das empresas jornalísticas deve levar sempre em conta a necessidade de dar celeridade ao trabalho jornalístico. Os veículos devem desenvolver processos que controlem orçamentos e despesas sem que estes se transformem em entraves à agilidade que o jornalismo requer;

c) A rapidez necessária ao trabalho jornalístico não se confunde com precipitação: nenhuma reportagem será publicada sem que esteja apurada dentro de parâmetros seguros de qualidade;

d) Deve-se perseguir o furo jornalístico, a informação exclusiva, em primeira mão, mas jamais se descuidar dos outros atributos da informação de qualidade: a isenção com que é produzida, ouvindo-se todos os lados nela envolvidos, e a correção dos dados nela apresentados. Notícia errada ou enviesada não é furo; é um golpe na credibilidade do veículo;

e) Como princípio geral, não se deve guardar notícia. Em geral, informação confirmada é informação publicada. Os veículos, no entanto, devem julgar quando uma reportagem deve ser publicada de imediato, quando pode esperar a próxima edição ordinária ou, se houver convicção de sua exclusividade, quando pode esperar por uma edição especial. O critério é a certeza de que a reportagem continuará a ser dada em primeira mão, e que a demora em publicá-la não acarretará prejuízos à sociedade. Quanto mais postergada for uma reportagem, mais completa e mais trabalhada ela deve ser;

f) Deve-se ter humildade diante de furos de veículos concorrentes. Diante de casos assim, não se deve negar a realidade, mas entrar no assunto o mais rapidamente possível, tentando fazer mais e melhor, dando o crédito a quem de direito;

g) Essa postura em nada se confunde com a adesão acrítica a reportagens veiculadas por concorrentes. Antes de serem publicadas em veículos das Organizações Globo, todas têm de ser confirmadas por verificações próprias. Isso é especialmente verdadeiro quando se trata de denúncias, de acordo com os procedimentos descritos no item 1-z desta seção.

**SEÇÃO II**

**COMO O JORNALISTA DEVE PROCEDER DIANTE DAS FONTES, DO PÚBLICO, DOS COLEGAS E DO VEÍCULO PARA O QUAL TRABALHA**

1) Diante das fontes:

a) Fazer e manter boas fontes é um dever de todo jornalista. Como a isenção deve ser um objetivo permanente, é altamente recomendável que a relação com a fonte, por mais próxima que seja, não se transforme em relação de amizade. A lealdade do jornalista é com a notícia;

b) Se a relação de amizade com uma fonte for anterior à vida profissional do jornalista, este deve manter a direção do veículo informada, para que os conflitos possam ser evitados. O mesmo deve acontecer caso a relação fonte-jornalista, apesar dos esforços em sentido contrário, torne-se uma amizade ou algo maior;

c) O respeito e a transparência devem marcar a relação dos jornalistas com suas fontes. Quando indagado por elas sobre o destino da informação que acaba de lhe dar, o jornalista deve responder com a exatidão possível;

d) Deve-se sempre respeitar compromisso assumido com as fontes, principalmente aqueles relativos à preservação da identidade delas. Por esse motivo, esse tipo de compromisso deve ser apenas firmado com fontes de cuja credibilidade não se possa desconfiar (ver item 4-e, desta seção);

e) Concedida uma entrevista exclusiva, uma fonte pode pedir alterações, acréscimos ou supressões, mas o jornalista julgará se o pedido se justifica. Haverá vezes em que o jornalista não concordará com a mudança, sendo, nestes casos, necessário registrar que a mudança foi solicitada, mas não aceita.

2) Diante do público:

a) O público será sempre tratado com respeito, consideração e cortesia, em todas as formas de interação com os jornalistas e seus veículos: seja como consumidor da informação publicada, seja como fonte dela;

b) Cada veículo tem um público-alvo e deve agir de acordo com as características dele, adaptando a elas pauta, linguagem e formato. Mas, para as Organizações Globo, todo público tem um alto poder de discernimento e entendimento: o menos culto dos homens é capaz de decidir o que é melhor para si, escolhe visando à qualidade e entende tudo o que lhe é relatado de forma competente. Essa convicção deve ser levada em conta especialmente pelos veículos de massa que produzem informação para pessoas de todos os níveis de instrução. Nesse caso, a linguagem e o formato não devem ser rebuscados a ponto de afastar os menos letrados nem simplórios a ponto de afastar os mais instruídos. Se informarem em linguagem clara sobre assuntos de interesse de todos, serão sempre bem entendidos;

c) Nenhum veículo das Organizações Globo fará uso de sensacionalismo, a deformação da realidade de modo a causar escândalo e explorar sentimentos e emoções com o objetivo de atrair uma audiência maior. O bom jornalismo é incompatível com tal prática. Algo distinto, e legítimo, é um jornalismo popular, mais coloquial, às vezes com um toque de humor, mas sem abrir mão de informar corretamente;

d) A sensibilidade do público será levada em conta. Cenas chocantes receberão o tratamento devido de acordo com as características do público-alvo. Quanto mais indistinto o público, mais cuidados são necessários. Nesses casos, o público deve ter sempre a confiança de que não será surpreendido por cenas que afrontem os valores médios presumidos da sociedade. A título de exemplo, talvez seja necessário mostrar o vídeo ou a foto de um homem-bomba explodindo, mas a cena pode ser congelada segundos antes do dilaceramento. Em resumo, a decisão de publicar ou não cenas potencialmente chocantes e de como tratá-las deve sempre levar em conta a sua relevância para o entendimento da questão abordada. A melhor saída é submeter a decisão à opinião do maior número de jornalistas de uma redação. De um grupo, sempre emerge mais facilmente o bom-senso;

e) Todo veículo jornalístico tem uma responsabilidade social. Se é verdade que nenhum jornalista tem o condão de, certeiramente, escolher que informações são “boas” ou “más”, é legítima a preocupação com os efeitos maléficos que uma informação possa causar à sociedade. Esse é um tema complexo, e sempre dependente da análise do momento. A regra de ouro é divulgar tudo, na suposição de que a sociedade é adulta e tem o direito de ser informada. A crença de que os veículos jornalísticos, ao não fazerem restrições a temas, estimulam comportamentos desviantes é apenas isso: uma crença;

f) O jornalismo, contudo, não é insensível a riscos evidentes, mas estes são evitáveis quando se respeita outra regra de ouro: só se divulga informação relevante. Para citar um exemplo, um vídeo divulgado por um assassino em série pode e deve ser divulgado naquilo que é importante, mas não faz sentido deixar o criminoso ensinar como se articula um plano de assassinato em massa. Da mesma forma, não se publicam informações úteis para grupos criminosos, como o local aonde a polícia irá à cata de um sequestrador. E respeitam-se pedidos de pessoas que se considerem em risco com a publicação de informações que lhes digam respeito, como um policial que matou em ação um traficante perigoso e pode ser vítima de represália de seus comparsas;

g) Notícias sobre sequestros serão sempre publicadas. Estudos de experiências internacionais levaram as Organizações Globo à convicção de que a publicação de que uma pessoa foi sequestrada não põe a vítima em risco, mas a protege. A notícia será publicada com todas as ressalvas, de modo a não revelar ao bandido o planejamento da polícia e da família, nem dar informações que mostrem a situação econômica da vítima. Isso obriga o veículo a um acompanhamento do sequestro mais sóbrio, sem necessariamente a publicação diária de reportagens a respeito. O registro de solidariedade pública, quando relevante, ou de fatos que ajudem a família ou a polícia deve ser feito;

h) A privacidade das pessoas será respeitada, especialmente em seu lar e em seu lugar de trabalho. A menos que esteja agindo contra a lei, ninguém será obrigado a participar de reportagens;

i) Pessoas públicas – celebridades, artistas, políticos, autoridades religiosas, servidores públicos em cargos de direção, atletas e líderes empresariais, entre outros – por definição abdicam em larga medida de seu direito à privacidade. Além disso, aspectos de suas vidas privadas podem ser relevantes para o julgamento de suas vidas públicas e para a definição de suas personalidades e estilos de vida e, por isso, merecem atenção. Cada caso é um caso, e a decisão a respeito, como sempre, deve ser tomada após reflexão, de preferência que envolva o maior número possível de pessoas;

j) O uso de microcâmeras e gravadores escondidos, visando à publicação de reportagens, é legítimo se este for o único método capaz de registrar condutas ilícitas, criminosas ou contrárias ao interesse público. Deve ser feito com parcimônia, e em casos de gravidade. Seu uso deve ser precedido da análise, pelas chefias imediatas, dos riscos que correrão os jornalistas caso venham a ser descobertos. A imagem e/ou o áudio de pessoas que não estejam envolvidas diretamente no que estiver sendo denunciado devem ser protegidos. Em seus manuais de redação, os veículos devem estabelecer suas normas de uso.

3) Diante dos colegas:

a) De jornalistas de um mesmo veículo das Organizações Globo, espera-se espírito de colaboração. Todos numa redação têm de cooperar entre si, para que o trabalho seja o melhor possível;

b) Os envolvidos numa mesma reportagem – da apuração à edição – são responsáveis por sua qualidade. Devem agir como revisores uns dos outros, para bem do trabalho;

c) Os jornalistas não devem nunca se furtar de opinar sobre reportagens que estejam sendo feitas por colegas, criticando, sugerindo, ajudando a encontrar caminhos. A decisão de publicar ou não uma reportagem, e de como tratá-la, é do editor responsável por ela, mas ele errará se menosprezar a opinião de colegas de qualquer nível hierárquico. Errará ainda mais quando se conduzir de tal modo que iniba os jornalistas a opinar ou ponderar a respeito do que está sendo feito. Vale sempre repetir: jornalismo é uma obra coletiva, e terá tanto mais êxito quanto mais pessoas participarem do processo;

d) As redações dos veículos das Organizações Globo são absolutamente independentes umas das outras e competem entre si pelo furo, pela reportagem exclusiva. Esta é uma tradição que vem desde a origem do grupo e que tem se mostrado profícua: evita a pasteurização do noticiário e estimula o pluralismo de abordagens. Isso não quer dizer que, levando-se em conta a convergência de mídias, não seja possível a construção de sinergias em torno do chamado noticiário básico – aquelas notícias obrigatórias a que todos os veículos têm acesso. Em outras palavras, faz sentido a disputa por assuntos exclusivos, faz sentido dar mais ênfase a determinados temas e não a outros, mas não há mal algum na troca de informações sobre a dimensão de um temporal ou a ocorrência de um assalto, por exemplo.

4) Diante do veículo:

a) As redações são independentes na busca por notícias, mas há uma união de princípios sobre como obtê-las, sendo estes princípios editoriais sua maior expressão. Nenhum jornalista das Organizações Globo justificará falhas alegando desconhecer este código. Desconhecê-lo será considerado um erro ainda maior;

b) Os veículos das Organizações Globo expressam, em seus editoriais, uma opinião comum sobre os temas em voga. Os textos podem e devem divergir no estilo, no enfoque, na ênfase nesse ou naquele argumento, mas a essência é a mesma. Essa opinião deve refletir a visão do seu conselho editorial, composto por membros da família Marinho e jornalistas que dirigem as redações. Nenhum outro jornalista do grupo precisa, porém, concordar com tais opiniões, que, em nenhuma hipótese, influenciarão as coberturas dos fatos. Estas, como exposto aqui extensivamente, devem se pautar por critérios de isenção;

c) Os jornalistas têm um dever de lealdade com os veículos para os quais trabalham. As informações a que têm acesso se destinam ao veículo e com ele devem ser divididas. Ninguém, somente o veículo, deve decidir o que fazer com elas, sendo certo que o seu destino será a publicação, se estiverem de acordo com os princípios explicitados neste documento. Da mesma forma, os veículos têm um dever de lealdade com seus jornalistas, e tudo devem fazer para protegê-los em sua atividade, fornecer-lhes meios adequados de trabalho e ampará-los em disputas provocadas por reportagens que publicam;

d) A participação de jornalistas das Organizações Globo em plataformas da internet como blogs pessoais, redes sociais e sites colaborativos deve levar em conta três pressupostos: notícias por eles apuradas devem ser divulgadas exclusivamente pelos veículos para os quais trabalham ou por estes autorizados; procedimentos internos, projetos, ideias, planos para o futuro ou quaisquer outras informações relativas ao dia a dia das redações não devem ser divulgados, sob pena de tornar vulnerável o veículo em que trabalham em relação a seus concorrentes; os jornalistas são em grande medida responsáveis pela imagem dos veículos para os quais trabalham e devem levar isso em conta em suas atividades públicas, evitando tudo aquilo que possa comprometer a percepção de que exercem a profissão com isenção e correção. Com base nestas premissas, cada veículo deve ter políticas próprias para presença de seus profissionais na internet, e que todos os jornalistas se obrigam a cumprir;

e) O sigilo sobre as fontes é inviolável, e os veículos das Organizações Globo protegerão seus jornalistas na tarefa de mantê-lo em todas as instâncias, sob qualquer circunstância. O jornalista, porém, pode e deve dividi-lo com a direção do veículo, sempre que isso for fundamental para a tomada de decisão sobre publicar ou não uma informação. Isso não é quebra de sigilo, pois a direção se obriga a guardá-lo em todos os casos. Fontes que deliberadamente mintam para o jornalista, levando-o propositadamente a erro, podem ter seu nome revelado, não como represália, mas se essa medida for fundamental para a correção que o veículo terá de publicar na edição seguinte.

**SEÇÃO III**

**OS VALORES CUJA DEFESA É UM IMPERATIVO DO JORNALISMO**

As Organizações Globo serão sempre independentes, apartidárias, laicas e praticarão um jornalismo que busque a isenção, a correção e a agilidade, como estabelecido aqui de forma minuciosa. Não serão, portanto, nem a favor nem contra governos, igrejas, clubes, grupos econômicos, partidos. Mas defenderão intransigentemente o respeito a valores sem os quais uma sociedade não pode se desenvolver plenamente: a democracia, as liberdades individuais, a livre-iniciativa, os direitos humanos, a república, o avanço da ciência e a preservação da natureza.

Para os propósitos deste documento, não cabe defender a importância de cada um desses valores; ela é evidente por si só. O que se quer é frisar que todas as ações que possam ameaçá-los devem merecer atenção especial, devem ter uma cobertura capaz de jogar luz sobre elas. Não haverá, contudo, apriorismos. Essas ações devem ser retratadas com espírito isento e pluralista, acolhendo-se amplamente o contraditório, de acordo com os princípios aqui descritos, de modo a que o público possa concluir se há ou não riscos e como se posicionar diante deles.

A afirmação destes valores é também uma forma de garantir a própria atividade jornalística. Sem a democracia, a livre-iniciativa e a liberdade de expressão, é impossível praticar o modelo de jornalismo de que trata este documento, e é imperioso defendê-lo de qualquer tentativa de controle estatal ou paraestatal. Os limites do jornalista e das empresas de comunicação são as leis do país, e a liberdade de informar nunca pode ser considerada excessiva.

Esta postura vigilante gera incômodo, e muitas vezes acusações de partidarismos. Deve-se entender o incômodo, mas passar ao largo das acusações, porque o jornalismo não pode abdicar desse seu papel: não se trata de partidarismos, mas de esmiuçar toda e qualquer ação, de qualquer grupo, em especial de governos, capaz de ameaçar aqueles valores. Este é um imperativo do jornalismo do qual não se pode abrir mão.

Isso não se confunde com a crença, partilhada por muitos, de que o jornalismo deva ser sempre do contra, deva sempre ter uma postura agressiva, de crítica permanente. Não é isso. Não se trata de ser contra sempre (nem a favor), mas de cobrir tudo aquilo que possa pôr em perigo os valores sem os quais o homem, em síntese, fica tolhido na sua busca por felicidade. Essa postura está absolutamente em linha com o que rege as ações das Organizações Globo. No documento “Visão, Princípios e Valores”, de 1997, está dito logo na abertura: “Queremos ser o ambiente onde todos se encontram. Entendemos mídia como instrumento de uma organização social que viabilize a felicidade”.

O jornalismo que praticamos seguirá sempre este postulado.

Em caso de dúvida sobre este documento, mande sua mensagem por meio do link: <http://falecomaredeglobo.globo.com>

## ABOUT ASNE

The American Society of News Editors focuses on leadership development and journalism-related issues. Founded in 1922 as a nonprofit professional organization, ASNE promotes fair, principled journalism, defends and protects First Amendment rights, and fights for freedom of information and open government. Leadership, innovation, diversity and inclusion in coverage and the journalism work force, youth journalism and the sharing of ideas are also key ASNE initiatives.  
  
 Members can be editors, producers or directors in charge of journalistic organizations or departments; deans or faculty at university journalism schools; leaders and faculty of media-related foundations and training organizations and other individuals at the board's discretion. A committee of the board of directors reviews applications for membership.

ASNE's members are individuals, and its board is elected by members. Many of ASNE's initiatives are carried out by its committees. It also operates projects coordinated by staff with advice from committees and the board.  
  
 The organization was known as the American Society of Newspaper Editors until 2009.

Fonte: <http://asne.org/about.aspx>

Acessado em 21/03/2014

## ASNE - STATEMENT OF PRINCIPLES

ASNE's Statement of Principles was originally adopted in 1922 as the "Canons of Journalism." The document was revised and renamed "Statement of Principles" in 1975.

PREAMBLE. The First Amendment, protecting freedom of expression from abridgment by any law, guarantees to the people through their press a constitutional right, and thereby places on newspaper people a particular responsibility. Thus journalism demands of its practitioners not only industry and knowledge but also the pursuit of a standard of integrity proportionate to the journalist's singular obligation. To this end the American Society of Newspaper Editors sets forth this Statement of Principles as a standard encouraging the highest ethical and professional performance.

ARTICLE I - Responsibility. The primary purpose of gathering and distributing news and opinion is to serve the general welfare by informing the people and enabling them to make judgments on the issues of the time. Newspapermen and women who abuse the power of their professional role for selfish motives or unworthy purposes are faithless to that public trust. The American press was made free not just to inform or just to serve as a forum for debate but also to bring an independent scrutiny to bear on the forces of power in the society, including the conduct of official power at all levels of government.

ARTICLE II - Freedom of the Press. Freedom of the press belongs to the people. It must be defended against encroachment or assault from any quarter, public or private. Journalists must be constantly alert to see that the public's business is conducted in public. They must be vigilant against all who would exploit the press for selfish purposes.

ARTICLE III - Independence. Journalists must avoid impropriety and the appearance of impropriety as well as any conflict of interest or the appearance of conflict. They should neither accept anything nor pursue any activity that might compromise or seem to compromise their integrity.

ARTICLE IV - Truth and Accuracy. Good faith with the reader is the foundation of good journalism. Every effort must be made to assure that the news content is accurate, free from bias and in context, and that all sides are presented fairly. Editorials, analytical articles and commentary should be held to the same standards of accuracy with respect to facts as news reports. Significant errors of fact, as well as errors of omission, should be corrected promptly and prominently.

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Fonte: <http://asne.org/content.asp?pl=24&sl=171&contentid=171>

Acessado em 20/03/2014

ARTICLE V - Impartiality. To be impartial does not require the press to be unquestioning or to refrain from editorial expression. Sound practice, however, demands a clear distinction for the reader between news reports and opinion. Articles that contain opinion or personal interpretation should be clearly identified.

ARTICLE VI - Fair Play. Journalists should respect the rights of people involved in the news, observe the common standards of decency and stand accountable to the public for the fairness and accuracy of their news reports. Persons publicly accused should be given the earliest opportunity to respond. Pledges of confidentiality to news sources must be honored at all costs, and therefore should not be given lightly. Unless there is clear and pressing need to maintain confidences, sources of information should be identified.

These principles are intended to preserve, protect and strengthen the bond of trust and respect between American journalists and the American people, a bond that is essential to sustain the grant of freedom entrusted to both by the nation's founders.

## FOLHA DE SÃO PAULO – O QUE A FOLHA PENSA

**O que a Folha pensa**

*Em época de manifestações e ano de eleição, verifique os principais pontos de vista defendidos pela Folha*

Desde que circulou sua primeira edição, em 19 de fevereiro de 1921, a Folha não só acompanhou as inúmeras transformações ocorridas no Brasil e no mundo, mas também se viu transformada por elas. As opiniões que hoje expressa em seus editoriais são fruto de uma experiência acumulada nesses 93 anos.

As últimas décadas, em especial, foram decisivas para assentar os princípios sobre os quais as posições do jornal são construídas.

A história mostrou que o melhor arranjo institucional conhecido é aquele capaz de preservar liberdades tanto na política quanto na economia. Não há, portanto, como relativizar a democracia nem o Estado de Direito.

Pelos mesmos motivos, é preciso estimular a livre-iniciativa e o desenvolvimento, no Brasil, de uma economia de mercado, sem deixar de reconhecer o papel do Estado na correção de desequilíbrios e redução das desigualdades.

O apoio à união civil entre pessoas do mesmo sexo ou à descriminalização do uso de drogas, por exemplo, decorre da percepção de que as liberdades individuais se ampliaram nas sociedades contemporâneas, nas quais a própria religião se tornou assunto da esfera privada.

No plano internacional, duas guerras mundiais e conflitos recentes no Oriente Médio evidenciam os riscos de políticas intervencionistas, bem como a importância da via diplomática e dos mecanismos multilaterais que ajudem a equilibrar o peso das nações.

JURISPRUDÊNCIA

Tais princípios gerais funcionam como pedra de toque para os editoriais que a Folha publica diariamente. Cabe à editoria de Opinião, a cada novo assunto, elaborar argumentos coerentes com tais diretrizes, tentando traduzi-las para um público amplo.

Exceto quando há mudança expressa de posição, o próprio histórico dos editoriais também serve de baliza. Opiniões já publicadas funcionam como "jurisprudência" do jornal.

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Fonte: <http://www1.folha.uol.com.br/fsp/poder/152882-o-que-a-folha-pensa.shtml>

Acessado em 20/03/2014

O fato de a Folha declarar sua opinião por meio dos editoriais não impede que os diversos colunistas (de colaboração periódica) e articulistas (esporádica) manifestem posição diferente.

O pluralismo é uma das marcas da Folha não só nos textos de opinião, mas também nas reportagens --que procuram enfocar a informação sob vários ângulos e que tampouco são dirigidas pelos editoriais.

COPA E OLIMPÍADA

O Brasil merece sediar esses grandes eventos esportivos, por sua projeção simbólica e pela oportunidade de expandir turismo e obras de infraestrutura. Mas a sociedade deve cobrar mais planejamento e maior transparência nos gastos. Na Copa do Mundo, o montante de recursos públicos investidos foi excessivo, e o legado deverá ficar aquém do desejável

MANIFESTAÇÕES

Os protestos de junho revelaram saudável inconformismo e sacudiram o sistema político do torpor em que se encontrava. Se o direito de manifestação deve ser protegido, nem por isso pode ser exercido sem nenhuma regra. Atos de violência contra pessoas ou contra o patrimônio público ou privado precisam ser coibidos pela polícia, que deve agir de modo a garantir a ordem pública e os direitos de todos com o mínimo de danos. Vândalos devem ser identificados e punidos, nos termos da lei; manifestantes não podem ser confundidos com bandidos

MOBILIDADE URBANA

O caos nos maiores centros urbanos não deixa dúvida: a prioridade deve ser dada ao transporte coletivo, em detrimento do individual. Medidas restritivas, como rodízio e pedágio urbano, são imprescindíveis, e ciclovias seguras precisam ser construídas. É fundamental, além disso, planejar o crescimento da cidade de forma mais compacta, demandando menos deslocamentos. A expansão do Metrô precisa ser mais célere, e os ônibus devem circular em corredores modernos, com faixa de ultrapassagem e pagamento de tarifa antes do embarque. Como tais iniciativas requerem investimentos de monta e como o sistema já é fortemente subsidiado, a demanda por uma tarifa zero, ao menos por ora, é irrealista

DROGAS

Desde a década de 1990, o jornal reconhece a ineficácia de políticas com foco na repressão e defende uma abordagem pela ótica da saúde pública. Preconiza, assim, a descriminalização do uso das drogas. A partir de 2011, considerando, por exemplo, que a produção e a venda dessas substâncias, se taxadas e controladas, poderiam gerar recursos para prevenção e tratamento, passou a ser favorável a uma legalização cautelosa e gradual. O ponto de partida seria a maconha, com limitações e campanhas educativas análogas às do álcool e do tabaco. Nada disso, no entanto, deveria ocorrer sem coordenação internacional. No plano doméstico, a iniciativa deve passar por mecanismos de consulta popular, como plebiscito e referendo

SAÚDE

O quadro é conhecido: carência de médicos em regiões afastadas, ausência de leitos nos hospitais e enormes filas para consultas e exames. Faltam recursos, mas o sistema não melhorará se não passar por uma reforma gerencial, o que inclui melhores condições de trabalho. A eficiência hospitalar, por exemplo, é muito baixa, e a má distribuição das verbas deixa o país com um número insuficiente de equipes de saúde da família. O modelo das organizações sociais, com a devida fiscalização, oferece ganhos em termos de agilidade de serviços e gestão de recursos humanos. É preciso, além disso, melhorar o ensino de medicina. Enquanto o país não forma o número de profissionais de que necessita, o recurso a médicos estrangeiros é aceitável, embora seja apenas paliativo

BOLSA FAMÍLIA

O Brasil ainda precisa de programas de transferência direta de renda, mas eles devem exigir contrapartida do beneficiário. O Bolsa Família, por exemplo, acerta ao cobrar que os filhos de 6 a 15 anos estejam matriculados em uma escola e que frequentem 85% das aulas; que gestantes façam exame pré-natal; e que as crianças menores de sete anos sejam levadas a postos de saúde para vacinação e acompanhamento nutricional. O programa, entretanto, peca pelas poucas portas de saída, ou seja, oportunidades criadas para que os beneficiários deixem de precisar da bolsa

CRACOLÂNDIA

Nenhuma ação terá sucesso se não integrar poder público nos três níveis, além de equilibrar repressão policial ao tráfico e medidas de cunho assistencial para o usuário. É necessário, além disso, haver um plano de médio prazo para restaurar ruas e edifícios degradados

ABORTO

Como regra geral, o jornal entende que o tema deve ser tratado à luz da saúde pública e dos direitos da gestante. Considera que o STF agiu bem ao admitir interrupção da gravidez de feto anencéfalo, mas entende que eventual ampliação dos casos em que o aborto não é considerado crime deveria ser objeto de plebiscito ou referendo. Independentemente disso, é preciso estimular políticas de planejamento familiar e ampliar a difusão das pílulas do dia seguinte, o que reduziria a incidência estatística do aborto

ECONOMIA

O país precisa crescer de forma equilibrada, tornando-se menos suscetível a turbulências internacionais e buscando assegurar a todos os brasileiros os benefícios do desenvolvimento. Ajustes necessários, ainda que pouco populares, devem ser feitos o quanto antes e de forma paulatina, a fim de que a população não seja submetida a choques. É crucial, além disso, que o ambiente de negócios funcione sob regras simples e previsíveis. Entre outras, as seguintes ações devem ser adotadas:

* Reduzir o gasto público como proporção do PIB
* Reduzir a dívida pública
* Perseguir inflação baixa e reduzir meta oficial no médio prazo
* Reduzir e reformar progressivamente a carga tributária, tornando o sistema mais simples, ágil e justo
* Aumentar a parcela do gasto público com investimentos na infraestrutura
* Direcionar a política industrial para inovação e tecnologia
* Aumentar eficiência do serviço público
* Reformar a Previdência, o que implica, entre outras medidas, aumentar a idade da aposentadoria conforme a população fique mais longeva
* Conceder mais serviços públicos à iniciativa privada
* Fortalecer as agências reguladoras
* Acabar com a guerra fiscal entre os Estados

EDUCAÇÃO

Melhorar a qualidade do ensino é central para o futuro do país. A lista de deficiências é imensa e não passa apenas pela carência de recursos. A formação de muitos professores é ruim. Atrair mais talentos demanda incentivos, como valorização salarial, plano de carreira e bônus por desempenho. Exames de avaliação são ferramentas importantes para estabelecer metas e podem guiar os necessários programas de aprimoramento e reciclagem. É imperioso, além disso, formular um currículo nacional mínimo, que seja preciso e enxuto, sem experimentalismos. Iniciativas que fracassem na prática, como foi o caso da progressão continuada, devem ser modificadas o quanto antes

CULTURA

Por sua dimensão pública, mecanismos de incentivo à produção cultural são bem-vindos. Políticas específicas deveriam focalizar o circuito escolar e educacional, a preservação do patrimônio e o estímulo a setores que não encontrem sustentação no mercado. Defensor do respeito aos direitos autorais, o jornal é fortemente contrário ao dirigismo cultural, ao controle de conteúdo e à censura, estando de acordo com a classificação indicativa e a autorregulamentação. É a favor, portanto, da livre produção de biografias não autorizadas, com responsabilização posterior, como em qualquer caso envolvendo liberdade de expressão e de imprensa

INTERNET

As revelações de Edward Snowden a respeito das atividades de espionagem do governo norte-americano reforçaram os estímulos para que a comunidade internacional discuta a descentralização da gestão da internet. Ao lado dessa agenda, persiste a necessidade de garantir a concorrência no ambiente digital, cuja tendência ao monopólio tem-se tornado evidente. No plano nacional, é crucial assegurar a remuneração para os produtores de conteúdo e aprovar, o quanto antes, o Marco Civil da Internet -lei com a função de regular direitos e deveres no mundo virtual. Seus pontos mais importantes são a neutralidade de rede (princípio que impede a operadora de alterar a qualidade da conexão pra privilegiar ou prejudicar determinado site) e a regra sobre conteúdo postado por terceiros (os sites só devem ser responsabilizados se, após ordem judicial, não removerem material questionado)

POLÍTICA

O jornal defende mecanismos que aumentem a transparência e a fiscalização por parte da sociedade. Os exemplos recentes de maior impacto foram a Lei de Acesso à Informação e o fim do voto secreto no Congresso. No que respeita à necessidade de uma reforma, pressão contínua pela melhoria da cultura política tende a ser mais efetiva que propostas mágicas. No passado, o parlamentarismo foi apoiado, mas não está mais em pauta. Os pontos hoje endossados são, entre outros:

* Adoção de voto distrital misto com lista aberta (sistema existente na Alemanha, no qual o eleitor faz duas escolhas: a de uma legenda e a de um candidato individual, em distritos específicos)
* Cláusula de desempenho (mecanismo que outorga tempo de TV e fundo partidário apenas a siglas com representatividade significativa no Congresso)
* Voto facultativo
* Correção da distorção entre as bancadas na Câmara dos Deputados (atualmente, parlamentares de Estados menores representam menos eleitores que os de Estados maiores)
* Prestação de contas de campanha em tempo real, na internet
* Estabelecimento de teto em valores absolutos para doações de pessoas físicas e jurídicas, que devem ser admitidas

SEGURANÇA PÚBLICA

A polícia do Brasil precisa ser mais bem treinada e deveria contar com melhores condições de trabalho e melhores salários. No cumprimento de sua missão, a lógica do confronto sistemático deveria ser substituída pela da prevenção e da inteligência. Na outra face dessa moeda, o jornal entende que o endurecimento das penas não é a resposta mais adequada ao problema da criminalidade. É contra a adoção da pena de morte e da redução da maioridade penal, mas considera que deveria ser ampliado o prazo de internação possível do adolescente infrator e que, no caso dos adultos, a progressão de regime nas prisões deveria ser mais difícil em certos tipos de crime. Por outro lado, seria desejável uma ampliação do uso das penas alternativas. Em tese, com o amadurecimento legislativo, a pena de prisão deveria ser reservada apenas aos criminosos que empregassem violência ou grave ameaça na consecução de seus delitos

UNIÃO HOMOSSEXUAL

Casamento civil entre pessoas do mesmo sexo deve ser colocado em pé de igualdade com relações heterossexuais. Cidadãos não podem sofrer discriminação de nenhuma natureza em decorrência de suas escolhas privadas relativas à orientação sexual

MERCOSUL

O bloco permite maior integração regional e traz ganhos de escala para suas empresas, mas faz anos que tem sido um entrave ao comércio exterior brasileiro. Seu maior problema é funcionar como uma união aduaneira, em que todos os membros adotam uma tarifa comum nas transações com países de fora do grupo. Se isso em tese traria maior poder de barganha, na prática apenas paralisa negociações bilaterais que poderiam ser mais vantajosas. O ideal é que o bloco viesse a operar como zona de livre-comércio, com tarifa zero entre os países-membros

COTAS

Não deve haver reserva de vagas a partir de critérios raciais, seja na educação, seja no serviço público. São bem-vindas, porém, experiências baseadas em critérios sociais objetivos, como renda ou escola de origem

ISRAEL-PALESTINA

A fim de buscar a paz, é preciso abandonar políticas que acirrem o confronto, como os assentamentos de colonos judeus em território palestino ou os ataques dirigidos a Israel. De resto, embora difícil, a solução dos dois Estados com capital compartilhada deve ser perseguida. O Brasil deveria manter equidistância nesse conflito, até por contar com expressivas comunidades árabe e judaica

CUBA

O jornal considera injusto o embargo econômico imposto à ilha pelos EUA. Entende, ao mesmo tempo, que a diplomacia brasileira deveria criticar as violações aos direitos humanos cometidas pela ditadura dos irmãos Castro, assim como por qualquer ditadura

## GRUPO FOLHA – MISSÃO, VISÃO, PRINCÍPIOS E VALORES

**Missão**

Produzir informação e análise jornalísticas com credibilidade, transparência, qualidade e agilidade, baseadas nos princípios editoriais do Grupo Folha (independência, espírito crítico, pluralismo e apartidarismo), por meio de um moderno e rentável conglomerado de empresas de comunicação, que contribua para o aprimoramento da democracia e para a conscientização da cidadania.

**Visão**

Consolidar-se como o mais influente grupo de mídia do país.

**Princípios e valores**

* Independência econômica e editorial
* Compromisso com o leitor
* Ética
* Defesa da liberdade de expressão
* Defesa da livre iniciativa
* Pioneirismo
* Respeito à diversidade

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Fonte: <http://www1.folha.uol.com.br/institucional/missao.shtml>

Acessado em 20/03/2014

## GRUPO ESTADO – CÓDIGO DE CONDUTA E ÉTICA

**Carta do Presidente**

No mundo corporativo, a preocupação com o tema cidadania empresarial está cada vez mais presente. É dever do Grupo Estado estimular a adoção de posturas firmes e inovadoras diante de questões relacionadas à ética e à responsabilidade social, imprimindo qualidade superior à relação empresa-empregado-sociedade. É seu dever, também, investir em seus Colaboradores, principais responsáveis pelos resultados da Empresa.

Os comportamentos de ordem moral, os valores e os princípios que norteiam a conduta profissional dos Empregados devem estar em consonância com o principal deles, que é o princípio da dignidade da pessoa humana.

O Código de Conduta e Ética Empresarial é um importante instrumento para o alcance destes resultados, pois consolida o conjunto de princípios, normas e procedimentos praticados ao longo da existência do Grupo Estado.

A compreensão e o exercício destes princípios disseminam a integridade e reputação do Grupo Estado no contexto da sociedade.

Este Código deverá ser cumprido por todos os Empregados que atuam no Grupo Estado, sem distinção de Empresa ou de seu nível hierárquico na Organização.

Presidente do Conselho de Administração

Diretor Superintendente do Grupo Estado

**Apresentação**

Missão

* Ser um grupo empresarial rentável nos setores de informação e comunicação, nos segmentos de jornalismo, de serviços de informação, divulgação de publicidade, entretenimento e serviços gráficos.
* Divulgar e defender os princípios da democracia e da livre iniciativa.

Valores

* Seriedade/Honestidade

Respeito ao público externo, credibilidade, reputação e imagem, seriedade no atendimento à clientela, reputação jornalística.

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Fonte: <http://www.estadao.com.br/ext/codigoetica/codigo_de_etica_miolo.pdf>

Acessado em 21/03/2014

* Estímulo à criatividade

Postura para enfrentar desafios, independência, dinamismo com crescimento, flexibilidade de gestão.

* Respeito à pessoa

Sentimento de segurança, relações de trabalhos saudáveis.

* Preocupação com o desenvolvimento de seu pessoal
* Clima favorável ao exercício profissional, trabalho em equipe, autonomia responsável.
* Pertinácia na busca de qualidade e resultados.

**Missão Editorial do Grupo Estado**

A missão editorial do Grupo Estado está em grande parte inspirada nos princípios fundadores do jornal Província de São Paulo. Figura na declaração inaugural de propósitos de 4 de janeiro de 1875. No entanto, sensível às mudanças históricas e aos avanços da ética, o Grupo acrescentou ao compromisso com a democracia, a luta pela defesa da liberdade de expressão e de imprensa, a promoção da livre iniciativa, da justiça e a permanente busca da verdade. Comprometido com os valores proclamados na Declaração Universal dos Direitos do Homem, o Grupo Estado está sintonizado com o presente e o futuro dos brasileiros, com a defesa de seus valores culturais, éticos e históricos e a preservação do seu patrimônio natural. Como grupo empresarial do setor de comunicação e informação, persegue a eficiência, a modernidade, a criatividade e a rentabilidade, pré-requisitos da sua independência informativa e editorial. Ademais, comunga com os princípios das empresas socialmente responsáveis: geração de riqueza com sensibilidade social e respeito ao meio ambiente.

**Linha Editorial do Grupo Estado**

É o detalhamento da missão editorial. Sob o influxo da missão editorial, o Grupo define suas crenças fundamentais, seus valores e princípios. A linha editorial é a identidade do Grupo. É a visão opinativa do Grupo a respeito dos principais acontecimentos, sempre fiel à missão editorial e às orientações aprovadas pelo seu Conselho de Administração.

**Princípios Gerais**

1) O Grupo Estado defende o sistema democrático de governo, a livre iniciativa, a economia de mercado e um Estado comprometido com um país economicamente forte e socialmente justo.

2) Sente-se responsável pela promoção do desenvolvimento humano, político, econômico, social e cultural do Brasil, dando coesão à sociedade civil.

3) O Grupo Estado garante aos setores minoritários a manifestação de suas opiniões e condena editorialmente todo estereótipo racial, religioso, étnico e sexual.

4) O Grupo Estado, intimamente vinculado aos interesses dos leitores, ouvintes, internautas e o público de outras mídias, defende editorialmente os direitos e as liberdades individuais, o pluralismo democrático e a identidade sócio-cultural do Brasil e de São Paulo.

5) O Grupo Estado defende a prioridade do Direito sobre a força e a prioridade da ordem social sobre a anarquia em quaisquer de suas manifestações.

6) O Grupo Estado defenderá os cidadãos das agressões de qualquer forma de poder e estimulará a livre iniciativa em todos os âmbitos da atividade humana.

7) O Grupo Estado é uma organização que busca, processa e difunde informação com rigorosa obediência às exigências profissionais e éticas.

8) Os produtos do Grupo Estado estão abertos ao debate dos assuntos públicos e, independentemente de suas posições editoriais, defendem o pluralismo e a diversidade de opiniões. Recusam-se, no entanto, a veicular teses que neguem a liberdade, atentem contra a dignidade da pessoa humana ou agridam os princípios da ética informativa definidos neste documento.

9) A saúde econômica do Grupo Estado é pré-requisito da sua independência e condição imprescindível para a digna e justa retribuição aos seus funcionários, meio para manter e reforçar sua liderança no mercado. Por isso, entende que ganhar dinheiro com a informação, digna e corretamente, é rigorosamente, um dever ético.

10) As atividades informativas do Grupo Estado são realizadas com independência dos interesses da Companhia.

**Padrões de Conduta**

É interesse do Grupo Estado manter um ambiente de transparência na maneira de conduzir os negócios. A integridade e a ética sempre constituíram partes importantes na forma de agir com responsabilidade.

Este Código deve ajudar a orientar a sua conduta profissional. Ele não é um catálogo de regras específicas de cada local ou tipo de trabalho nem aborda todas as circunstâncias possíveis, pois para isso existem as Políticas da Empresa e as orientações dos superiores.

É de sua responsabilidade ler, entender e praticar as diretrizes mencionadas neste Código. Não serão admitidos desvios de conduta sob a alegação de desconhecimento das orientações nele contidas.

Cumpra as leis, regras e regulamentos onde quer que você esteja e em todas as circunstâncias. Os princípios de integridade e honestidade sempre nortearão a conduta dos nossos negócios. Cabe a você aplicá-los.

Em nenhuma hipótese adote um comportamento que macule a reputação e imagem conquistada ao longo de anos pelas Empresas do Grupo.

Você é responsável por seus atos. Em caso de dúvida sobre a conduta a adotar em situações inusitadas, pergunte. Se alguma situação lhe parecer ambígua, procure orientação. Você sempre terá um superior hierárquico para orientar sobre a maneira correta de agir.

**Conformidade com as Leis, Regras e Regulamentos**

A integridade e reputação do Grupo Estado foram conquistadas nestes anos todos por seu respeito às leis, regras e regulamentos aplicados na condução dos negócios.

É de responsabilidade profissional e pessoal de todos os Empregados das Empresas do Grupo conhecer as leis, regras e regulamentos relacionados ao seu próprio trabalho e evitar qualquer atividade que possa envolver as Empresas do Grupo em qualquer prática ilegal.

Todas as operações serão devidamente lançadas nos registros oficiais, que serão precisos, completos e verdadeiros, devendo estar apoiados em documentação legal. Tais registros estarão permanentemente e sem restrições à disposição das áreas de controle da Empresa, bem como das autoridades fiscais.

Todo e qualquer pagamento deverá ser previamente autorizado, de acordo com as competências definidas nos limites de alçada. Serão lançados contabilmente, com nível de detalhe suficiente para assegurar a correta aplicação das normas e princípios da Empresa.

Os registros contábeis constituem base para a administração dos negócios da Empresa, bem como para cumprir as obrigações legais com os Acionistas, Empregados, Clientes, Fornecedores e Autoridades Reguladoras.

Diretores e demais níveis de comando devem demonstrar com suas atitudes e ações a importância do respeito às leis, regras e regulamentos. Servir de exemplo é essencial, assim como estar disponível para o esclarecimento de dúvidas dos Empregados sobre conduta ética.

Diretores e Gerentes devem garantir o cumprimento deste Código e, sempre que necessário, adotar medidas disciplinares adequadas a cada caso.

A todos aqueles que souberem de violação dos princípios empresariais do Grupo e deste Código cabe relatar o fato a um responsável.

**Proteção do Patrimônio e Uso dos Ativos**

Os Empregados têm responsabilidade de zelar pelos bens e pelo uso eficaz de todos os materiais que forem de propriedade das Empresas do Grupo Estado.

Todo Empregado tem o dever de proteger o patrimônio e os ativos da Empresa de danos, perdas, roubos, má utilização, desvio ou destruição. Deve estar atento e comunicar à Empresa qualquer risco aos quais os bens estejam sujeitos.

Os ativos do Grupo Estado são destinados ao uso das suas Empresas e não ao uso pessoal. Entre os ativos incluem-se os bens corpóreos, as informações e documentos confidenciais, a propriedade intelectual e a reputação do Grupo.

Entende-se por propriedade intelectual o conjunto de bens constituído por: programas e sistemas de informática próprios, documentos de matérias, documentos técnicos, desenvolvimentos, invenções, produtos da criatividade ou do trabalho do Empregado e outros. A propriedade intelectual deve ser protegida por direitos autorais, direitos de patente, direitos de marca comercial, contratos e acordos, entre outros.

O Grupo Estado transfere a posse e o uso dos seus ativos aos Empregados em função da necessidade que estes tenham para desenvolver suas atividades. Sendo assim, é de responsabilidade de cada Empregado zelar pelos ativos que utiliza.

O uso de qualquer ativo da Empresa fora do âmbito específico do trabalho requer autorização da direção, sob pena de ser considerado falta grave.

**Meios de Comunicação no Trabalho**

As Empresas do Grupo Estado disponibilizam aos seus Empregados sistemas ou meios de comunicação tais como correio de voz, correio eletrônico (e-mail), internet, telefone fixo e celular, entre outros. O Grupo Estado respeita a privacidade de seus Empregados, mas esse direito pode ter limites quanto à conduta relacionada com o trabalho.

Esses sistemas ou meios de comunicação são propriedade do Grupo Estado e, portanto, devem ser utilizados primordialmente para comunicações profissionais. Para o uso dos programas e sistemas, cada Empregado tem sua senha de acesso individual e intransferível. Porém a Empresa poderá, sempre que julgue necessário, acessar os conteúdos das comunicações realizadas por esses meios.

O Grupo Estado admite que haja, por esses meios, comunicação de caráter pessoal, desde que séria e respeitosa. Conteúdos ofensivos ou pornográficos não são permitidos. O abuso será punido com medidas disciplinares.

É Política do Grupo Estado licenciar um número de programas suficiente para assegurar aos Empregados as necessárias condições de trabalho. É proibida a utilização de software e cópias não legalizadas ou não autorizadas pela Empresa.

O Grupo Estado deve estar sempre atualizado no que diz respeito à segurança em Tecnologia da Informação, conforme política implantada especificamente para esse item, já divulgada internamente e disponível na intranet do Grupo.

**Informação Confidencial, Proprietária e Privacidade**

As relações de trabalho, as atribuições e as responsabilidades das funções geram conhecimento de informações que podem ser públicas e não públicas, ou, respectivamente, informações não confidenciais e informações confidenciais.

O Empregado que for responsável ou tiver conhecimento de informações confidenciais ou proprietárias relacionadas às Empresas do Grupo Estado deverá adotar as seguintes condutas:

* manter as informações sob reserva e usá-las somente para os propósitos autorizados;
* não usar essas informações em proveito próprio antes de serem tornadas públicas;
* em caso de compromisso, manter em sigilo as informações de outras empresas;
* não revelar informações confidenciais utilizadas em sua área de atuação a outros colegas da Empresa ou a estranhos;
* em caso de dúvida, pedir orientação ao superior.

Informações proprietárias são as relacionadas a estratégias de negócios, a melhorias de produto enquanto em estudo, informações técnicas, segredos comerciais, matérias apuradas sob reserva, sistemas desenvolvidos internamente, invenções, etc.

A obrigatoriedade da manutenção do sigilo dessas informações, por parte do Empregado, se mantém após o término do vínculo empregatício.

Informações detidas por determinadas áreas em razão de sua função na estrutura também deverão ser mantidas de modo confidencial, principalmente aquelas relacionadas aos Empregados, aos Clientes e aos Fornecedores.

Informações confidenciais relativas ao trabalho nas Empresas do Grupo não poderão ser armazenadas em computadores ou equipamentos pessoais dos Empregados.

**Gestão e Tratamento dos Empregados**

Os recursos humanos estão entre os bens mais valiosos do Grupo Estado, que preza sua dignidade, seus méritos e direitos.

O Grupo Estado respeita a individualidade de cada Empregado. Ninguém será discriminado em razão de idade, sexo, nacionalidade, religião, origem étnica, necessidades especiais, orientação sexual, estado civil, convicção política ou filosófica.

Ameaças, intimidação física e atos de violência são proibidos, assim como o consumo de drogas ilegais no âmbito da Empresa.

Não serão tolerados assédios sexual e/ou moral .

O Grupo Estado procura criar um ambiente de trabalho que valorize a diversidade e a cultura e que promova a troca de opiniões, críticas e ideias.

As Políticas de Recursos Humanos devem contribuir para a manutenção de um local de trabalho onde cada indivíduo tenha oportunidades de desenvolvimento profissional e pessoal.

A segurança no local de trabalho será sempre uma preocupação prioritária.

No que diz respeito às relações trabalhistas, o Grupo Estado manterá diálogo aberto, franco e leal com as organizações de empregados e classe, buscando a harmonia na convivência e observando sempre as condições de eficiência e competitividade da Empresa.

**Conflitos de Interesses**

Todo Empregado deve evitar situações que envolvam ou possam envolver conflitos de seus interesses pessoais, ou de membros de sua família, com os interesses das Empresas do Grupo.

Os conflitos de interesses podem ocorrer em inúmeras situações, não sendo viável que este Código aborde expressamente todas as possibilidades. Para proteger os Empregados e o Grupo Estado de conflitos reais ou aparentes, algumas condutas são fundamentais:

* É vetado aos Empregados fazer ou manter investimento em qualquer entidade de relacionamento, tais como fornecedores, clientes, concorrentes ou outras empresas, se esse investimento puder afetar suas decisões de negócios em nome das Empresas do Grupo.
* É vedado aos Empregados aceitar ou permitir que um membro da sua família aceite benefícios pessoais em consequência da sua posição no Grupo. Entretanto, um Empregado poderá aceitar eventuais refeições de negócios que possam ser retribuídas ou presentes ocasionais de valor simbólico, exceto dinheiro.
* Para avaliar se há ou não conflito de interesses, o Empregado poderá responder às seguintes questões: A aceitação do presente ou do serviço influenciará o julgamento ou a ação do Empregado? À pessoa que está oferecendo o benefício interessa o comprometimento do Empregado, mesmo que isso não tenha sido expresso? Se as respostas forem afirmativas, o Empregado deverá recusar o oferecimento, mencionando expressamente as Políticas do Grupo Estado para tais situações.
* Em contratos que envolvam negócios com o governo não será admissível presentear ou gratificar qualquer representante deste, nem dele receber quaisquer doações.
* No caso em que o Empregado ou um membro da sua família seja um investidor, administrador ou diretor de empresa com o qual precise negociar em nome das Empresas do Grupo, o Empregado deverá obter autorização por escrito da direção da sua Unidade.
* Nenhuma oportunidade de negócio ou informação relacionada ao Grupo Estado podem ser usada em proveito próprio.
* Nenhum Empregado poderá aceitar trabalho externo, dentro de sua área de atuação, oferecido por um fornecedor, cliente ou concorrente, nem executar qualquer atividade remunerada externa que possa afetar adversamente o seu desempenho ou julgamento no trabalho. O Empregado deverá, obrigatoriamente, informar seu superior hierárquico sobre qualquer emprego externo.
* O Empregado que ocupar outras funções no Grupo não poderá se passar por jornalista ou dizer-se da imprensa.

Use sua consciência e bom senso. Quando surgirem dúvidas, procure um superior hierárquico. Ele o ajudará a decidir.

**Condutas com Terceiros**

As normas de Conduta com Terceiros referem-se às relações com Clientes, Fornecedores, Prestadores de Serviços, Órgãos do Governo, Concorrentes e outros.

A qualidade no atendimento ao cliente é fator primordial para o sucesso do Grupo Estado. Todas as relações com Clientes serão conduzidas em termos leais e honestos, independentemente do seu porte.

Os produtos serão desenvolvidos de acordo com as demandas e necessidades do mercado, buscando-se sempre os melhores padrões de qualidade e de custos frente à concorrência.

As relações com Fornecedores e Prestadores de Serviços deverão ser conduzidas segundo os mesmos padrões e, tanto quanto possível, serem duradouras, sem prejuízo dos princípios da livre iniciativa. A escolha de Fornecedores e Prestadores de Serviços será regida pelo sistema de concorrência, visando ao melhor retorno em custo e qualidade. Haverá um esforço conjunto no desenvolvimento de materiais, processos e serviços.

Sempre que possível, e sempre que seja de interesse para o Grupo Estado, as Áreas de Negócios deverão estabelecer permutas com Clientes ou Fornecedores.

Os Acionistas, sem distinção quanto ao número de ações que detenham, receberão informações com igualdade de tratamento.

As relações com o Governo devem pautar-se por padrões rigorosos e pela estrita observância da legislação específica e regulamentos de cada área.

Assim, quaisquer atos, operações, negócios ou transações com entidades governamentais devem obrigatoriamente ser precedidos de verificação sobre sua conformidade legal.

Quanto às relações com Concorrentes, o Grupo Estado respeita as leis de mercado e zela para que a livre competição entre empresas seja justa e aberta. Assim, não participará de:

* + Iniciativas para arranjos na fixação de preços.
  + Propostas de acordos sobre cotas de produção.
  + Práticas para eliminar concorrentes ou restringir a entrada de novos competidores no mercado.

**Responsabilidade Social e Meio Ambiente**

O Grupo Estado tem consciência de sua responsabilidade social e de sua missão de contribuir para a riqueza do País e da comunidade em que está inserido.

O Grupo Estado defende os princípios do desenvolvimento sustentado e usa os recursos naturais renováveis de forma eficiente, procurando causar o menor impacto ambiental possível.

A preservação do ambiente é prática prioritária no Grupo, por meio de programas específicos e do uso de moderna tecnologia nos processos produtivos.

**Instituições Políticas e de Beneficência**

O Grupo Estado manterá isenção quanto às atividades político-partidárias. Contudo, tendo em vista seu ramo de atuação, que consiste em difundir informações, poderá veicular notícias e matérias opinativas que tenham o objetivo de esclarecer a opinião pública sobre determinado fato ou evento.

Sobre temas de interesse nacional ou da Empresa, o Grupo Estado, por meio da Superintendência, poderá ir a público para manifestar sua posição. O Grupo Estado não contribuirá com doações em espécie a partidos políticos.

Nenhuma restrição será feita pelo Grupo Estado à participação pessoal de seus Empregados em atividades político-partidárias, desde que estas não interfiram em suas responsabilidades profissionais, não ocorram no ambiente de trabalho, não utilizem os recursos da Empresa e não provoquem conflitos de interesses.

Não haverá, por parte do Grupo Estado, contribuições em espécie a instituições beneficentes. Eventuais exceções deverão ser decididas pelo Comitê Executivo. Contudo, o Grupo Estado poderá efetuar doações de materiais e bens, desde que submetidas ao processo de aprovações, conforme estabelecido nas políticas, normas e regulamentos internos.

**Violação das Políticas Corporativas**

O Grupo Estado deseja que as Políticas Corporativas sejam cumpridas por todos os Empregados e por seus Administradores.

A violação ou suspeita de violação das Políticas e do Código de Conduta e Ética Empresarial, mesmo que de boa fé, deverá ser relatada pelo Empregado a um superior hierárquico. Caso a violação envolva seu superior, o relato poderá ser feito a um superior hierárquico de outra área.

Os Diretores devem assegurar que haverá uma resolução satisfatória para o caso em questão, tendo em vista a credibilidade das Políticas Corporativas. O Grupo Estado não aceitará qualquer retaliação contra o Empregado que de boa fé tenha relatado atos de transgressão das Políticas Corporativas.

Caso haja a necessidade de investigação para constatar a transgressão, o Grupo Estado espera completa cooperação dos Empregados. Se houver necessidade explícita, será garantida a manutenção de sigilo até a conclusão concreta e positiva da violação.

**Administração do Código de Conduta e Ética Empresarial**

A todo o momento a sociedade está evoluindo e estabelecendo novos conceitos de conduta e moralidade. O Grupo Estado também busca modernização e aperfeiçoamento da sua gestão.

Os conceitos abordados neste Código de Conduta e Ética Empresarial podem sofrer alterações quanto à sua prática. A participação de todos os Empregados é muito importante nesse processo.

Cabe à Diretoria de Recursos Humanos, a atualização dos conceitos aqui tratados, submetendo-os à aprovação do Comitê Executivo da Empresa antes de serem postos em prática.

O monitoramento do cumprimento e as investigações de violação das Políticas Corporativas, nelas incluído o Código de Conduta e Ética Empresarial, são de responsabilidade da Diretoria de Recursos Humanos.

O julgamento dos fatos apurados nas investigações é responsabilidade do Comitê Executivo da Empresa, que será acionado pela Diretoria de Recursos Humanos no momento oportuno.

A Diretoria de Recursos Humanos deverá providenciar a máxima divulgação possível das Políticas Corporativas, bem como cuidar da distribuição do Código de Conduta e Ética Empresarial, interna e externamente.

## O ESTADO DE SÃO PAULO – RELATÓRIO DE RESPONSABILIDADE CORPORATIVA

**AUDIÊNCIA**

Fazem parte da nossa audiência os usuários dos veículos de informação do Grupo Estado – leitores, internautas, ouvintes ou públicos de outras mídias

1. **Informar bem**

COMPROMISSO: O Grupo Estado é uma empresa que apura, processa e difunde informação com rigorosa obediência às exigências profissionais e éticas. Mantemos o nosso compromisso histórico com a integridade da informação, a independência editorial e a permanente busca da verdade

A responsabilidade corporativa do Grupo Estado vai além dos impactos diretos de suas operações, e consiste principalmente na preocupação com o impacto causado na vida das pessoas pelos conteúdos veiculados. São diretrizes do Grupo cultivar suas seções de opinião e agregar cada vez mais análises e reflexões ao material jornalístico. Alinhado com a sua missão editorial, tem como princípio diferenciar as matérias informativas dos textos opinativos e, sobretudo, identificar claramente o conteúdo publicitário. Os cidadãos bem informados são o fundamento da democracia e dos mercados.

“Os jornalistas devem possuir o impulso de educar. O impulso missionário. Não devem se contentar em dizer ao público o que ele quer saber, mas também, e principalmente, ter a coragem de lhe dizer o que ele deveria e precisaria saber, mesmo que não goste disso.”

PRINCÍPIOS EDITORIAIS, NORMAS ÉTICAS E DE QUALIDADE

Em 2005, o Grupo atualizou os seus Princípios Editoriais, Normas Éticas e de Qualidade. O documento define a missão, linha editorial e os princípios gerais da organização. Entre eles estão:

* Não-veiculação de teses que atentem contra a dignidade da pessoa humana ou que agridam os princípios da ética informativa.
* Disposição de admitir os erros. A livre admissão do erro é a melhor prova de senso de honra.
* Defesa dos direitos e liberdades individuais, do pluralismo democrático e da identidade sociocultural do Brasil e de São Paulo.

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Fonte: <http://www.estadao.com.br/ext/especial/extraonline/especiais/relatorio/audia.htm>

Acessado em 21/03/2014

O Grupo Estado começou a implementar em 2005 um comitê de qualidade editorial, que reflete a constante busca pela excelência dos produtos. Cumpre a função de olhar o produto jornalístico de uma maneira mais aprofundada, sistemática e analítica e inaugura a avaliação de profissionais, ferramenta-chave para o crescimento profissional.

A Agência Estado cumpriu um papel central na democratização das informações sobre mercado financeiro no Brasil na década de 90. Hoje é referência e líder no setor com notícias em tempo real.

1. **Pluraridade**

COMPROMISSO: Os veículos do Grupo Estado estão abertos ao debate dos assuntos públicos e, independentemente de suas posições editoriais, admitem o pluralismo e a diversidade de opiniões. A organização tem como princípios garantir aos setores minoritários a manifestação de suas opiniões e condenar editorialmente todo estereótipo racial, religioso, étnico e sexual

Após a reformulação gráfica, em outubro de 2004, o jornal O Estado de S. Paulo passou a atrair um número maior de leitores com seus novos cadernos e seções, como ‘Link’, ‘Aliás’, ‘Negócios’, ‘Metrópole’ e ‘Vida&’, suplementos como ‘Casa&’ e ‘TV&Lazer’, além do ‘Guia’. Em 2005, foram lançados o caderno 'Paladar', sobre gastronomia, e os cadernos de reportagens temáticas. As mudanças são parte de um processo que visa a aproximar o veículo dos leitores de diferentes faixas etárias e de renda.

1. **Informação para o desenvolvimento sustentável**

COMPROMISSO: Pautar e avançar a agenda do desenvolvimento sustentável, por meio da cobertura jornalística

O desenvolvimento sustentável, ou seja, a geração de crescimento econômico sem deixar de lado a busca pela justiça social e a preservação da natureza, depende de cidadãos conscientes e informados sobre os impactos de um modelo baseado apenas na obtenção de lucros a curto prazo. Expor comportamentos antiéticos e exigir que o poder público e as empresas prestem contas de suas ações à sociedade faz parte do papel de um Grupo de mídia socialmente responsável.

Comprometido com os valores proclamados na Declaração Universal dos Direitos Humanos, o Grupo Estado está sintonizado com o presente e o futuro dos brasileiros e foi pioneiro no Brasil na cobertura jornalística de temas ambientais.

Após a reformulação gráfica em outubro de 2004, o Estadão passou a dedicar uma página fixa semanal, às quintas-feiras, para a cobertura de temas ambientais, além de abordá-los frequentemente nas páginas de opinião. O novo caderno Vida& abrange temas de educação, saúde e ambiente.

O portal estadao.com.br oferece seções permanentes de Ciência e Meio Ambiente, e Educação.

CIDADANIA

Nos últimos dois anos, os principais veículos do Grupo criaram seções especializadas para a cobertura de temas relacionados à responsabilidade social.

* Estadão – Projetos Sociais, seção publicada semanalmente, às quartas-feiras.
* JT – Lançou em novembro de 2005 o caderno especial Faço Parte e, a partir dessa data, publica coluna diária dedicada ao terceiro setor e à responsabilidade social.
* Rádio Eldorado – De segunda a sexta-feira aborda em sua programação temas referentes ao exercício da cidadania empresarial.

TOME NOTA

O Grupo Estado teve um papel ativo como articulador e catalisador do movimento ambientalista no Brasil. Randau Marques, considerado o primeiro jornalista a se envolver com a causa ambiental, foi preso em 1968 pela Operação Bandeirantes em decorrência das suas reportagens ambientais. Ao retomar a liberdade, começou a cobrir o tema no Jornal da Tarde, e posteriormente no Estadão e na Agência Estado.

1. Interatividade e prestação de serviço

COMPROMISSO: Interagimos e dialogamos com as nossas audiências para refletir melhor seus anseios e suas necessidades, e acompanhar as mudanças da sociedade. Por meio da interação procuramos também abrir espaço para a participação do público nos veículos e potencializar a nossa função como prestador de serviços para os cidadãos

O Grupo Estado aposta no uso das novas tecnologias para fortalecer a interação com os ouvintes, leitores e internautas, e para aumentar o diálogo entre eles.

Abrindo Espaço

FOTO REPÓRTER

Em 31 de outubro de 2005, foi lançado o FotoRepórter, que permite aos internautas enviar para o portal www.estadao.com.br fotografias sobre temas de relevância jornalística. Foi o primeiro grupo de mídia a oferecer esse tipo de serviço, exemplo de jornalismo cidadão. As fotos podem ser publicadas no Estadão, no Jornal da Tarde, no próprio portal ou vendidas pela Agência Estado para jornais e revistas de todo o planeta, com a edição prévia da editoria de Fotografia e o devido pagamento dos direitos autorais.

FÓRUNS DO PORTAL ESTADAO.COM.BR

A discussão de notícias e temas sugeridos pelos veículos do Grupo também tem espaço cativo:

* Tema Livre – Um espaço para deixar opiniões sobre as principais notícias do Brasil e do mundo.
* Últimas Notícias – Espaço para discutir as noticias mais recentes publicadas pelo estadão.com.br.

CADERNO ALIÁS

Lançado em 2004, o caderno dominical do Estadão apresenta a cada semana uma questão polêmica e expõe as posições de especialistas - uma favorável e outra contrária ao tema sugerido. Também abre espaço para as opiniões dos leitores e publica os resultados da enquete realizada pelo portal. O caderno busca ainda promover o diálogo entre seu público ao publicar respostas dadas por leitores a perguntas feitas por outros na seção "de Leitor para Leitor".

OUVINTE-REPÓRTER

* Pioneiro entre as emissoras de rádio
* Criado há oito anos; 16.000 pessoas já participaram

O Ouvinte-Repórter consiste na participação da população paulistana durante a programação jornalística da Eldorado. Num exercício de solidariedade, o ouvinte liga para a rádio e informa a situação do trânsito no local onde está.

Prestação de serviços

O Grupo Estado tem como princípio lutar contra as agressões de qualquer forma de poder aos cidadãos. A organização acredita que tem um papel importante na defesa das pessoas e como mediador entre governantes e governados; consumidores e empresas. Crê ainda que o papel da mídia deve ser o de oferecer ao cidadão informações que possam evitar problemas e ajudar a solucioná-los.

JORNAL DA TARDE

SEÇÃO ADVOGADO DE DEFESA

* Espaço para reclamações de leitores sobre violações ao Código de Defesa do Consumidor e para a opinião de um especialista em direito
* Criada há 13 anos, recebe em média 800 cartas por mês
* O ranking do Advogado de Defesa, lista com as empresas no topo das reclamações dos leitores publicada mensalmente, ostenta o índice de 78% de casos solucionados dentro de um prazo de 10 dias.
* Cartas recebidas

2005 - 7.282

2004 - 6.288

* Contato: Tel. 3856-2234; advogado.jt@grupoestado.com.br
* O que pensam os usuários do Advogado de Defesa:

“Sou leitora da coluna do JT e através desta consegui resolver várias querelas com sucesso. (...) Infelizmente somente quando passamos o nome deles (fornecedores de serviço) à mídia reparam os danos causados”.

TOME NOTA

O Procon foi criado há 15 anos, impulsionado pelas cartas de reclamações dos consumidores publicadas no JT.

ESTADÃO

SEÇÃO SEUS DIREITOS

CADERNO ECONOMIA

* Publicada às segundas-feiras;
* Recebe queixas sobre violação aos direitos do consumidor
* Contato: consumi@estado.com.br, Tel. 3856-5162
* O que pensam os usuários da seção:

(...) “Este caso foi extremamente desgastante, e infelizmente parece ser mais uma demonstração de que, apesar de 15 anos do Código de Defesa do Consumidor, o Brasil ainda está ‘engatinhando’ neste quesito. Obrigado pela intervenção do Grupo Estado, sem a qual provavelmente eu ainda estaria sem uma solução satisfatória”.

ESTADÃO

SEÇÃO SÃO PAULO RECLAMA

CADERNO CIDADES

* Desde a criação, em 1990, foram enviadas mais de 400 mil cartas e publicadas, até 31 de dezembro de 2005, 17.410
* O índice de publicação é de 3% a 5% (as de maior interesse geral), mas ninguém fica sem resposta. Todas as manifestações recebem retorno pelo correio, fax ou e-mail. A coluna encaminha as cartas para órgãos reclamados
* Contato: sprec@estado.com.br, Tel. 3856-2316.
* O que pensam os usuários da seção:

“Vimos por meio desta agradecer, e acima de tudo, parabenizar esse veículo pela credibilidade e força que representa, como órgão independente, mas sempre um arautÃO de defesa do cidadão. (...) Que bom sempre contar com esse canal para podermos ter nossas reclamações atendidas!”

ELDORADO

CANAL DA CIDADANIA

* Participação dos cidadãos: ouvintes sugerem temas sobre pautas - problemas que afetam sua cidade.
* <http://www.radioeldoradoam.com.br>

**COLABORADORES**

COMPROMISSO: Oferecer ambiente de trabalho seguro e clima favorável ao exercício profissional, zelar pela conduta ética no tratamento aos colaboradores, aprimorar a gestão de recursos humanos e o diálogo entre líderes e empregados, valorizar e reconhecer o talento dos seus profissionais e oferecer oportunidades de carreira e crescimento

O maior patrimônio da organização são as pessoas que constroem a sua história diariamente. A qualidade da informação e do serviço prestado pelo Grupo depende de equipes qualificadas, motivadas e que contem com oportunidades de desenvolvimento profissional.

A nossa força de trabalho inclui empregados (CLT) e prestadores de serviço.

GESTÃO DE RECURSOS HUMANOS

O ano de 2005 foi marcado por mudanças na gestão de Recursos Humanos. O Grupo Estado formulou novas políticas e definiu áreas estratégicas de atuação relacionadas ao público interno.

DESEMPENHO E DESENVOLVIMENTO

Em 2005, foi criada a área de Desenvolvimento Organizacional, que abrange comunicação interna, recrutamento e seleção, treinamento e desenvolvimento, plano de carreira e avaliação de desempenho.

COMUNICAÇÃO

Grupo amplia canais de comunicação com os funcionários:

Em 2005, foi lançado o Programa de Comunicação Interna que inclui o novo jornal interno Estad'olho, murais, canais de correio eletrônico e boletins eletrônicos. O programa visa a oferecer aos colaboradores a oportunidade de conhecer, entender, participar e contribuir na construção do futuro do Grupo.

PESQUISA DE SATISFAÇÃO

Para identificar e mensurar o grau de satisfação dos colaboradores do Grupo Estado em trabalhar na empresa, a organização realizou uma pesquisa de clima. Participaram 1.439 funcionários, o que corresponde a cerca de 50% dos colaboradores do Grupo.

* 94% de satisfação em relação ao relacionamento com colegas
* 90% de satisfação em trabalhar no Grupo Estado
* Áreas a melhorar
* Treinamentos
* Plano de saúde
* Movimentação Interna de Pessoal

SAÚDE E SEGURANÇA OCUPACIONAL

A segurança no local de trabalho e a promoção de ações que melhorem a qualidade de vida são consideradas prioridades pelo Grupo.

O Grupo implementou em 2005, em parceria com a Amil, o Programa Estado de Qualidade de Vida. Uma das ações realizadas foi a elaboração de um mapeamento das condições de saúde dos colaboradores. O principal objetivo é a prevenção de doenças cardiovasculares, hipertensão e diabetes.

RELAÇÕES TRABALHISTAS

O Grupo Estado manterá diálogo sempre aberto, franco e leal com as organizações de empregados e classe, buscando a harmonia na convivência e observando sempre as condições de eficiência e competitividade da Empresa.

“Em 2005 iniciamos com o Grupo Estado um trabalho de maior estreitamento das relações entre o sindicato dos gráficos e a empresa, por meio da prática de um diálogo aberto, franco e transparente, sempre com o intuito de buscar soluções que satisfaçam o interesse comum. Neste sentido a empresa, dentro de sua tradição democrática, tem se mostrado sempre aberta para o entendimento, discutindo com o sindicato alternativas para questões pontuais que envolvem os trabalhadores, cujas condições de trabalho, diga-se, estão entre as melhores da categoria gráfica”.

Nilson do Carmo Pereira

Presidente do Sindicato dos Trabalhadores nas Indústrias Gráficas de São Paulo

RECONHECIMENTO E BENEFÍCIOS

O Prêmio Estado de Jornalismo premia os melhores trabalhos de reportagem, fotografia, arte e diagramação. Os vencedores foram Expedito Filho, Bruno Paes Manso, Dida Sampaio, Maria Suely Andreazzi, Marcos Müller, José Carlos Santos e a equipe de caderno Cidades/Metrópole (Estadão).

O Grupo Estado oferece como benefício aos seus funcionários a participação na OESPREV - Sociedade de Previdência Privada. O Plano da OESPREV é um fundo de contribuições feitas pelos empregados e pela empresa para formação de poupança, que oferece uma renda suplementar à da Previdência Social.

**SOCIEDADE**

COMPROMISSO: O Grupo se compromete a promover o desenvolvimento humano, político, econômico, social, e cultural do Brasil, favorecendo a articulação da sociedade civil e a preservação do patrimônio natural

ARTICULAÇÃO

Desde sua fundação, a organização tem participado ativamente da defesa das principais causas que mobilizaram a população brasileira. Hoje, continua usando a sua capacidade para articular e catalisar parcerias entre os diferentes atores e setores da sociedade.

TOME NOTA

Projeto Pomar

O Jornal da Tarde idealizou, divulgou e apoiou o Projeto Pomar iniciado em 1999. O projeto, que visa à recuperação ambiental e paisagística nas margens do Rio Pinheiros, reúne hoje diversas empresas de peso em parceria com a Secretaria de Estado do Meio Ambiente.

Despoluição do Rio Tietê

A campanha pela Despoluição do rio Tietê, liderada pela Rádio Eldorado desde 1990, arrecadou em apenas seis meses 1,2 milhão de assinaturas.

“Ao se associarem por uma causa como a do Rio Tietê, a Fundação SOS Mata Atlântica e a Eldorado foram catalisadoras de um inconsciente coletivo que a rádio soube identificar na figura do jacaré, na mobilização da sociedade e no maior projeto de saneamento do mundo. A Eldorado conseguiu uma coisa inédita na história das obras públicas do Brasil, que foi a continuidade do Projeto Tietê. O maior abaixo-assinado da história do movimento ambientalista foi a credencial que reconheceu a SOS Mata Atlântica como fiadora de um processo e a Eldorado como a porta-voz desta luta. Passados 13 anos, isso tudo continua atual e a cada notícia que a Eldorado dá, renova esse ideal e presta contas de uma vontade que se materializou na audiência e no movimento social”

Mario Mantovani, Diretor de Mobilização da Fundação SOS Mata Atlântica

Pintou Limpeza - www.pintoulimpeza.com.br

Em seu sexto ano de existência, a campanha Pintou Limpeza, um serviço de cidadania e utilidade pública da Rádio Eldorado, procura despertar a população para a conscientização ambiental por meio de ações focadas na reciclagem, na promoção de eventos e de palestras educativas. Toda a renda da campanha, obtida com a venda de materiais recicláveis doados pela população, é revertida a instituições (ONG's) e aplicada em programas sociais.

O programa em números:

* Mais de 1,237 toneladas de materiais recicláveis entre vidros, alumínio, aço, garrafas PET, papel e embalagens Tetra Pak coletadas desde 2001.
* Mais de R$ 141 mil (entre parcerias, materiais e dinheiro) entregues.
* Entidades beneficiadas: Casa Hope, Casa Transitória Fabiano de Cristo, Fundação Julita,Grupo Socorrista S.Paulo, Hospital do Câncer, Lar Sírio para crianças, Legião da Boa Vontade, Cruz de Malta ,Obras Sociais do Mosteiro de S.Geraldo, Fundação Reciclar, PIVI - Projeto de Incentivo à Vida - Casa de apoio, Obra D. Bosco de Itaquera.

O Consumidor é show (2005)

Promovido pelo Jornal da Tarde e pela AES Eletropaulo, o evento O Consumidor é Show comemorou os 15 anos do Código de Defesa do Consumidor e reuniu 15 mil pessoas. Além dos shows gratuitos o público teve acesso a estandes de entidades como a Fundação Procon, o Instituto de Defesa do Consumidor (Idec) e o Instituto Akatu, para esclarecer dúvidas e receber orientações a respeito do consumo consciente e dos direitos do consumidor.

“A parceria do Akatu com o Jornal da Tarde tem representado uma grande oportunidade para disseminação dos princípios e da prática do consumo consciente. (...) Adicionalmente, o Akatu encontrou no Grupo Estado, um extraordinário parceiro na cobertura das ações sobre o consumo consciente: sejam as relacionadas ao Akatu, sejam as ocorridas na sociedade brasileira, de forma a disseminar, despertar e mobilizar os cidadãos para o tema. (...) O Grupo Estado demonstra um importante e valioso compromisso com o consumidor e a sociedade em geral na direção de colocar o ato de consumo como um importante indutor de um mundo melhor para todos”

Helio Mattar, Diretor Presidente do Instituto Akatu pelo Consumo Consciente

EDUCAÇÃO E CULTURA

ACESSO À INFORMAÇÃO DE QUALIDADE

Fornecimento gratuito em 2005 de sistema, conteúdo e canais pela Agência Estado para entidades de ensino e outras instituições como:

* FEALQ - Fundação de Estudos Agrários Luiz de Queiroz
* FGV (RJ E DF) - Fundação Getúlio Vargas
* USP - Universidade de São Paulo
* FIESC - Federação das Indústrias de Santa Catarina
* Ministério do Desenvolvimento Social – Agência Fome Zero

DIVULGANDO A CULTURA

Há oito anos, o Programa Pró-Museu incentiva a cultura cedendo espaço para anúncios institucionais gratuitos nas páginas do caderno 2 do Estadão. Os anúncios têm contribuído para aumentar o número de visitas aos museus e de inscrições nos cursos promovidos, de acordo com os diretores das instituições beneficiadas.

Em 2005:

* 58 páginas cedidas
* Instituições beneficiadas: Museu de Arte Sacra, Casa Brasileira, Centro Cultural S. Paulo, Centro Universitário Maria Antônia, Mab-Faap, Lasar Segall, MAC, MAM, Fundação Maria Luiza e Oscar Americano, Masp, MIS, Mube, Paço das Artes.
* Cultura e patrocínio: Página publicada todas às quintas-feiras em 2005 no Caderno 2, do Estadão, com o objetivo de desenvolver a relação cultura-empresa no País. As matérias abordam a difusão e a orientação sobre o patrocínio empresarial a projetos culturais, marketing cultural e as leis de incentivo fiscal à cultura.

TOME NOTA

66.766 anúncios foram fornecidos gratuitamente pelo Estadão para organizações da sociedade civil em 2005.

LISTÃO OESP E GUIAS CEDEM ESPAÇO PARA ONGS

Além de gerar negócios para as pequenas e médias empresas, as publicações cedem espaço gratuito no interior e na capa das listas para instituições sociais.

* Listão 2005 – Instituto Ethos, Rede Saci, IPQ (Instituto Pró-Queimados) e Apae de São Paulo. Os telefones do IPQ e do CVV foram incorporados aos telefones úteis da lista.
* Listão 2006 – Instituto Ethos, Rede Saci, Apae, Abong, CVV (Centro de Valorização à Vida) e capa IPQ.

**FORNECEDORES**

COMPROMISSO: Estabelecer relações de qualidade com os nossos fornecedores e incentivar a adoção de práticas ambientalmente e socialmente responsáveis na cadeia produtiva

MATERIAIS

PAPEL JORNAL

Consumo: 50 mil toneladas/ano

R$ 69.9 milhões

Principais fornecedores:

Norske Skog, Abicon e Bowater

O papel jornal é importado de países do hemisfério norte e outra pequena parcela vem do mercado nacional. Os fornecedores de papel jornal vêm aumentando gradualmente a utilização de matéria-prima - celulose - proveniente de fontes renováveis e implementando sistemas de gestão ambiental.

TINTA

Consumo: 600 toneladas/ano

R$ 5,3 milhões

Principais fornecedores:

Flint Ink e Sun Chemical

A tinta de impressão é feita à base de derivados de petróleo e pigmentos, sendo produzida e distribuída no Brasil por empresas multinacionais.

MRO (MANUTENÇÃO, REPARO E OPERAÇÃO) / SERVIÇOS

Mais de 400 fornecedores de MRO e principalmente prestadores de serviço de terceirização e de obra certa fazem parte da cadeia produtiva do Grupo. Em decorrência das suas diretrizes estratégicas, o Grupo terceirizou nos últimos anos operações de Data Centers e Help Desks, assim com a impressão do Listão OESP.

PAGAMENTO AOS FORNECEDORES

O Grupo Estado preza pela pontualidade no pagamento a seus fornecedores.

VALOR PAGO EM 2005 (EM MILHARES DE REAIS)

Produtivos 88.589,40

MRO/Serviços 21.200,00

TOTAL 109.789,40.

**ANUNCIANTES**

COMPROMISSO: Estabelecer relações de qualidade com os nossos anunciantes, guiadas pela inovação, pela excelência no atendimento e pela ética

A organização conta com um grupo numeroso e abrangente de anunciantes que vão desde pessoas físicas até as maiores empresas nacionais e internacionais. A origem das nossas receitas publicitárias é bastante diversificada.

INOVAÇÃO E ATENDIMENTO

A inovação é um alicerce do Grupo Estado para oferecer produtos e serviços diferenciados aos anunciantes. Uma das principais estratégias do Grupo é a busca de sinergias entre os meios impresso, eletrônico e on-line, e entre os diferentes veículos. Em 2005, o Grupo implementou também um novo modelo on-line de captação de anúncios classificados.

Os jornais do Grupo também foram muito bem avaliados em questões-chave:

RECONHECIMENTOS

No caso do Estadão não faltaram tampouco os reconhecimentos.

Prêmios em 2005

* Vencedor do Caboré 2005, o mais importante prêmio da publicidade e da comunicação brasileiras, na categoria veículo impresso.
* Prêmio de Mídia do Ano em Comunicação Empresarial no Brasil, concedido pela Associação Brasileira de Comunicação Empresarial (Aberje).
* Prêmio Veículos de Comunicação – Revista Propaganda, outorgado pela Academia Brasileira de Marketing (Aba).
* Prêmio Marketing Best 2005 – concedido pela Editora Referência, pela Escola de Administração de Empresas da Fundação Getúlio Vargas São Paulo, e pelo Madia Mundo Marketing
* Prêmio Top de Marketing da ADVB com o case: 'Estadão: é muito mais vida num jornal’

ALINHAMENTO DOS ANÚNCIOS COM OS NOSSOS VALORES

O Grupo se preocupa em preservar a qualidade dos anúncios veiculados, seguindo as diretrizes do Conselho de Auto-Regulamentação Publicitária (Conar) e do Conselho Executivo das Normas-Padrão (Cenp), assim como em diferenciar claramente o conteúdo comercial do editorial. Todos os anúncios são revistos por um grupo interno de avaliação para assegurar que não conflitem com os valores da organização. A ética comercial e a proteção da propriedade intelectual são de extrema importância para o Grupo.

TOME NOTA

A primeira edição do diário A Província de São Paulo foi criada com uma impressora manual Alauzet movida por escravos libertos contratados.

Em 1979, o Estadão publicou o primeiro anúncio em cor da imprensa brasileira.

**GESTÃO AMBIENTAL**

COMPROMISSO: O Grupo Estado defende e respeita os princípios do desenvolvimento sustentável e utiliza recursos naturais de forma eficiente, procurando causar o menor impacto ambiental possível

O compromisso com a preservação do meio ambiente faz parte da cultura do Grupo Estado. A organização zela pelo cumprimento de todas as legislações pertinentes, analisa e monitora os impactos de suas atividades na natureza. Sua atuação não se limita a essas medidas: o Grupo é proativo em articular a sociedade em torno do tema (mais informações na seção Sociedade).

GERENCIAMENTO DE RESÍDUOS

Os resíduos produzidos são tratados conforme a origem e espécie, para garantir a sua correta segregação, armazenamento e destinação.

Aproximadamente 6.000 lâmpadas foram substituídas nas instalações do Grupo por uma empresa especializada em dar-lhes o tratamento adequado para evitar danos ao meio ambiente.

Os resíduos do parque industrial - óleos, graxas, tintas e papéis - são repassados e reciclados por empresas autorizadas, para serem usados como insumos em outros processos.

A organização possui também Estações de Tratamento e monitoramento de efluentes, que permite que tintas, solventes e elementos tóxicos, como a prata encontrada em filmes e fotolitos, sejam tratados devidamente. Auditorias trimestrais realizadas pela Cetesb, órgão fiscalizador estadual, atestam o gerenciamento apropriado dos resíduos.

COLETA SELETIVA DE LIXO

Por meio do Projeto Pintou Limpeza, iniciativa da Rádio Eldorado, o Grupo Estado implementou em julho de 2004 um programa interno de reciclagem e incentiva seus funcionários a depositar o lixo nos coletores instalados nas dependências da empresa.

RESULTADOS DO PROGRAMA INTERNO DE RECICLAGEM EM 2005

Doação ao Projeto de Incentivo à Vida, no valor de R$ 18.369,20, com a venda de 139.854 kg de material reciclável.

Reciclagem de 19.927 kg de papel de escritório. Venda do material reciclado rendeu R$ 9.913, valor destinado à ação voltada aos funcionários.

**DEMONSTRAÇÕES FINANCEIRAS**

As demonstrações financeiras combinadas do Grupo Estado incluem as seguintes empresas:

* S.A. "O Estado de S. Paulo" - Sociedade fundada em 1875, que tem como atividade principal a publicação, a edição e a impressão dos jornais "O Estado de São Paulo" e "Jornal da Tarde". Veja as demonstrações financeiras em PDF.
* Agência Estado Ltda. - Sociedade fundada em 5 de janeiro de 1970, que tem como atividade principal a produção e a distribuição de informações relacionadas aos seguintes produtos: "Broadcast", "AEBrazil", "AgroCast", "Papers", "MídiaCast", "Release On-Line" e "Fotojornalismo". Veja as demonstrações financeiras em PDF.
* OESP Participações S.A. (OESPAR) - foi constituída em 16 de janeiro de 1997 com a finalidade de participar, como quotista ou acionista, em outras Sociedades, negócios, consórcios e empreendimentos de qualquer natureza. Veja as demonstrações financeiras em PDF.
* O.E.S.P Gráfica S.A. - tem como atividade serviços gráficos tais como impressão e editoração eletrônica de jornais para terceiros. Veja as demonstrações financeiras em PDF.
* OESP Mídia Ltda. - tem como principais atividades a edição, produção e distribuição de listas telefônicas, guias e revistas setoriais e a publicidade na internet. Veja as demonstrações financeiras em PDF.
* Estúdio Eldorado Ltda. - tem como atividades a editoração musical, a produção e a comercialização de discos fonográficos.
* Rádio Eldorado Ltda. - tem como atividade a execução de serviços de radiodifusão em geral, som e imagens. Veja as demonstrações financeiras em PDF.
* Província - constituída em 18 de março de 2004 com finalidade de gerir operações financeiras do Grupo Estado. Era uma subsidiária da S.A. "O Estado de S. Paulo", com 29% de participação acionária, e da OESPAR, com 71% de participação acionária. A empresa encerrou suas atividades em julho de 2005.

## PEW RESEARCH – PRINCIPLES OF JOURNALISM

In 1997, an organization then administered by PEJ, the Committee of Concerned Journalists, began a national conversation among citizens and news people to identify and clarify the principles that underlie journalism. After four years of research, including 20 public forums around the country, a reading of journalism history, a national survey of journalists, and more, the group released a Statement of Shared Purpose that identified nine principles. These became the basis for The Elements of Journalism, the book by PEJ Director Tom Rosenstiel and CCJ Chairman and PEJ Senior Counselor Bill Kovach. Here are those principles, as outlined in the original Statement of Shared Purpose.

**A Statement of Purpose**

After extended examination by journalists themselves of the character of journalism at the end of the twentieth century, we offer this common understanding of what defines our work. The central purpose of journalism is to provide citizens with accurate and reliable information they need to function in a free society.

This encompasses myriad roles--helping define community, creating common language and common knowledge, identifying a community's goals, heros and villains, and pushing people beyond complacency. This purpose also involves other requirements, such as being entertaining, serving as watchdog and offering voice to the voiceless.

Over time journalists have developed nine core principles to meet the task. They comprise what might be described as the theory of journalism:

**1. Journalism's first obligation is to the truth**

Democracy depends on citizens having reliable, accurate facts put in a meaningful context. Journalism does not pursue truth in an absolute or philosophical sense, but it can--and must--pursue it in a practical sense. This "journalistic truth" is a process that begins with the professional discipline of assembling and verifying facts. Then journalists try to convey a fair and reliable account of their meaning, valid for now, subject to further investigation. Journalists should be as transparent as possible about sources and methods so audiences can make their own assessment of the information. Even in a world of expanding voices, accuracy is the foundation upon which everything else is built--context, interpretation, comment, criticism, analysis and debate. The truth, over time, emerges from this forum. As citizens encounter an

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Fonte: <http://www.journalism.org/resources/principles-of-journalism/>

Acessado em 27/03/2014

ever greater flow of data, they have more need--not less--for identifiable sources dedicated to verifying that information and putting it in context.

**2. Its first loyalty is to citizens**

While news organizations answer to many constituencies, including advertisers and shareholders, the journalists in those organizations must maintain allegiance to citizens and the larger public interest above any other if they are to provide the news without fear or favor. This commitment to citizens first is the basis of a news organization's credibility, the implied covenant that tells the audience the coverage is not slanted for friends or advertisers. Commitment to citizens also means journalism should present a representative picture of all constituent groups in society. Ignoring certain citizens has the effect of disenfranchising them. The theory underlying the modern news industry has been the belief that credibility builds a broad and loyal audience, and that economic success follows in turn. In that regard, the business people in a news organization also must nurture--not exploit--their allegiance to the audience ahead of other considerations.

**3. Its essence is a discipline of verification**

Journalists rely on a professional discipline for verifying information. When the concept of objectivity originally evolved, it did not imply that journalists are free of bias. It called, rather, for a consistent method of testing information--a transparent approach to evidence--precisely so that personal and cultural biases would not undermine the accuracy of their work. The method is objective, not the journalist. Seeking out multiple witnesses, disclosing as much as possible about sources, or asking various sides for comment, all signal such standards. This discipline of verification is what separates journalism from other modes of communication, such as propaganda, fiction or entertainment. But the need for professional method is not always fully recognized or refined. While journalism has developed various techniques for determining facts, for instance, it has done less to develop a system for testing the reliability of journalistic interpretation.

**4. Its practitioners must maintain an independence from those they cover**

Independence is an underlying requirement of journalism, a cornerstone of its reliability. Independence of spirit and mind, rather than neutrality, is the principle journalists must keep in focus. While editorialists and commentators are not neutral, the source of their credibility is still their accuracy, intellectual fairness and ability to inform--not their devotion to a certain group or outcome. In our independence, however, we must avoid any tendency to stray into arrogance, elitism, isolation or nihilism.

**5. It must serve as an independent monitor of power**

Journalism has an unusual capacity to serve as watchdog over those whose power and position most affect citizens. The Founders recognized this to be a rampart against despotism when they ensured an independent press; courts have affirmed it; citizens rely on it. As journalists, we have an obligation to protect this watchdog freedom by not demeaning it in frivolous use or exploiting it for commercial gain.

**6. It must provide a forum for public criticism and compromise**

The news media are the common carriers of public discussion, and this responsibility forms a basis for our special privileges. This discussion serves society best when it is informed by facts rather than prejudice and supposition. It also should strive to fairly represent the varied viewpoints and interests in society, and to place them in context rather than highlight only the conflicting fringes of debate. Accuracy and truthfulness require that as framers of the public discussion we not neglect the points of common ground where problem solving occurs.

**7. It must strive to make the significant interesting and relevant**

Journalism is storytelling with a purpose. It should do more than gather an audience or catalogue the important. For its own survival, it must balance what readers know they want with what they cannot anticipate but need. In short, it must strive to make the significant interesting and relevant. The effectiveness of a piece of journalism is measured both by how much a work engages its audience and enlightens it. This means journalists must continually ask what information has most value to citizens and in what form. While journalism should reach beyond such topics as government and public safety, a journalism overwhelmed by trivia and false significance ultimately engenders a trivial society.

**8. It must keep the news comprehensive and proportional**

Keeping news in proportion and not leaving important things out are also cornerstones of truthfulness. Journalism is a form of cartography: it creates a map for citizens to navigate society. Inflating events for sensation, neglecting others, stereotyping or being disproportionately negative all make a less reliable map. The map also should include news of all our communities, not just those with attractive demographics. This is best achieved by newsrooms with a diversity of backgrounds and perspectives. The map is only an analogy; proportion and comprehensiveness are subjective, yet their elusiveness does not lessen their significance.

**9. Its practitioners must be allowed to exercise their personal conscience**

Every journalist must have a personal sense of ethics and responsibility--a moral compass. Each of us must be willing, if fairness and accuracy require, to voice differences with our colleagues, whether in the newsroom or the executive suite. News organizations do well to nurture this independence by encouraging individuals to speak their minds. This stimulates the intellectual diversity necessary to understand and accurately cover an increasingly diverse society. It is this diversity of minds and voices, not just numbers, that matters.

## PRESS COMPLAINTS COMMISSION – EDITORS’ CODE OF PRACTICE

The Press Complaints Commission is charged with enforcing the following Code of Practice which was framed by the newspaper and periodical industry and was ratified by the PCC in December 2011 to include changes taking effect from 1 January 2012.

**THE editors' CODE**

All members of the press have a duty to maintain the highest professional standards. The Code, which includes this preamble and the public interest exceptions below, sets the benchmark for those ethical standards, protecting both the rights of the individual and the public's right to know. It is the cornerstone of the system of self-regulation to which the industry has made a binding commitment.

It is essential that an agreed code be honoured not only to the letter but in the full spirit. It should not be interpreted so narrowly as to compromise its commitment to respect the rights of the individual, nor so broadly that it constitutes an unnecessary interference with freedom of expression or prevents publication in the public interest.

It is the responsibility of editors and publishers to apply the Code to editorial material in both printed and online versions of publications. They should take care to ensure it is observed rigorously by all editorial staff and external contributors, including non-journalists, in printed and online versions of publications.

Editors should co-operate swiftly with the Press Complaints Commission in the resolution of complaints. Any publication judged to have breached the Code must publish the adjudication in full and with due prominence agreed by the Commission's Director, including headline reference to the PCC.

**1. Accuracy**

i) The Press must take care not to publish inaccurate, misleading or distorted information, including pictures.

ii) A significant inaccuracy, misleading statement or distortion once recognised must be corrected, promptly and with due prominence, and - where appropriate - an apology published. In cases involving the Commission, prominence should be agreed with the PCC in advance.

iii) The Press, whilst free to be partisan, must distinguish clearly between comment, conjecture and fact.

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Fonte: <http://www.pcc.org.uk/cop/practice.html>

Acessado em 25/03/2014

iv) A publication must report fairly and accurately the outcome of an action for defamation to which it has been a party, unless an agreed settlement states otherwise, or an agreed statement is published.

**2. Opportunity to reply**

A fair opportunity for reply to inaccuracies must be given when reasonably called for.

**3. \*Privacy**

i) Everyone is entitled to respect for his or her private and family life, home, health and correspondence, including digital communications.

ii) Editors will be expected to justify intrusions into any individual's private life without consent. Account will be taken of the complainant's own public disclosures of information.

iii) It is unacceptable to photograph individuals in private places without their consent.

Note - Private places are public or private property where there is a reasonable expectation of privacy.

**4. \*Harassment**

i) Journalists must not engage in intimidation, harassment or persistent pursuit.

ii) They must not persist in questioning, telephoning, pursuing or photographing individuals once asked to desist; nor remain on their property when asked to leave and must not follow them. If requested, they must identify themselves and whom they represent.

iii) Editors must ensure these principles are observed by those working for them and take care not to use non-compliant material from other sources.

**5. Intrusion into grief or shock**

i) In cases involving personal grief or shock, enquiries and approaches must be made with sympathy and discretion and publication handled sensitively. This should not restrict the right to report legal proceedings, such as inquests.

\*ii) When reporting suicide, care should be taken to avoid excessive detail about the method used.

**6. \*Children**

i) Young people should be free to complete their time at school without unnecessary intrusion.

ii) A child under 16 must not be interviewed or photographed on issues involving their own or another child’s welfare unless a custodial parent or similarly responsible adult consents.

iii) Pupils must not be approached or photographed at school without the permission of the school authorities.

iv) Minors must not be paid for material involving children’s welfare, nor parents or guardians for material about their children or wards, unless it is clearly in the child's interest.

v) Editors must not use the fame, notoriety or position of a parent or guardian as sole justification for publishing details of a child’s private life.

**7. \*Children in sex cases**

1. The press must not, even if legally free to do so, identify children under 16 who are victims or witnesses in cases involving sex offences.

2. In any press report of a case involving a sexual offence against a child -

i) The child must not be identified.

ii) The adult may be identified.

iii) The word "incest" must not be used where a child victim might be identified.

iv) Care must be taken that nothing in the report implies the relationship between the accused and the child.

**8. \*Hospitals**

i) Journalists must identify themselves and obtain permission from a responsible executive before entering non-public areas of hospitals or similar institutions to pursue enquiries.

ii) The restrictions on intruding into privacy are particularly relevant to enquiries about individuals in hospitals or similar institutions.

**9. \*Reporting of Crime**

(i) Relatives or friends of persons convicted or accused of crime should not generally be identified without their consent, unless they are genuinely relevant to the story.

(ii) Particular regard should be paid to the potentially vulnerable position of children who witness, or are victims of, crime. This should not restrict the right to report legal proceedings.

**10. \*Clandestine devices and subterfuge**

i) The press must not seek to obtain or publish material acquired by using hidden cameras or clandestine listening devices; or by intercepting private or mobile telephone calls, messages or emails; or by the unauthorised removal of documents or photographs; or by accessing digitally-held private information without consent.

ii) Engaging in misrepresentation or subterfuge, including by agents or intermediaries, can generally be justified only in the public interest and then only when the material cannot be obtained by other means.

**11. Victims of sexual assault**

The press must not identify victims of sexual assault or publish material likely to contribute to such identification unless there is adequate justification and they are legally free to do so.

**12. Discrimination**

i) The press must avoid prejudicial or pejorative reference to an individual's race, colour, religion, gender, sexual orientation or to any physical or mental illness or disability.

ii) Details of an individual's race, colour, religion, sexual orientation, physical or mental illness or disability must be avoided unless genuinely relevant to the story.

**13. Financial journalism**

i) Even where the law does not prohibit it, journalists must not use for their own profit financial information they receive in advance of its general publication, nor should they pass such information to others.

ii) They must not write about shares or securities in whose performance they know that they or their close families have a significant financial interest without disclosing the interest to the editor or financial editor.

iii) They must not buy or sell, either directly or through nominees or agents, shares or securities about which they have written recently or about which they intend to write in the near future.

**14. Confidential sources**

Journalists have a moral obligation to protect confidential sources of information.

**15. Witness payments in criminal trials**

i) No payment or offer of payment to a witness - or any person who may reasonably be expected to be called as a witness - should be made in any case once proceedings are active as defined by the Contempt of Court Act 1981.

This prohibition lasts until the suspect has been freed unconditionally by police without charge or bail or the proceedings are otherwise discontinued; or has entered a guilty plea to the court; or, in the event of a not guilty plea, the court has announced its verdict.

\*ii) Where proceedings are not yet active but are likely and foreseeable, editors must not make or offer payment to any person who may reasonably be expected to be called as a witness, unless the information concerned ought demonstrably to be published in the public interest and there is an over-riding need to make or promise payment for this to be done; and all reasonable steps have been taken to ensure no financial dealings influence the evidence those witnesses give. In no circumstances should such payment be conditional on the outcome of a trial.

\*iii) Any payment or offer of payment made to a person later cited to give evidence in proceedings must be disclosed to the prosecution and defence. The witness must be advised of this requirement.

**16. \*Payment to criminals**

i) Payment or offers of payment for stories, pictures or information, which seek to exploit a particular crime or to glorify or glamorise crime in general, must not be made directly or via agents to convicted or confessed criminals or to their associates – who may include family, friends and colleagues.

ii) Editors invoking the public interest to justify payment or offers would need to demonstrate that there was good reason to believe the public interest would be served. If, despite payment, no public interest emerged, then the material should not be published.

**The public interest**

There may be exceptions to the clauses marked \* where they can be demonstrated to be in the public interest.

1. The public interest includes, but is not confined to: i) Detecting or exposing crime or serious impropriety. ii) Protecting public health and safety. iii) Preventing the public from being misled by an action or statement of an individual or organisation.

2. There is a public interest in freedom of expression itself.

3. Whenever the public interest is invoked, the PCC will require editors to demonstrate fully that they reasonably believed that publication, or journalistic activity undertaken with a view to publication, would be in the public interest and how, and with whom, that was established at the time. 4. The PCC will consider the extent to which material is already in the public domain, or will become so. 5. In cases involving children under 16, editors must demonstrate an exceptional public interest to over-ride the normally paramount interest of the child.

## THE ECONOMIST – EDITORIAL PHILOSOPHY

The Economist's philosophy informs the editorial approach adopted across the Group.

**The Economist Group**

"Our vision of the world, our style and our whole philosophy are different from other publications.

"We are international, we stress the links between politics and business, we are irreverent and we are independent."

John Micklethwait, editor-in-chief



**The Economist**

Founded in 1843 to support the cause of free trade, The Economist is and always has been a publication of sometimes radical opinion with a reverence for facts. It is firmly established as one of the world's most authoritative and influential publications.

**Independence**

Editorial independence lies at the heart of The Economist. The constitution of the company does not permit any individual or organisation to gain a majority shareholding. The Editor is appointed by Trustees, who are independent of commercial, political and proprietorial influences. The respect accorded to The Economist's journalists because of their independence is such that they enjoy access to political and business leaders who make the news and whose views can illuminate what is happening, or is about to happen.

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Fonte: <http://www.economistgroup.com/what_we_do/editorial_philosophy.html>

Acessado em 20/03/2014

**Objectivity**

The Economist is different from other publications because it has no by-lines. It is written anonymously because it is a paper whose collective voice and personality matter more than the identities of individual journalists. This ensures a continuity of tradition and consistency of view which few other publications can match.

**Topicality**

Although The Economist is published weekly in a magazine format, it is called a newspaper because it covers news as well as opinion and works to a newspaper deadline. Great care is taken to ensure its topicality, so much of its editorial is rewritten up to the moment of going to press late on Thursday in Europe, Asia and the USA.

## THE ECONOMIST - GUIDING PRINCIPLES

**The Economist Group's guiding principles**

The Group operates in a clear and ethical context, and the Board has therefore approved the following guiding principles:

We aim to offer insight and analysis and services that are valued by our customers.

Underpinning our ability to fulfil this objective is our commitment to independence, integrity and delivering high quality in everything we do. These values govern our relationships with readers, customers and clients, shareholders, staff, suppliers and the community at large.

We believe in conducting business with common decency. We are opposed to bribery and do not engage in corrupt practices. We abide by strict guidelines governing the acceptance of gifts and the disclosure of potential conflicts of interest.

As an international company, we conduct business in many different markets around the world. In the countries in which we operate, we abide by local laws and regulations. We make an active contribution to local charities by charitable giving. We encourage our people to participate in charitable and community activities and we permit them to take time off for this purpose. We match employee donations of time and money to charities.

We respect environmental standards and comply with relevant local laws. We take environmental issues seriously. We review the environmental impact of our operations, specifically carbon emissions, annually. Plans to reduce or mitigate those emissions are ongoing.

The Economist and its sister publications, Intelligent Life and The World In series, account for the majority of our annual spend on paper and printing. All suppliers of paper and print services used in producing these publications adhere to one or more of the following internationally recognised environmental standards: ISO 14001, FSC and PEFC.

We value our colleagues and treat each other fairly. The Group is committed to equality of opportunity in all employment practices and policies. We do not discriminate against employees or job applicants based on the grounds of age, sex, sexual orientation, marital status, race, colour, religion, national origin or disability. We support staff who through disability or illness are unable to perform their duties, by

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Fonte: <http://www.economistgroup.com/results_and_governance/governance/guiding_principles.html>

Acessado em 20/03/2014

adapting the work environment and hours of work to suit the employee where it is reasonable for the business.

The Group is committed to increasing staff diversity. We particularly focus on ensuring that we recruit from the wides possible pool of talent. We are also keen that people feel comfortable and valued at work, regardless of their background.

We recognise that it is essential to keep employees informed of the progress of the Group. We regularly provide employees with information on the Group's activities and its financial performance through staff meetings and communication through our intranet. We have a strong consultative culture and we follow legal and regulatory requirements to consult with staff on major issues affecting the company.

## THE GUARDIAN – EDITORIAL GUIDELINES

**Editorial Guidelines**

Guardian News & Media Editorial Code

Updated August 2011

**Summary**

“A newspaper’s primary office is the gathering of news. At the peril of its soul it must see that the supply is not tainted.”

Our most important currency is trust. This is as true today as when CP Scott marked the centenary of the founding of the Guardian with his famous essay on journalism in 1921.

The purpose of this code is, above all, to protect and foster the bond of trust between GNM (in print and online) and its readers, and therefore to protect the integrity of GNM and its journalism, however it is published.

As a set of guidelines this will not form part of a journalist’s contract of employment, nor will it form part, for either editorial management or journalists, of disciplinary, promotional or recruitment procedures. However, by observing the code, journalists working for GNM will be protecting the independence, standing and reputation of themselves and their colleagues. It is important that freelancers also abide by these guidelines while on assignment for GNM.

Press Complaints Commission Code of Practice

GNM – in common with most news publishers in Britain – considers the PCC’s Code of Practice to be a sound statement of ethical behaviour for journalists. It is written into our terms of employment that staff should adhere to the Code of Practice. It is published below so that all editorial staff can familiarise themselves with it — and comments in this document that relate to the PCC Code are marked with an asterisk.

**1. Professional practice**

Attribution

a) Anonymous quotations We recognise that people will often speak more honestly if they are allowed to speak anonymously. The use of non-attributed quotes can therefore often assist the reader towards a truer understanding of a subject than if a journalist \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Fonte: <http://www.theguardian.com/info/guardian-editorial-code>

Acessado em 21/03/2014

confined him/herself to quoting bland on-the-record quotes. But if used lazily or indiscriminately anonymous quotes become a menace.

We should be honest about our sources, even if we can’t name them.

The New York Times policy on pejorative quotes is worth bearing in mind: “The vivid language of direct quotation confers an unfair advantage on a speaker or writer who hides behind the newspaper, and turns of phrase are valueless to a reader who cannot assess the source.”

There may be exceptional circumstances when anonymous pejorative quotes may be used, but they will be rare — and only after consultation with the senior editor of the day. In the absence of specific approval we should paraphrase anonymous pejorative quotes.

b) Anonymous contributions Articles commissioned by GNM should be published anonymously or pseudonymously only in exceptional circumstances, for example where the author's safety, privacy or livelihood may be compromised, and only with the permission of the relevant editor or managing editor. In these cases, readers should be made aware that identities have been obscured or withheld. This provision need not apply to user-generated content published or reproduced on our print and digital platforms, or to authors with established pseudonyms commissioned or hosted by GNM in that capacity.

c) Credits Staff must not reproduce other people’s material without attribution, other than in exceptional circumstances – for example where the source cannot be identified — and only with permission of the most senior editor on duty. The source of published material obtained from another organization should be acknowledged, including quotes taken from other newspaper articles. Bylines should be carried only on material that is substantially the work of the bylined journalist. If an article contains a significant amount of agency copy then the agency should be credited.

Bribery and facilitation payments The Bribery Act 2010 takes a robust approach to bribery, and creates a number of criminal offences, which even if committed abroad can be prosecuted in the UK. These include (i) bribery - ie offering someone in the UK or abroad a financial or other advantage to improperly perform an activity (whether public or private), (ii) being bribed and (iii) bribing a foreign public official. In some circumstances, offers or acceptances of hospitality and / or facilitation payments paid to public officials abroad in order to secure or expedite the performance of a routine or necessary action will come within the Act. There is no public interest defence, although where an individual is left with no alternative but to make a facilitation payment in order to protect against loss of life, limb or liberty there may be a defence of duress. Staff should always discuss with their managing editor beforehand if they are concerned that any payments might fall into these categories and, if such payments are requested or made, they should inform the editor-in-chief or their managing editor of the circumstances as soon as they are able to afterwards.

(See also ‘Freebies’, in Personal Behaviour and Conflicts of Interest)

Children\* Special care should be taken when dealing with children (under the age of 16). Heads of departments must be informed when children have been photographed or interviewed without parental consent. Articles that include significant intrusions into children's private lives without their understanding and consent need a strong public interest justification.

In view of the longevity of online material, editors should consider whether children's identities should be obscured to protect them from embarrassment or harm as they grow older.

These provisions extend to writers who are considering making their own children the subject of an article.

Consent to publication should be sought where the child is reasonably considered able to make an informed decision.

Section 6 of the PCC code should be studied carefully.

Commissioning GNM supports good commissioning practice, including fair treatment of freelances. Editors should make reference to the GNM’s Freelance Charter when commissioning new contributors.

See: http://www.guardian.co.uk/info/guardian-news-media-freelance-charter

Copy approval The general rule is that no one should be given the right to copy approval. In certain circumstances we may allow people to see copy or quotes but we are not required to alter copy. We should avoid offering copy approval as a method of securing interviews or co-operation.

Copyright Journalists should not use content from non-authorised third-party sources - whether pictures, text or other media - without obtaining the necessary permissions. There are limited legal situations where permission may not be needed but you must check with the picture desk or editorial legal before using without permission. Journalists should especially familiarise themselves with the guidelines on “rights and use of content from public websites”, available on GNM's internal Really Social Media site on Spike.

Direct quotations Should not be changed to alter their context or meaning.

Endorsements Journalists should not agree to promote through copy, photographs or footnotes the financial interests of prospective interviewees or contributors, or their sponsors, as a means of securing access to them. Promotional information about a subject or author provided in footnotes should be included only where, in the editor's judgment, it is of genuine interest or assistance to the reader.

Errors It is the policy of the GNM to correct significant errors as soon as possible. Journalists have a duty to cooperate frankly and openly with the Guardian and Observer readers’ editors and to report errors to them. All complaints should be brought to the attention of the readers’ editors. All journalists should read both the daily and Sunday corrections columns by the readers' editors.

External assistance Journalists should not engage the paid services of external non-journalistic agents or assistants without the prior knowledge and approval of the editor-in-chief.

Fairness “The voice of opponents no less than of friends has a right to be heard . . . It is well be to be frank; it is even better to be fair” (CP Scott, 1921). The more serious the criticism or allegations we are reporting the greater the obligation to allow the subject the opportunity to respond.

Grief\* People should be treated with sensitivity during periods of grief and trauma. (See PCC code, section 5)

Language Respect for the reader demands that we should not casually use words that are likely to offend.

Use swear words only when absolutely necessary to the facts of a piece, or to portray a character in an article; there is almost never a case in which we need to use a swearword outside direct quotes. The stronger the swearword, the harder we ought to think about using it. Avoid using in headlines, pull quotes and standfirsts and never us asterisks, which are just a cop-out.

Legal Our libel and contempt laws are complex, and constantly developing. The consequences of losing actions can be expensive and damaging for our reputation. Staff should a) familiarise themselves with the current state of the law and seek training if they feel unconfident about aspects of it; b) consult our in-house legal department or night lawyers about specific concerns on stories; c) read the regular legal bulletins about active cases and injunctions emailed by the legal department.

Payment In general, GNM does not pay for stories, except from bona fide freelance sources. The editor or his deputies must approve rare exceptions.

PCC and libel judgments Judgments by the PCC and the outcome of defamation actions relating to GNM should be reported promptly.

Photographs Digitally enhanced or altered images, montages and illustrations should be clearly labeled as such.

Privacy\* In keeping with both the PCC Code and the Human Rights Act we believe in respecting people’s privacy. Much journalism may be intrinsically intrusive but we should avoid invading anyone’s privacy unless there is a clear public interest in doing so. Proportionality is essential, as is proper prior consideration where privacy issues may be involved. To borrow from the recommendations made by the former UK Security and Intelligence Coordinator Sir David Omand for his own field of inquiry: the degree of intrusion must be justified by the seriousness of the story and the public good that is likely to follow from its publication. Likewise the grounds for investigation must be strong; we do not conduct 'fishing' expeditions unless the issue, suspicion and prospects of success are all serious. Caution should also be exercised about reporting and publishing identifying details, such as street names and numbers, that may enable others to intrude on the privacy or safety of people who have become the subject of media coverage. (See PCC code, section 3)

To adapt the Omand principles, here are five questions we should ask ourselves about a situation in which we are considering intruding on privacy:

1. There must be sufficient cause – the intrusion needs to be justified by the scale of potential harm that might result from it.

2. There must be integrity of motive - the intrusion must be justified in terms of the public good that would follow from publication

3. The methods used must be in proportion to the seriousness of story and its public interest, using the minimum possible intrusion.

4. There must be proper authority – any intrusion must be authorised at a sufficiently senior level and with appropriate oversight.

5. There must be a reasonable prospect of success; fishing expeditions are not justified

Race In general, we do not publish someone’s race or ethnic background or religion unless that information is pertinent to the story. We do not report the race of criminal suspects unless their ethnic background is part of a description that seeks to identify them or is an important part of the story (for example, if the crime was a hate crime).

Sources promised confidentiality must be protected at all costs. However, where possible, the sources of information should be identified as specifically as possible.

Subterfuge\* Journalists should generally identify themselves as GNM employees when working on a story.

There may be instances involving stories of exceptional public interest where this does not apply, but this needs the approval of a head of department. See PCC code, section 10. This applies to anything we publish, including any information obtained by the subterfuge of others.

Suicide\* Journalists are asked to exercise particular care in reporting suicide or issues involving suicide, bearing in mind the risk of encouraging others. This should be borne in mind both in presentation, including the use of pictures, and in describing the method of suicide. Any substances should be referred to in general rather than specific terms if possible. When appropriate a helpline number should be given (eg Samaritans 08457 90 90 90). The feelings of relatives should also be carefully considered. See PCC code, section 5 (ii)

Verification Trust in the authenticity and reliability of our sources is essential. Digital communications and a fast-moving news environment present special challenges for verification, and scepticism should therefore be the starting point for web and email sources. We must be tenacious is seeking reliable corroboration and should state the level of substantiation we have been able to achieve (eg, "the Guardian has been unable independently to verify the facts"). Do not state as fact information about or from someone who we cannot authenticate (eg, “A student who says she witnessed the riot”, not “A student who witnessed the riot”). Where relevant we must be open with readers in saying what medium was used to conduct an interview. Satisfaction with sources is the responsibility of desk editors as well as reporters and correspondents, and sub-editors should be confident in challenging the dependability of information.

**2. Personal behavior and conflicts of interest**

We value our reputation for independence and integrity. Journalists clearly have lives, interests, hobbies, convictions and beliefs outside their work. Nothing in the following guidelines is intended to restrict any of that.

It is intended to ensure that outside interests do not come into conflict with the life of the papers in a way that either compromises our editorial integrity or falls short of the sort of transparency that our readers would expect. The code is intended to apply to all active outside interests which, should they remain undeclared and become known, would cause a fair-minded reader to question the value of a contribution to the paper by the journalist involved.

These are guidelines rather than one-size-fits-all rules. If you are employed as a columnist — with your views openly on display — you may have more latitude than a staff reporter, who would be expected to bring qualities of objectivity to their work. (The Washington Post’s Code has some sound advice: “Reporters should make every effort to remain in the audience, to stay off the stage, to report the news, not to make the news.”) If in doubt, consult a head of department, the managing or deputy editors, or the editor himself.

Commercial products No Guardian journalist or freelance primarily associated with GNM should endorse commercial products unless with the express permission of their head of department or managing editor.

Neither should they be involved in producing advertisement features (advertorials).

Confidentiality Desk editors with access to personal information relating to other members of staff are required to treat such information as confidential, and not disclose it to anyone except in the course of discharging formal responsibilities.

Conflicts of interest Staff journalists should be sensitive to the possibility that activities outside work (including holding office or being otherwise actively involved in organizations, companies or political parties) could be perceived as having a bearing on — or as coming into conflict with — the integrity of our journalism.

Staff should be transparent about any outside personal, philosophical or financial interests that might conflict with their professional performance, or could be perceived to do so.

Declarations of interest

1. It is always necessary to declare an interest when the journalist is writing about something with which he or she has a significant connection. This applies to both staff journalists and freelances. The declaration should be to a head of department or editor during preparation. Full transparency may mean that the declaration should appear in print and on the website.

2. A connection does not have to be a formal one before it is necessary to declare it. Acting in an advisory capacity in the preparation of a report for an organisation, for example, would require a declaration every time the journalist wrote an article referring to it.

3. Some connections are obvious and represent the reason why the writer has been asked to contribute to the paper. These should always be stated at the end of the writer’s contribution even if he or she contributes regularly, so long as the writer is writing about his or her area of interest.

4. Generally speaking a journalist should not write about or quote a relative or partner in a piece, even if the relative or partner is an expert in the field in question. If, for any reason, an exception is made to this rule, the connection should be made clear.

5. Commissioning editors should ensure that freelances are aware of these rules and make any necessary declaration.

Declarations of corporate interest The Guardian and Observer are part of a wider group of media companies. We should be careful to acknowledge that relationship in stories. Anyone writing a story concerning GMG-related businesses should seek comments and/or confirmation in the normal way. Staff should familiarise themselves with the companies and interests we have. At the end of this document is a summary of the areas and companies that GMG owns or in which it has an interest. Full details are on the GMG website at <http://www.gmgplc.co.uk/>

**Financial reporting**

For many years our business desk has maintained a register of personal shares. All staff are expected to list all shares that they own, any transactions in those shares and any other investments which they believe ought to be properly disclosed because of a potential conflict of interest. While it is acceptable for financial members to own shares, it is not acceptable for them to be market traders on a regular basis. It is most important that the register is kept and that all information is up to date. The attention of GNM journalists is also drawn to Section 13 of the PCC Code of Practice (below) and to the PCC’s best-practice guidelines on financial journalism (http://tiny.cc/c7qod) which can also be found in the “code advice” section of the PCC website, www.pcc.org.uk

The Code:

* prohibits the use of financial information for the profit of journalists or their associates;
* imposes restrictions on journalists writing about shares in which they or their close families have a significant interest without internal disclosure;
* stops journalists dealing in shares about which they have written recently or intend to write in the near future; and
* requires that financial journalists take care not to publish inaccurate material and to distinguish between comment, conjecture and fact. This is particularly important for any journalists making investment recommendations to readers about whether to buy, sell or hold shares.

Freelance work As a general rule avoid freelance writing for house magazines of particular businesses or causes if the contribution could be interpreted as an endorsement of the concern. If in doubt consult your head or department.

Freebies

1. Staff should not use their position to obtain private benefit for themselves or others.

2. GNM will not allow any payment, gift or other advantage to undermine accuracy, fairness or independence. Any attempts to induce favourable editorial treatment through the offer of gifts or favours should be reported to the editor. Where relevant, payments, gifts or other advantages will be disclosed.

3. We should make it clear when an airline, hotel or other interest has borne the cost of transporting or accommodating a journalist. Acceptance of any such offer is conditional on GNM being free to assign and report or not report any resulting story as it sees fit.

4. Except in some areas of travel writing it should never need to be the case that the journalist’s partner, family or friends are included in any free arrangement. When a partner, family member or friend accompanies the journalist on a trip, the additional costs should generally be paid for by the journalist or person accompanying the journalist.

5. Staff should not be influenced by commercial considerations — including the interests of advertisers — in the preparation of material for the paper.

6. Gifts other than those of an insignificant value (less than £50) should be politely returned or may be entered for the annual raffle of such items for charity, “the sleaze raffle”.

GNM connections Staff members should not use their positions to seek any benefit or advantage in personal business, financial or commercial transactions not afforded to the public generally. Staff should not use our stationery in connection with non-GNM matters or cite a connection with the paper to resolve consumer grievances, get quicker service or seek discount or deals.

Interaction with readers Our most important relationship is the one we have with our readers and site users.

Courtesy applies whether an exchange takes place in person, by telephone, letter or email. The company recognises that communication online, eg in blogs and social media domains, can be more informal, brisk and, where a debate is underway, combative — but journalists should be mindful of the guidelines on blogging and social media available on GNM's internal Really Social Media site.

Outside engagements or duties GNM accepts the journalist’s right to a private life and the right to take part in civic society. However, staff should inform their immediate editor if, in their capacity as an employee, they intend to:

* Give evidence to any court
* Chair public forums or seminars arranged by professional conference organisers or comercial organisations\*
* Undertake any outside employment likely to conflict with their professional duties
* Chair public or political forums or appear on platforms
* Make representations or give evidence to any official body in connection with material that has been published by GNM

\*Journalists invited to chair debates or appear on panels as a representative of GNM should not usually accept or request payment for doing so, unless preparation or attendance at the event involves a significant call on private time. Acceptance of payment should be approved in advance by the managing editor having particular regard for other clauses within these guidelines, such as conflict of interest, declarations of interest and endorsement of commercial products. Travel and other reasonable expenses may be accepted. In general, staff journalists should not provide public relations advice, especially to an audience that has paid to attend.

Please consult your managing editor if in doubt.

Relationships Staff members should not write about, photograph or make news judgments about any individual related by blood or marriage or with whom the staff member has a close personal, financial or romantic relationship. A staff member who is placed in a circumstance in which the potential for this kind of conflict exists should advise his or her department head.

**3. Appendices**

**Appendix 3.1 Press Complaints Commission Code of Practice**

The Editors' Code

All members of the press have a duty to maintain the highest professional standards. The Code, which includes this preamble and the public interest exceptions below, sets the benchmark for those ethical standards, protecting both the rights of the individual and the public's right to know. It is the cornerstone of the system of self-regulation to which the industry has made a binding commitment.

It is essential that an agreed code be honoured not only to the letter but in the full spirit. It should not be interpreted so narrowly as to compromise its commitment to respect the rights of the individual, nor so broadly that it constitutes an unnecessary interference with freedom of expression or prevents publication in the public interest.

It is the responsibility of editors and publishers to apply the Code to editorial material in both printed and online versions of publications. They should take care to ensure it is observed rigorously by all editorial staff and external contributors, including non-journalists, in printed and online versions of publications. Editors should co-operate swiftly with the PCC in the resolution of complaints. Any publication judged to have breached the Code must print the adjudication in full and with due prominence, including headline reference to the PCC.

There may be exceptions to the clauses marked \* where they can be demonstrated to be in the public interest (see below).

**1 Accuracy**

i) The Press must take care not to publish inaccurate, misleading or distorted information, including pictures.

ii) A significant inaccuracy, misleading statement or distortion once recognised must be corrected, promptly and with due prominence, and - where appropriate - an apology published. In cases involving the Commission, prominence should be agreed with the PCC in advance.

iii) The Press, whilst free to be partisan, must distinguish clearly between comment, conjecture and fact.

iv) A publication must report fairly and accurately the outcome of an action for defamation to which it has been a party, unless an agreed settlement states otherwise, or an agreed statement is published.

**2 Opportunity to reply**

A fair opportunity for reply to inaccuracies must be given when reasonably called for

**3\*Privacy**

i) Everyone is entitled to respect for his or her private and family life, home, health and correspondence, including digital communications.

ii) Editors will be expected to justify intrusions into any individual's private life without consent. Account will be taken of the complainant's own public disclosures of information.

iii) It is unacceptable to photograph individuals in private places without their consent.

Note – Private places are public or private property where there is a reasonable expectation of privacy.

**4 \*Harassment**

i) Journalists must not engage in intimidation, harassment or persistent pursuit.

ii) They must not persist in questioning, telephoning, pursuing or photographing individuals once asked to desist; nor remain on their property when asked to leave and must not follow them. If requested, they must identify themselves and whom they represent.

iii) Editors must ensure these principles are observed by those working for them and take care not to use non-compliant material from other sources.

**5 Intrusion into grief or shock**

i) In cases involving personal grief or shock, enquiries and approaches must be made with sympathy and discretion and publication handled sensitively. This should not restrict the right to report legal proceedings, such as inquests.

\*ii) When reporting suicide, care should be taken to avoid excessive detail about the method used.

**6 \*Children**

i) Young people should be free to complete their time at school without unnecessary intrusion.

ii) A child under 16 must not be interviewed or photographed on issues involving their own or another child’s welfare unless a custodial parent or similarly responsible adult consents.

iii) Pupils must not be approached or photographed at school without the permission of the school authorities.

iv) Minors must not be paid for material involving children’s welfare, nor parents or guardians for material about their children or wards, unless it is clearly in the child's interest.

v) Editors must not use the fame, notoriety or position of a parent or guardian as sole justification for publishing details of a child’s private life.

**7 \*Children in sex cases**

1. The press must not, even if legally free to do so, identify children under 16 who are victims or witnesses in cases involving sex offences.

2. In any press report of a case involving a sexual offence against a child -

i) The child must not be identified.

ii) The adult may be identified.

iii) The word "incest" must not be used where a child victim might be identified.

iv) Care must be taken that nothing in the report implies the relationship between the accused and the child.

**8 \*Hospitals**

i) Journalists must identify themselves and obtain permission from a responsible executive before entering non-public areas of hospitals or similar institutions to pursue enquiries.

ii) The restrictions on intruding into privacy are particularly relevant to enquiries about individuals in hospitals or similar institutions.

**9 \*Reporting of Crime**

(i) Relatives or friends of persons convicted or accused of crime should not generally be identified without their consent, unless they are genuinely relevant to the story.

(ii) Particular regard should be paid to the potentially vulnerable position of children who witness, or are victims of, crime. This should not restrict the right to report legal proceedings.

**10 \*Clandestine devices and subterfuge**

i) The press must not seek to obtain or publish material acquired by using hidden cameras or clandestine listening devices; or by intercepting private or mobile telephone calls, messages or emails; or by the unauthorised removal of documents or photographs; or by accessing digitally-held private information without consent.

ii) Engaging in misrepresentation or subterfuge, including by agents or intermediaries, can generally be justified only in the public interest and then only when the material cannot be obtained by other means.

**11 Victims of sexual assault**

The press must not identify victims of sexual assault or publish material likely to contribute to such identification unless there is adequate justification and they are legally free to do so.

**12 Discrimination**

i) The press must avoid prejudicial or pejorative reference to an individual's race, colour, religion, gender, sexual orientation or to any physical or mental illness or disability.

ii) Details of an individual's race, colour, religion, sexual orientation, physical or mental illness or disability must be avoided unless genuinely relevant to the story.

**13 Financial journalism**

i) Even where the law does not prohibit it, journalists must not use for their own profit financial information they receive in advance of its general publication, nor should they pass such information to others.

ii) They must not write about shares or securities in whose performance they know that they or their close families have a significant financial interest without disclosing the interest to the editor or financial editor.

iii) They must not buy or sell, either directly or through nominees or agents, shares or securities about which they have written recently or about which they intend to write in the near future.

**14 Confidential sources**

Journalists have a moral obligation to protect confidential sources of information.

Witness payments in criminal trials

i) No payment or offer of payment to a witness - or any person who may reasonably be expected to be called as a witness - should be made in any case once proceedings are active as defined by the Contempt of Court Act 1981.

This prohibition lasts until the suspect has been freed unconditionally by police without charge or bail or the proceedings are otherwise discontinued; or has entered a guilty plea to the court; or, in the event of a not guilty plea, the court has announced its verdict.

\*ii) Where proceedings are not yet active but are likely and foreseeable, editors must not make or offer payment to any person who may reasonably be expected to be called as a witness, unless the information concerned ought demonstrably to be published in the public interest and there is an overriding need to make or promise payment for this to be done; and all reasonable steps have been taken to ensure no financial dealings influence the evidence those witnesses give. In no circumstances should such payment be conditional on the outcome of a trial.

\*iii) Any payment or offer of payment made to a person later cited to give evidence in proceedings must be disclosed to the prosecution and defence. The witness must be advised of this requirement.

\*Payment to criminals

i) Payment or offers of payment for stories, pictures or information, which seek to exploit a particular crime or to glorify or glamorise crime in general, must not be made directly or via agents to convicted or confessed criminals or to their associates – who may include family, friends and colleagues.

ii) Editors invoking the public interest to justify payment or offers would need to demonstrate that there was good reason to believe the public interest would be served. If, despite payment, no public interest emerged, then the material should not be published.

**The public interest**

There may be exceptions to the clauses marked \* where they can be demonstrated to be in the public interest.

1. The public interest includes, but is not confined to:

i) Detecting or exposing crime or serious impropriety

ii) Protecting public health and safety

iii) Preventing the public from being misled by an action or statement of an individual or organisation.

2. There is a public interest in freedom of expression itself.

3. Whenever the public interest is invoked, the PCC will require editors to demonstrate fully that they reasonably believed that publication, or journalistic activity undertaken with a view to publication, would be in the public interest.

4. The PCC will consider the extent to which material is already in the public domain, or will become so.

5. In cases involving children under 16, editors must demonstrate an exceptional public interest to over-ride the normally paramount interest of the child.

**Appendix 3.2: CP Scott’s essay published in the Manchester Guardian on the centenary of the paper’s first issue**

CP Scott, Editor, Thursday May 5, 1921

A hundred years is a long time; it is a long time even in the life of a newspaper, and to look back on it is to take in not only a vast development in the thing itself, but a great slice in the life of the nation, in the progress and adjustment of the world.

In the general development the newspaper, as an institution, has played its part, and no small part, and the particular newspaper with which I personally am concerned has also played its part, it is to be hoped, not without some usefulness. I have had my share in it for a little more than fifty years; I have been its responsible editor for only a few months short of its last half-century; I remember vividly its fiftieth birthday; I now have the happiness to share in the celebration of its hundredth. I can therefore speak of it with a certain intimacy of acquaintance. I have myself been part of it and entered into its inner courts. That is perhaps a reason why, on this occasion, I should write in my own name, as in some sort a spectator, rather than in the name of the paper as a member of its working staff.

In all living things there must be a certain unity, a principle of vitality and growth. It is so with a newspaper, and the more complete and clear this unity the more vigorous and fruitful the growth. I ask myself what the paper stood for when first I knew it, what it has stood for since and stands for now. A newspaper has two sides to it.

It is a business, like any other, and has to pay in the material sense in order to live. But it is much more than a business; it is an institution; it reflects and it influences the life of a whole community; it may affect even wider destinies. It is, in its way, an instrument of government. It plays on the minds and consciences of men. It may educate, stimulate, assist, or it may do the opposite. It has, therefore, a moral as well as a material existence, and its character and influence are in the main determined by the balance of these two forces. It may make profit or power its first object, or it may conceive itself as fulfilling a higher and more exacting function.

I think I may honestly say that, from the day of its foundation, there has not been much doubt as to which way the balance tipped as far as regards the conduct of the paper whose fine tradition I inherited and which I have had the honour to serve through all my working life. Had it not been so, personally, I could not have served it.

Character is a subtle affair, and has many shades and sides to it. It is not a thing to be much talked about, but rather to be felt. It is the slow deposit of past actions and ideals. It is for each man his most precious possession, and so it is for that latest growth of time the newspaper. Fundamentally it implies honesty, cleanness, courage, fairness, a sense of duty to the reader and the community. A newspaper is of necessity something of a monopoly, and its first duty is to shun the temptations of monopoly. Its primary office is the gathering of news. At the peril of its soul it must see that the supply is not tainted. Neither in what it gives, nor in what it does not give, nor in the mode of presentation must the unclouded face of truth suffer wrong.

Comment is free, but facts are sacred. “Propaganda,” so called, by this means is hateful. The voice of opponents no less than that of friends has a right to be heard. Comment also is justly subject to a self-imposed restraint. It is well to be frank; it is even better to be fair. This is an ideal. Achievement in such matters is hardly given to man. We can but try, ask pardon for shortcomings, and there leave the matter.

But, granted a sufficiency of grace, to what further conquests may we look, what purpose serve, what task envisage? It is a large question, and cannot be fully answered. We are faced with a new and enormous power and a growing one. Whither is the young giant tending? What gifts does he bring? How will he exercise his privilege and powers? What influence will he exercise on the minds of men and on our public life? It cannot be pretended that an assured and entirely satisfactory answer can be given to such questions. Experience is in some respects disquieting. The development has not been all in the direction which we should most desire.

One of the virtues, perhaps almost the chief virtue, of a newspaper is its independence. Whatever its position or character, at least it should have a soul of its own. But the tendency of newspapers, as of other businesses, in these days is towards amalgamation. In proportion, as the function of a newspaper has developed and its organization expanded, so have its costs increased. The smaller newspapers have had a hard struggle; many of them have disappeared. In their place we have great organizations controlling a whole series of publications of various kinds and even of differing or opposing politics. The process may be inevitable, but clearly there are drawbacks. As organization grows personality may tend to disappear. It is much to control one newspaper well; it is perhaps beyond the reach of any man, or any body of men, to control half a dozen with equal success. It is possible to exaggerate the danger, for the public is not undiscerning. It recognises the authentic voices of conscience and conviction when it finds them, and it has a shrewd intuition of what to accept and what to discount.

This is a matter which in the end must settle itself, and those who cherish the older ideal of a newspaper need not be dismayed. They have only to make their papers good enough in order to win, as well as to merit, success, and the resources of a newspaper are not wholly measured in pounds, shillings, and pence. Of course the thing can only be done by competence all round, and by that spirit of co-operation right through the working staff which only a common ideal can inspire.

There are people who think you can run a newspaper about as easily as you can poke a fire, and that knowledge, training, and aptitude are superfluous endowments. There have even been experiments on this assumption, and they have not met with success. There must be competence, to start with, on the business side, just as there must be in any large undertaking, but it is a mistake to suppose that the business side of a paper should dominate, as sometimes happens, not without distressing consequences.

A newspaper, to be of value, should be a unity, and every part of it should equally understand and respond to the purposes and ideals which animate it. Between its two sides there should be a happy marriage, and editor and business manager should march hand in hand, the first, be it well understood, just an inch or two in advance. Of the staff much the same thing may be said. They should be a friendly company. They need not, of course, agree on every point, but they should share in the general purpose and inheritance. A paper is built up upon their common and successive labours, and their work should never be task work, never merely dictated.

They should be like a racing boat’s crew, pulling well together, each man doing his best because he likes it, and with a common and glorious goal.

That is the path of self-respect and pleasure; it is also the path of success. And what a work it is! How multiform, how responsive to every need and every incident of life! What illimitable possibilities of achievement and of excellence! People talk of “journalese” as though a journalist were of necessity a pretentious and sloppy writer; he may be, on the contrary, and very often is, one of the best in the world. At least he should not be content to be much less. And then the developments. Every year, almost every day, may see growth and fresh accomplishments, and with a paper that is really alive, it not only may, but does. Let anyone take a file of this paper, or for that matter any one of half a dozen other papers, and compare its whole make-up and leading features today with what they were five years ago, ten years ago, twenty years ago, and he will realise how large has been the growth, how considerable the achievement. And this is what makes the work of a newspaper worthy and interesting. It has so many sides, it touches life at so many points, at every one there is such possibility on improvement and excellence. To the man, whatever his place on the paper, whether on the editorial or business, or even what may be regarded as the mechanical side — this also vitally important in its place — nothing should satisfy short of the best, and the best must always seem a little ahead of the actual. It is here that ability counts and that character counts, and it is on these that a newspaper, like every great undertaking, if it is to be worthy of its power and duty, must rely.

**Appendix 3.3. Areas of interest and companies held by GMG**

Guardian Media Group's portfolio comprises wholly owned businesses, joint ventures and other investments.

There are three wholly owned operating divisions: Guardian News and Media (GNM), GMG Radio and GMG

Property Services; and two joint ventures with Apax Partners: Trader Media Group and Emap. The Group also has a long-term investment fund, with Cambridge Associates as advisors.

GNM publishes the Guardian, Observer, guardian.co.uk and other titles such as Guardian Weekly.

GMG Radio operates regional stations across the UK under the Real Radio, Smooth Radio and Rock Radio brands, as well as a number of websites. It also has a stake in MXR, a holder of regional digital multiplex licences.

Trader Media Group (jointly owned with Apax Partners) publishes the Auto Trader website and magazine, as well as a number of other classified advertising titles. It has centres across the UK and subsidiaries in Ireland, Italy and South Africa.

Other interests include shares in Seven Publishing, Development Hell, Spectrum Venture Management, Press Association and Radio Advertising Bureau. GMG also has full ownership of the print plant GPC Manchester.

## THE NEW YORK TIMES – STANDARDS AND ETHICS

The core purpose of The New York Times is to enhance society by creating, collecting and distributing high-quality news and information. Producing content of the highest quality and integrity is the basis for our reputation and the means by which we fulfill the public trust and our customers’ expectations.

**Fairness**

The goal of The New York Times is to cover the news as impartially as possible — “without fear or favor,” in the words of Adolph Ochs, our patriarch — and to treat readers, news sources, advertisers and others fairly and openly, and to be seen to be doing so. The reputation of The Times rests upon such perceptions, and so do the professional reputations of its staff members. Thus The Times and members of its news department and editorial page staff share an interest in avoiding conflicts of interest or an appearance of a conflict.

**Integrity**

For more than a century, men and women of The Times have jealously guarded the paper’s integrity. Whatever else we contribute, our first duty is to make sure the integrity of The Times is not blemished during our stewardship. At a time of growing and even justified public suspicion about the impartiality, accuracy and integrity of some journalists and some journalism, it is imperative that The Times and its staff maintain the highest possible standards to insure that we do nothing that might erode readers’ faith and confidence in our news columns. This means that the journalism we practice daily must be beyond reproach.

Because our voice is loud and far-reaching, The Times recognizes an ethical responsibility to correct all its factual errors, large and small. The paper regrets every error, but it applauds the integrity of a writer who volunteers a correction of his or her own published story. We observe the Newsroom Integrity Statement, promulgated in 1999, which deals with such rudimentary professional practices as the importance of checking facts, the exactness of quotations, the integrity of photographs and our distaste for anonymous sourcing.

**Truth**

As journalists we treat our readers, viewers, listeners and online users as fairly and openly as possible. Whatever the medium, we tell our audiences the complete, unvarnished truth as best we can learn it. We correct our errors explicitly as soon as we become aware of them. We do not wait for someone to request a correction. We publish

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Fonte: <http://www.nytco.com/who-we-are/culture/standards-and-ethics/>

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corrections in a prominent and consistent location or broadcast time slot. Staff members who plagiarize or who knowingly or recklessly provide false information for publication betray our fundamental pact with our readers. We do not tolerate such behavior.

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Fonte: <https://subscription.timeinc.com/storefront/privacy/time/generic_privacy_new.html?dnp-source=E>

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**Accessing, Correcting, and Deleting Your Personal Information**

We will take reasonable steps to accurately record the personal information that you provide to us and any subsequent updates.

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# PARTE 2 – USO DE MÍDIAS SOCIAIS

## ASNE - 10 BEST PRACTICES FOR SOCIAL MEDIA

**Best practice guidelines for editors crafting social media policies**

March 2011

Executive summary –

Social media platforms continue to emerge as essential newsgathering tools. These mediums offer exciting opportunities for reporters to collect information and for news organizations to expand the reach of their content, but they also carry challenges and risks. Putting in place overly draconian rules discourages creativity and innovation, but allowing an uncontrolled free-forall opens the floodgates to problems and leaves news organizations responsible for irresponsible employees.

We offer these guidelines as a framework to help editors form their own policies.

We reviewed publicly available social media policies for mainstream news organizations and several others sent to us by ASNE members. An appendix at the end of this report includes the full text of what was collected. We identified 10 best-practice themes at the heart of the best policies.

Each theme gets its own page here, with a brief explanation of why it’s included, a “teachable moment,” and excerpts from social media guidelines released by news organizations that have been leading the way.

Here are the 10 key takeaways:

1. Traditional ethics rules still apply online.

2. Assume everything you write online will become public.

3. Use social media to engage with readers, but professionally.

4. Break news on your website, not on Twitter.

5. Beware of perceptions.

6. Independently authenticate anything found on a social networking site.

7. Always identify yourself as a journalist.

8. Social networks are tools not toys.

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Fonte: <http://asne.org/content.asp?pl=19&sl=77&contentid=77>

Acessado em 21/03/2014

9. Be transparent and admit when you’re wrong online.

10. Keep internal deliberations confidential.

**Traditional ethics rules still apply.**

Reporters should act the same way online as they would in person. They shouldn’t say anything they wouldn’t want to see on the front page of their newspaper, and they shouldn’t post anything that would embarrass them personally or professionally or their organization. This seems like common sense, but to many journalists it’s not obvious.

There’s no reason that traditional ethics guidelines should go out the window. That is first and foremost the message that should come across in social media guidelines. John Robinson, the editor of The Greensboro (N.C.) News & Record, responded to an email about his social media guidelines this way: “We have a code of ethics and professionalism that covers our behavior, period. That said I’ve told my staff that my social media policy is this: Don’t be stupid.” He said it works for them.

**Teachable moment:**

Hiroko Tabuchi, a New York Times reporter, expressed her anger with Toyota’s press operation by railing against the automaker on Twitter in a way that is generally not acceptable in reporter copy. “Akio Toyoda took very few questions, ignored reporters incl me who tried to ask a follow-up. I’m sorry, but Toyota sucks,” she wrote on Twitter after a news conference. Her tweet was widely picked up and caused the business editor to consider pulling her off the Toyota story at the time, which he didn’t. Source: <http://www.nytimes.com/2010/04/11/opinion/11pubed.html>

**Sample policies:**

**The Washington Post:** “When using these networks, nothing we do must call into question the impartiality of our newsjudgment. We never abandon the guidelines that govern the separation of news from opinion, the importance of fact andobjectivity, the appropriate use of language and tone, and other hallmarks of our brand of journalism…Post journalists mustrefrain from writing, tweeting or posting anything — including photographs or video — that could be perceived as reflectingpolitical, racial, sexist, religious or other bias or favoritism that could be used to tarnish our journalistic credibility.”

**Orlando Sentinel:** “Integrity is a core value. Our ethical principles do not change, even as we work across multipleplatforms and in differing media. Put another way, thestandards that guide our behavior as journalists, including those listedelsewhere in the Tribune Code and in local guidelines, apply online as they do offline.”

**Assume everything you write online will become public.**

That’s true even if it’s on an account that’s not explicitly linked to your employer. Privacy settings are constantly changing, and what you write behind someone’s wall one day might be in the public purview the next. Or, more likely, it might get leaked by an antagonist.

Keeping separate spheres is not feasible anymore, as it might have been a few years ago. If something goes on a private page, employees should know they need to be ready to defend it publicly. Some editors have encouraged employees to consider accounts for their professional and personal lives. That’s completely acceptable, but you can’t expect a private Facebook page to stay private even with a public fan page.

In the new world order, more reporters are building their own personal brands. It’s acceptable to put personal content on a public forum, but balance is necessary. Too much personal information muddies the water and cheapens the brand. Reporters creating new Twitter accounts should consider adding their publication’s name somewhere in the username or handle so that they’re clearly identified as part of the team.

**Teachable moment:**

Raju Narisetti, a managing editor at The Washington Post, protected his Tweets through his Twitter settings. He thought only 90 of his friends and others he gave access to would see what he wrote. He was wrong.

“We can incur all sorts of federal deficits for wars and what not. But we have to promise not to increase it by $1 for healthcare reform? Sad,” he wrote in late 2009.

“Sen Byrd (91) in hospital after he falls from ‘standing up too quickly.’ How about term limits. Or retirement age. Or commonsense to prevail,” he wrote in another.

Chastised by the executive editor and criticized by the paper’s ombudsman, Narisetti temporarily shut down his Twitter account. The episode motivated the paper to speed up the release of new guidelines on social networking.

Source: <http://voices.washingtonpost.com/ombudsman-blog/2009/09/post_editor_ends_tweets_as_new.html>

**Sample policies:**

**POLITICO:** “With Facebook’s evolving and fishy privacy settings, there is real danger in thinking something is private when it’s accessible to third-party sites. Operate on the assumption that everything is visible to everyone. As a rule of thumb, just make sure you log out of Facebook when you shut down your computer [to prevent hackers from taking over your account and posting something in your name that could be embarrassing]. Monitor what other people post to your page. It’s often these things that can trip people up. And monitor what photos people tag you in. The same guidelines apply to other social networks as well, such as Foursquare, Digg and Yahoo Buzz. Just as politicians learn, to their regret, that they should always assume the mike is live, we should assume that we are always on.”

**Los Angeles Times:** “Your professional life and your personal life are intertwined in the online world, just as they are offline. Attempts, for instance, to distinguish your high school friends from your professional associates are fine, but in all spaces one should adhere to the principle that as an editorial employee you are responsible for maintaining The Times’ credibility.”

**Roanoke Times:** “A blog or message board posting is akin to having a personal conversation in a very public place. As a newsroom employee, everything you say or write or do can and will be viewed in light of your connection with the newspaper.”

**NPR:** “Information from your Facebook page, your blog entries, and your tweets — even if you intend them to be personal messages to your friends or family — can be easily circulated beyond your intended audience. This content, therefore, represents you and NPR to the outside world as much as a radio story or story for NPR.org does.”

**Denver Post:** “For work-based accounts, especially on Twitter, it’s recommended you publish a mix of your own content (stories, photos, videos, graphics and audio), content from your Post colleagues that you find important or interesting, content from other reputable sources related to your beat, and content that showcases your own personal interests and affinities from time-to-time, so long as they don’t present a potential conflict of interest.”

**Engage with readers, but professionally.**

A major value of these networks is that they offer the chance to engage with readers and sources in ways not previously possible. Reporters and editors can see what’s generating buzz, gather information in real time during disasters and enhance community journalism efforts.

Too many news executives see social media platforms as merely a way to broadcast what they’re doing. It’s a two-way form of communication. Reporters have an obligation to interact and respond.

There are limits to the value of engagement. Policies should encourage reporters to not get into flame wars with trolls or unreasonable readers. This diminishes the credibility of the paper and elevates the visibility of the antagonist. It is subjective, and it’s often a gray area. Caution is required, and reporters should be cognizant of the dangers with engagement.

**Teachable moment:**

Someone managing The Washington Post’s official Twitter account got into an intensive back-and-forth with the gay rights group GLAAD over an op-ed that the paper published by conservative activist Tony Perkins about anti-gay bullying. The group tweeted that The Post shouldn’t have published the article, and an unknown staffer said they were only trying to offer “both sides.” The group objected that there were not two sides to the issue of teen suicide. The result was a protracted debate that heightened the controversy. Managing editor Raju Narisetti sent an all-staff email urging that Post-branded and personal accounts should not be used to speak on behalf of The Post.

Sources: <http://blogs.forbes.com/velocity/2010/10/18/wapos-twitter-based-scuffle-with-glaad-when-social-media-engagement-goes-wrong/>

The full text of staff memo: http://www.tbd.com/articles/2010/10/washington-post-editor-no-responding-to-critics-on-twitter-21988.html

**Sample policies:**

**Guardian (U.K.):** “1. Participate in conversations about our content, and take responsibility for the conversations you start. 2. Focus on the constructive by recognising and rewarding intelligent contributions. 3. Don’t reward disruptive behaviour with attention, but report it when you find it. 4. Link to sources for facts or statements you reference, and encourage others to do likewise. … 7. Encourage readers to contribute perspective, additional knowledge and expertise. Acknowledge their additions.”

**Reuters:** “Think before you post. One of the secrets to social media’s success is how easy it has become to participate. But that also makes it easy to respond or repeat before you have thought through the consequences. Whether we think it is fair or not, other media will use your social media output as your news organization’s comment on topical stories. And you will play into the hands of your critics unless you take care: Resist the temptation to respond in anger to those you regard as mistaken or ill-tempered.”

**Dow Jones:** “Don’t engage in any impolite dialogue with those who may challenge your work — no matter how rude or provocative they may seem.”

**Roanoke Times:** “Postings shall not include defamatory personal attacks of any type. Particular care should be taken in responding to posts critical of specific news coverage or personal attacks on specific newsroom employees.”

**Break news on your website, not on Twitter.**

Social media can become a gigantic time suck, distracting reporters from conducting traditional reporting or executing their job duties.

In a news climate that values speed, there are great temptations and added incentives to break news on Twitter or Facebook instead of waiting for it to move through the editorial pipeline. This undercuts one of the main values of social media for news organizations, which is to drive traffic and increase the reach of high-quality journalism. Competitors have been known to snap up scoops first hinted at on Twitter or to accelerate the publication of a story if it becomes clear on Twitter that someone at another outlet is moving forward with a similar story.

The operative word is balance. There are times when it is advisable to post on Twitter before a story posts on your website. When tweeting about press releases or from a press conference that’s being televised, for instance, precision reporting is not compromised. On breaking news stories, there are instances when getting the information out takes precedence over waiting for a story to move through the editorial pipeline.

It’s a good policy to tell employees they should include links whenever possible to a story on their employer’s site. This way it goes through an editor and increases traffic.

The need to stay competitive puts the onus on web developers and managers to reduce the amount of time it takes to get material online.

**Teachable moment:**

Sports writers regularly put scoops on Twitter before news breaks on their employers’ websites. This came into view during the baseball trading season of 2010 when reporters from Sports Illustrated, Yahoo and ESPN, and other news organizations, reported that certain players would stay or leave their teams. Business Insider rounded up eight examples of reporters breaking news on social media pages before writing stories for their employer and without including a link to drive traffic.

MLBTradeRumors.com capitalized on one Tweet by posting a story based on a Tweet before the reporter did. Source: http:// www.businessinsider.com/why-do-sports-reporters-give-away-their-scoops-on-twitter-2010-7/-1

**Sample policies:**

**Denver Post:** “The default should be to break news on denverpost.com — not on a social network. Once the story is live on the site, you should then post it on your social network and link to the story. There will be cases when we hold exclusive news for the paper, or when we will choose to push updates out on social media, but those decisions should be made in consultation with your editor.”

**POLITICO:** “Remember, your first priority is to report stories for Politico, not to drive Twitter traffic. … Don’t break a major story via Twitter until you can include a link back to the Politico story. We don’t want to give our exclusives away without being able to maximize our traffic from those stories. Also, you don’t want your Twitter feed to scoop a Politico story.”

**Orlando Sentinel:** “If you have a personal blog or want to start one, clear the subject matter with your supervisor before proceeding. You must not mix work and personal material on a personal blog. The company expects you to exercise good judgment, including avoiding any posts about subjects that you cover for your newsroom; attempting to build a commercial enterprise that competes with subjects your newsroom covers; and avoiding controversial subjects.”

**Beware of perceptions.**

Avoid the appearance of conflict of interest on your beat by offering clear disclaimers.

Reporters should make clear that retweeting or linking to items that might interest their followers is not an endorsement of the content. A political reporter, for instance, might retweet something that a politician says to pass along news. To a journalist, that’s not expressing support for what they had to say. For readers or outsiders, it may not be so clear. This can be cleared up by modifying the tweet or with a simple disclaimer, such as “RT’s don’t = endorsements.”

Take caution in friending sources on Facebook. There’s some disagreement among editors about whether accepting or making “friend” requests is okay. As Facebook has become more ubiquitous and the connotation of the verb “friend” has been diluted, being “friends” with someone you cover is more acceptable than it might have looked a few years ago.

There is a risk that reporters endanger their sources by being their “friend,” but there’s also important information that’s only visible to people who accept or make such requests. Some networks, like Facebook, allow you to hide your list of friends. This is advisable, but it shouldn’t be taken for granted and it could nonetheless put sources at risk even if they don’t realize it. Be thoughtful and develop a coherent approach to dealing with friend requests.

Another problem on Facebook is “likes” and “fan pages.” To watch Tim Pawlenty’s video that announced he was creating an exploratory committee for a presidential run—an important news story—reporters had to click a “like” button, which then generated an entry on their own Facebook page that they liked Pawlenty. But there was no other choice. Sarah Palin often makes news on Facebook, as another example, and people need to sign up for her fan page to have her messages appear in their news feeds.

Because joining groups is increasingly unavoidable, try to aim for balance when joining them. Don’t only join groups or pages that lean one ideological direction. Try to manage privacy settings where possible to avoid giving the impression that you’re a member of a group or have a conflict.

**Teachable moment:**

CNN’s Senior Editor of Mideast Affairs, Octavia Nasr, tweeted condolences for a virulently anti-American Hezbollah sheikh. “Sad to hear of the passing of Sayyed Mohammed Hussein Fadlallah. One of Hezbollah’s giants I respect a lot,” she wrote. Her explanation was that she appreciated his support for women’s rights and encouragement of men to not beat their wives. Only after an uproar did she clarify that she didn’t respect his support for terrorism or suicide bombers. She lamented later that she couldn’t express all the nuances in 140 characters. CNN didn’t care. They fired her in July 2010. Source: http://www.washingtonpost.com/wp-dyn/content/article/2010/07/07/AR2010070704948.html

**Sample policies:**

**Los Angeles Times:** “Be aware of perceptions. If you ‘friend’ a source or join a group on one side of a debate, do so with the other side as well. Also understand that readers may view your participation in a group as your acceptance of its views; be clear that you’re looking for story ideas or simply collecting information. Consider that you may be an observer of online content without actively participating.”

**NPR:** “Your simple participation in some online groups could be seen to indicate that you endorse their views. Consider whether you can accomplish your purposes by just observing a group’s activity, rather than becoming a member. If you do join, be clear that you’ve done so to seek information or story ideas. And if you ‘friend’ or join a group representing one side of an issue, do so for a group representing the competing viewpoint, when reasonable to do so.”

**Orlando Sentinel:** “Be aware of perceptions. ‘Friending’ or ‘following’ people is fine. But if you ‘friend’ a source or join a group on one side of a debate, you should do so with those on the other side as well. Understand that users or sources may view your participation in a group as your acceptance of its views; be clear that you’re looking for story ideas or collecting information … In reporting, be aware of inadvertent disclosures. ‘Friending’ a professional contact may publicly identify that person as one of your sources. Authentication is essential: Interview sources by phone or in person or otherwise verify sourcing after collecting information online … Most readers understand that linking does not necessarily constitute endorsement. Still, you should avoid pointing to anything that is an affront to common decency. You may generally link to the websites of institutions and causes, but as with other forms of publishing, you should strive for balance when there are differing points of view.”

**Denver Post:** “Following sources on Twitter is critical for reporting. On Facebook, the action of ‘friending’ sources is a murky area at best, mostly because it’s seen as a far more serious relationship. ‘Following’ someone on Twitter is considered to be more casual. If you have a Facebook page and you have sources as ‘friends,’ be mindful of neutrality and Post representation when posting views or opinions. In addition, if you are including sources on your personal Facebook page, do not exclude any source — include sources on all ideological sides of an issue or beat.” . . . “What about joining groups on Facebook or other social networks? Joining groups, and ‘liking’ or following certain brands, businesses and people is an essential part of doing your job today as a journalist. Often, these sources will break news on their social media accounts instead of issuing standard press releases. Lance Armstrong, for instance, first tweeted that the 2010 Tour de France would be his last. The news made international headlines.”

**The Roanoke Times:** “Recognize that even seemingly benign actions can be misinterpreted. You may sign up for a group or become a ‘fan’ of something, perhaps even to get story ideas, but others could construe that as bias toward a business or organization that the newspaper covers. Be aware that the actions of your online friends also can reflect poorly on you and, by extension, the newspaper. … Be careful and consistent about joining groups and supporting causes. Either avoid them entirely, or sign up for lots of groups. If you become a fan of a political party, become a fan of the other parties as well. Similarly, if you join a group representing a controversial cause (as a reporting tool to learn about their meetings, etc.), take care to join a group that represents the other side of the issue. … Manage your friends carefully. Having one source on your friends list but not another is easily construed as bias. As above, be consistent. Accept no sources or people you cover as friends, or welcome them all. Manage your friends’ comments. Delete comments and de-friend people who damage your reputation. Even friendly actions such as posting certain links on your wall can be damaging.”

**SourceMedia Group, Ced ar Rapids, IA (The Gazette newspaper):** “Make it clear to your readers that the views you express are yours alone and that they do not necessarily reflect the views of SourceMedia. To help reduce the potential for confusion, put the following notice – or something similar – in a reasonably prominent place on your site (e.g., at the bottom of your “about me” page): The views expressed on this website/blog are mine alone and do not necessarily reflect the views of my employer. Views expressed are by the author and not necessarily SourceMedia’s.”

**Verify anything seen on a social networking site before reporting elsewhere.**

Not all information on social networking sites is created equal. The web’s democratic nature means a lot of inaccurate buzz, which makes the filtering role of news organizations more important than ever. Some reporters have been too eager to pounce on anything they see online, but being a good gatekeeper means carefully authenticating any information found on Twitter or Facebook. Just like a tip received from a source over the phone, it’s a starting point for more reporting. The old rules of double sourcing still apply.

Another factor in using information seen on social networking sites: It’s important to get consent if using material from people’s pages where they’d have a reasonable expectation of privacy. On a breaking news story, with heavy deadline pressure and a desire to get as much information as possible, it’s tempting to yank details from someone’s Facebook page and throw them on the web. This is risky because people lie or mislead. You need to be sure that you’re looking at the page for the person you’re writing about, and there’s an obligation to be careful with the information being culled. Public figures are fair game, but editors need to take extra care with minors who might not realize that adult reporters will prowl their pages.

**Teachable moments:**

Washington Post columnist Jonathan Capehart was had by a make-believe Congressman on Twitter. Instead of checking to see that “RepJackKimble (R-Calif.)” was an actual member of Congress, he wrote a blog post riffing on a Tweet he thought was real from a parody account that mimicked a conservative. “Bush fought 2 wars without costing taxpayers a dime,” the Tweet said. The Post added a “correction/clarification” at the end of the post.

Source: http://news.yahoo.com/s/yblog\_upshot/20100908/us\_yblog\_upshot/washington-post-writer-falls-for-twitter-hoax

Sometimes mistakes are made by web producers who mistakenly think old stories are new stories. The official Los Angeles Times Twitter account posted a tweet on May 15, 2009, with a link to a Los Angeles Times story reporting that the California Supreme Court had overturned Proposition 8. The problem was that the story was actually from May 15, 2008. The court wouldn’t rule a second time for several more weeks. The person managing the account got caught up in a prank that had Twitter abuzz with the year-old story.

Source: http://latimesblogs.latimes.com/lanow/2009/05/false-report-on-proposition-8-being-overturned-lights-up-twitter.html

**Sample policies:**

**Los Angeles Times:** “Authentication is essential: Verify sourcing after collecting information online. When transmitting information online — as in re-Tweeting material from other sources — apply the same standards and level of caution you would in more formal publication.”

**Roanoke Times:** “Information gathered using social networks should be independently confirmed offline. Verify that the person you’ve contacted online is in fact the person you think you’ve contacted. Interview sources in person or over the phone whenever possible. As always, verify claims and statements.

“We should approach sourcing Twitter or any social media with the same skepticism we’d apply elsewhere. What’s important in making this decision is our comfort level with and experience in using the medium. Is that Twitter account really the official site of the Roanoke Regional Airport or Roanoke County government? Have you seen it before and judged it to be accurate and valid?

“Above all, consider Twitter a starting point — make the follow-up call to confirm what you’re seeing online. In the meantime, and after consultation with an editor, quote with accuracy and transparency. Use transparent attribution language such as ‘posted on a (or his/her) Twitter account.’ Consider if adding the time of the tweet will enhance the relevancy of what you’re reporting. And now that you’ve committed to this, continue to follow the feed for updates or corrections.”

**Rockford Register Star:** “We do not publish or re-post information from public or private social media without independent documentation. However, there may be times when the need to know trumps that principle. These guidelines must be considered before we publish or re-post information from social media:

* The top editor in the newsroom will make the decision. The top editor will alert the publisher and/or corporate news, if necessary.
* We must document the source or poster. We must know that the site is what it purports to be. If necessary, as in the case of re-posting or publishing anonymously, the editor must know who the source is. For instance, when we get anonymous documents we establish their authenticity. We will apply a similar process to information from social media. Among, but not necessarily limited to these, we will consider:
  + Facts independently known about a person should match those contained in online profiles.
  + There should be evidence that the site has been in use for an extended period of time.
  + Postings and relationships noted on the sites should correspond to what’s known about a story.
  + Through the networking site’s email, we will contact the purported author. Other efforts to contact will be made via phone calls, face-to-face interviews and outreach through other email accounts.
* Without direct contact and confirmation, it is less likely we will use the information, unless there is a compelling reason to use the information. We must have exhausted all reasonable means of reporting and documenting the news and the identity of the poster before considering re-posting or publishing. We will consider whether there was no other source of the information, and whether there was intense local and/or national interest in the story.
* We will be mindful of the line between contextual reporting and tabloid fare. Because social media is often intensely private, we will permit only that information that is necessary to advance the story.
* We will exercise care with those who may not grasp the lack of privacy in social media. High school students, for example, may have less familiarity with the ‘what happens on the Web stays on the Web forever’ aspects of social networking.”

**NPR:** “While widely disseminated and reported, material gathered online can be just as inaccurate or untrustworthy as some material collected or received in more traditional ways. As always, consider and verify the source. Content gathered online is subject to the same attribution rules as other content.”

**Orlando Sentinel:** “If you wish to publish an interesting email or other message you have received from a reader, you must be clear in your post that the email or message is from another person and that the words are not your own. You must also check the accuracy of the comment because you are responsible for the accuracy of comments you personally republish.”

**Always identify yourself as a journalist.**

Anonymity is no more acceptable in online forums than it is at a political event or other traditional reporting venues. One can linger online in public places, but they should not misrepresent themselves to obtain access to material that is not public. When asking someone for information, especially if they plan to publish it, there’s an expectation that reporters will be up front in identifying themselves.

News organizations should require their employees to be transparent when they use social networks. Don’t pretend to be someone else to obtain information. The Denver Post flatly requires that reporters identify themselves as working for the Denver Post in their profiles, for example. Being above board is as important as ever.

Also never assume something you intend to stay anonymous will remain that way in an online forum. A nasty review on Yelp, written under a private pseudonym, could end up getting linked back to the original poster and his news organization through a not-necessarily-foreseeable series of events.

**Sample policies:**

**The Washington Post:** “When using social networks such as Facebook, LinkedIn, My Space or Twitter for reporting, we must protect our professional integrity. Washington Post journalists should identify themselves as such. We must be accurate in our reporting and transparent about our intentions when participating. We must be concise yet clear when describing who we are and what information we seek.”

**The Manhattan (Kan.) Mercury:** “Outside Postings: When employees interact with the public online, they must remember that they represent the company and must conduct themselves appropriately. The use of ‘false identities’ by employees online is not allowed on company websites and is only likely to exacerbate problems with inappropriate conduct online.”

**NPR:** “Journalism should be conducted in the open, regardless of the platform. Just as you would do if you were working offline, you should identify yourself as an NPR journalist when you are working online. If you are acting as an NPR journalist, you must not use a pseudonym or misrepresent who you are. If you are acting in a personal capacity, you may use a screen name if that is allowed by the relevant forum. You should always explain to anyone who provides you information online how you intend to use the information you are gathering.”

**Orlando Sentinel:** “Be honest about who you are, identifying yourself as a Tribune employee online if you would do so in a similar situation offline. This applies to your Twitter and Facebook accounts, for example, as well as personal blogs and comments you post on other blogs or stories. Be cautious, for example, about online sites such as Yelp that enlist personal reviews or ratings. Do not assume an anonymous identity to respond to comments.”

**Rockford Register Star:** “When you use the sites for reporting or for sourcing: Be transparent; make sure your intentions are clear. Identify yourself fully, including your name and the newspaper and Web site for which you work. If you are going to be writing about and reporting on what’s being said, make that clear. Tell contacts what you are working on, why, and how you plan to use the information they supply. Explain that all information is on-the-record and for attribution.”

**Social networks are tools, not toys.**

In an April Fools kind of way, some journalists have reported phony information on social media sites. Since journalists are representing their news organizations, they should not abandon their role as truth tellers when they venture onto Twitter or Facebook.

But that’s why even when something appears to be authenticated, it’s important to make clear where it came from when passing it along. Part of the ethos of social networking is crediting the original source. Reporters should always give credit to bloggers or citizen journalists or reporters from other mainstream news organizations, when warranted, because it’s the right thing to do and it offers important cover.

**Teachable moment:**

Mike Wise, a star sports writer at The Washington Post, thought it would be funny if he posted a made-up scoop on Twitter to see who fell for it. In August 2010, he posted that he’d been told Pittsburgh Steelers quarterback Ben Roethlisberger would be suspended for five games. It took more than half an hour for his second tweet to make clear that he was joking. In that time the tweet was picked up by the Miami Herald, NBC and others. They all credited it to Wise. The news organizations looked silly when the truth came out, but the attribution protected them from greater embarrassment. Wise, meanwhile, was suspended for one month by The Post.

Source: http://www.washingtonpost.com/wp-dyn/content/article/2010/08/31/AR2010083104105.html

**Sample policies:**

**Rockford Register Star:** “When reporting information from a social media site, the following should happen:

* The source must be clear. ‘A MySpace page registered to John Smith,’ for example.
* We will tell the reader that information contained on the site matches what we learned through independent sources. When possible, we will note how long a person has been posting on the site.
* We will explain the ways we contacted the poster. For example, ‘Efforts to reach Smith through the social networking site were unsuccessful. Calls to a person listed by that name were not returned.’
* When quoting from the site, be careful in attribution.
  + Yes: ‘On a site registered to John Jones, a message was posted stating …’ or ‘A person posting as John Jones said …’
  + No: ‘John Jones said ...’ or ‘John Jones’ site stated …’ (Unless you’ve confirmed the person and they corroborate that they posted.)”

**Be transparent and correct mistakes where you make them.**

Quickly admit when you’re wrong. Mistakes happen, just like in print. But there are temptations on social media that can compound them. Fitting with the theme that the same standards which apply to traditional reporting also apply to reporting done on the Internet, journalists must understand that they are responsible for being transparent and open about their mistakes. They should also be quick to proffer new information that challenges or burnishes what they’ve posted on the site. This suits the real-time medium, where readers don’t need to wait to see corrections until the next day.

**Teachable moment:**

Howard Kurtz, The Daily Beast’s Washington bureau chief, wrote a piece in November, 2010 that quoted Republican Rep. Darell Issa of California. Kurtz had actually spoken with Issa spokesman Kurt Bardella, who he believed was Issa. In early January, Kurtz corrected his story on the Daily Beast website when he learned of the mix-up. However, Hunter Walker, a writer for The Daily, tweeted more than 150 times demanding that Kurtz issue a correction on Twitter since he had promoted the original story in a tweet. Days later, Kurtz posted a tweet noting the correction.

Source: http://news.yahoo.com/s/yblog\_thecutline/20110114/bs\_yblog\_thecutline/kurtz-tweets-correction-after-beeing-prodded-for-days-by-reporter

**Sample policy:**

**Denver Post:** “If you do publish something on a social media service that is incorrect, and realize it instantly, delete the tweet or Facebook post. Issue a correction tweet or Facebook post thereafter. Do not repeat the error.

“If you realize it much later, also issue a correction. Don’t try to hide the error by deleting the original message and then reissuing the news. Many Twitter clients, for example, download tweets and store them on users’ computers or hand-held devices, so they won’t be deleted from someone’s stream even if you delete the tweet. The same applies for Facebook.”

**Keep internal deliberations confidential.**

Social media networks can threaten the integrity of the editorial process. Painstaking editorial decisions were traditionally made behind closed doors, and outsiders saw only the final product. Twitter and Facebook offer windows into reporting that make some editors nervous. Sources write about being interviewed. Some reporters tweet through the reporting and editing process. Editorial employees writing about newsroom decision making, which may not be explainable in 140 characters, creates controversies and causes much unneeded heartburn. Some journalists pursue transparency at the expense of professional responsibility.

**Teachable moment:**

New York Times Executive Editor Bill Keller wanted to keep his staff in the loop about planning for a pay wall. At a meeting, though, several reporters tweeted what he said. They spilled the beans, which were quickly picked up by a myriad of blogs and other news organizations. What he said became a story, and then a subsequent chiding of the staff for tweeting led to more stories. Now the ground rules are clear at meetings. Reporters are expected not to tweet private deliberations, whether in a Page One conference or a staff meeting.

Source: http://www.observer.com/2009/media/twitter-culture-wars-itimesi

**Sample policies:**

**The Washington Post:** “Personal pages online are no place for the discussion of internal newsroom issues such as sourcing, reporting of stories, decisions to publish or not to publish, personnel matters and untoward personal or professional matters involving our colleagues. The same is true for opinions or information regarding any business activities of The Washington Post Company. Such pages and sites also should not be used to criticize competitors or those who take issue with our journalism or our journalists.”

**Denver Post:** “Do not post material about The Post’s internal operations or meetings or about personal misgivings with other employees and readers. Don’t air complaints with someone you do business with on behalf of The Post on social media. That must be done in private.”

**Roanoke Times:** “No unpublished images, audio, video or reporting gathered by news employees for The Roanoke Times or roanoke.com may be posted to personal blogs. Postings shall not reveal pending news coverage before it appears on roanoke. com or in The Roanoke Times. Postings should not discuss sources and methods of news coverage. Postings shall not discuss internal company policies, personnel decisions, financial results or other matters that are confidential in nature and covered by the company confidentiality policy.”

**Rockford Register Star:** “Personal or professional use: You should never post or discuss articles that have not been published or information that has not been shared with the public, including discussions at meetings you have attended or interviews you have done. You should never disparagingly comment on colleagues or competitors. The internal processes of the newsroom and the editorial board are confidential, as are the business practices and decisions of the company.”

**Freedom Communications:** “Unless specifically instructed, associates are not authorized, and therefore restricted, to speak on behalf of the Company. Associates may not publicly discuss clients, products, associates or any work-related matters, whether confidential or not, outside company-authorized communications. Associates are expected to protect the privacy of Freedom Communications, Inc., its associates, its clients, etc. and are prohibited from disclosing personal associate and nonassociate information and any other proprietary and nonpublic information to which associates have access. Such information includes, but is not limited to, customer information, trade secrets, financial data, strategic business plans, etc.”

**Appendix: Social media policies from various news organizations**

as of 1/1/2011

**Bloomberg**

Social media platforms are a powerful way to reach millions of new readers and expand the impact of our reporting. Social media is a useful complement to our work so long as principles of fairness, accuracy and transparency are upheld. Common U.S. social networks include Twitter, Facebook, Foursquare, Tumblr and Posterous, although this list is by no means exhaustive.

The ubiquity and rapid evolution of social networks can make it difficult to define the line between personal and professional expression. To be clear, as a journalist at Bloomberg anything we publish is considered a professional act. This doesn’t preclude keeping a personal profile. It simply means that we are responsible for the content of that profile, and that anything we communicate must meet the company’s guidelines and standards.

The guidelines that follow are designed to help journalists steer clear of common pitfalls of participating on social media networks. These principles are designed to extend broadly across any social site a Bloomberg News employee may participate on. The ethics section of the Bloomberg Way provides useful additional guidance, as well.

Lastly, when in doubt, remember: Ask questions first. Tweet later.

**Social Media Guidelines**

**Joining Social Networks**

* Every social network has its own set of terms and conditions that govern the data that appears on the site. In many cases, social networks reserve the right to display portions of a user’s personal information or updates without additional consent.
* Some social networks offer privacy settings to help protect the spread of information outside of a user’s friends and followers on a social network. These protections, while useful, are fallible. Assume anything posted on the Web is publicly available.
* Deleting a post does not ensure its removal from the Web. Assume anything posted will be available in perpetuity.

**Personal Conduct**

* We should not use social networks to express political opinions or to advocate on behalf of a particular issue or agenda. Posts should never express bias based on race, sex, religion, or nationality.
* Reporters and editors cannot use social media to express opinions related in any way to their professional assignment or beat. We must be mindful readers depend on our reporting for observation and insight derived from fact – not from opinion or gossip.
* We must be transparent at all times about our occupations. Most social networks include a personal profile section, which is usually the best opportunity to provide background information.
* Do not join groups on social networks dedicated to a particular political opinion or cause.
* Do not engage in arguments with those critical of our work or critical of Bloomberg News.
* Do not disparage the work of others.
* Assume internal Bloomberg discussions and meetings are “off-the-record” unless otherwise stated.

**Reporting / Sharing Our Work**

* Social media is an excellent means of promoting our work. As such, there should be a preference for linking to Bloomberg. com stories. However, it’s good Web and social media etiquette to give credit in the form of a link to work that is interesting or valuable, regardless of the source.
* Be cognizant that reposting (on Twitter, “retweeting”) updates from other sources may be viewed as an implicit endorsement of a specific viewpoint or fact. As such, we must apply the same standards of fairness and verification as we would to any other posting.
* We should not share work in progress or use social media as a vehicle for breaking news. As ever, news must always break first on the Bloomberg Terminal.

**Accuracy**

* Be skeptical of any information forwarded on a social network. Memes and misinformation spread more rapidly online than anywhere else. We must apply the same standards of verification as we would to any other source.
* Any update benefits from a second review before posting. Because of the nature of social media, the “two pairs of eyes” rule may not always be practical. However, remember our posts are always available for public and editorial review.
* In the event of an erroneous post, delete and issue a corrected version, noting the correction.

Above all else, we must avoid any action that could call our impartiality into question. When in doubt, contact an editor for guidance.

**The Denver Post**

Social media and social networking have fundamentally transformed the way we and our audiences consume, share and distribute information.

Facebook, the largest social networking website in the world, claims more than 500 million users - more than 5 percent of the world’s population. More than 165 million people have joined Twitter, another popular social network.

It has become paramount that our reporters, editors and others within the newsroom use social media to connect and engage with our audience and community. When used effectively, social media allows for healthy interaction with our audience, opportunities for faster, more authentic newsgathering, and an ability to be transparent about the reporting process.

First, we encourage you to join these networks. Doing so can be an easy way to promote your work to friends, family and colleagues, and also help you connect with our community. Some news organizations, including the BBC, have said that those journalists not using social media are not doing their jobs.

However, social media tools are not without their pitfalls. Information in the form of status updates, blog posts, tweets, photos, videos can easily escape beyond your intended audience.

With that in mind, The Post provides these guidelines in an effort to determine what conduct is appropriate for our newsroom staff. It is not The Post’s intention to attempt to control private lives, but an employee’s use of social media outlets could compromise the person’s professional credibility and The Post’s.

As a general rule, always assume that what you post and what you receive on social media websites will be read by the outside world and that your perspectives and opinions will be, by default, considered in the context of your working as a journalist for The Post. Information from your Facebook page and posts to your Twitter account - even if just personal messages to your friends and family - can be construed as representing you and The Post to others as much as your stories, photos, video and other content does when published.

Ultimately, we ask you to use common sense when expressing yourself and sharing information on social media websites. Assume everything you express on social media is public. These guidelines don’t stray from our general ethics policy and are being created to help augment the existing policy and confront the new challenges associated with social media.

If you have any questions about whether a statement, post or tweet is appropriate for social media, consult with the social media editor . . .

**What should we publish on social media accounts?**

For work-based accounts, especially on Twitter, it’s recommended you publish a mix of your own content (stories, photos, videos, graphics and audio), content from your Post colleagues that you find important or interesting, content from other reputable sources related to your beat, and content that showcases your own personal interests and affinities from time-to-time, so long as they don’t present a potential conflict of interest.

Ultimately, bring your followers and fans inside the action. Be transparent. Links could include a photo of the press box from your phone, or the site of a story you’re covering. It doesn’t all have to be stories.

Do not post material about The Post’s internal operations or meetings or about personal misgivings with other employees and readers. Don’t air complaints with someone you do business with on behalf of The Post on social media. That must be done in private.

**What’s the best way to communicate with followers or fans?**

Social media is, at its core, social. It’s important to engage in two-way conversation. Being a one-way feed of your own reporting and links won’t gain you the most influence you can. Interacting with your readers is a way to respond to their questions and gain insight into what kinds of stories they’re looking for. We encourage you to help them shape your reporting and use the crowd for answers to questions you have.

The more you interact with your followers, the stronger their bond to The Post becomes. This, of course, comes with necessary limitations. If readers or others call out mistakes in our work, be courageous enough to admit them. Your readers will find you refreshingly human and respect you more for it (of course, we want to avoid mistakes when at all possible.)

You may find fans or followers who want to criticize your work. Respectfully engage them, but don’t get bogged down in a war of words, and learn to recognize when it’s time to stop communication. On Facebook, you’re encouraged to respond to comments on stories you post. If you’re unsure what to do about a question or comment, contact the social media editor for guidance and advice.

**If I want to set up an account, how do I do that?**

Consult with the social media editor, who will help you set up an account for The Post. If you’ve already set up an account for The Post, we’ll need the user name and password for our records. It will, among other things, allow us to tweet or post critical information if you’re absent.

There is one rule: If you have a Twitter account that follows this structure: @myname, you must, in the interest of transparency, identify yourself as a Denver Post journalist.

As mentioned later, consider using two accounts: One for your professional life, and one for personal. If you use one, professional standards apply. If you’re in business, consider using LinkedIn.com to develop a contact list.

If you leave the company, you retain the rights to your own handle or screenname. If it includes an extension - i.e., “DP,” “Post,” or something else that identifies your affiliation with The Post in the user name in conjunction with your own name, like “@danielpettyDP” - you must remove the extenson upon your departure. If it’s an institutional account - like @avsnews or @PostBroncos - the followers/friends stay with the company.

**Should I “friend” or follow sources on Facebook or Twitter?**

Following sources on Twitter is critical for reporting. On Facebook, the action of “friending” sources is a murky area at best, mostly because it’s seen as a far more serious relationship. “Following” someone on Twitter is considered to be more casual. If you have a Facebook page and you have sources as “friends,” be mindful of neutrality and Post representation when posting views or opinions. In addition, if you are including sources on your personal Facebook page, do not exclude any source - include sources on all ideological sides of an issue or beat.

You may sign up for two Facebook pages: one that’s a personal profile page, and a second “fan page” just for work contacts and readers. Having two personal accounts is a violation of Facebook’s terms of service. Even with two pages, recognize that everyone may view you as a representative of The Post.

**What about expressing views about politics, political affiliations or controversial issues on social media outlets?**

Newsroom staff members who are not columnists or editorial writers should avoid posting opinions on social media outlets that would raise questions about their objectivity, which is consistent with our ethics policy. While employees may vote and engage in private debate, so long as their views are expressed as their own and not representing the views of the newspaper, the same luxuries can’t be expected on social media websites, where statements are easily taken out of context and capable of being widely distributed. Columnists and opinion writers have more leeway in expressing opinion on social media outlets.

**What about people who post content on my Facebook wall or tag me in unseeml y photos?**

We can’t prevent or ask you to take down content that others post on your wall. If other people post photos of you that you’d rather not others see, you can “untag” yourself or adjust your privacy settings (addressed in the next question).

**How should I manage my privacy settings on Facebook?**

Facebook, especially for journalists, is a place where close friends, professionals and sources can potentially connect with us. In real life, you share different pieces of information with different groups. Use the most stringent and customized privacy settings on these networks available when appropriate. On Facebook, for example, you can use lists, as outlined in this how-to guide from the tech blog Engadget. We encourage you to follow their suggestions for managing who sees what information you post on Facebook. But remember, above all else, that anything you post on a social network is potentially public, and you should be prepared to explain yourself as an employee for The Post. If you use two accounts on Twitter, one for personal and one for professional purposes, protect your tweets on the personal account. If you have any questions about how to best adjust your privacy settings, contact the social media editor.

**Can I link to Denver Post content on my personal profiles?**

Absolutely! Sharing our content on these networks, when done collectively across the newsroom, ensures our reach is extended. We ask that you don’t post copyrighted material, unless you have prior permission from the social media editor. For example, don’t post Denver Post photos into a personal photo gallery, but rather link to the photo gallery on the web. Traffic generation online is critical for our adverting-based impression revenue model. The same applies for stories and video. Always link back to our site whenever possible.

**What about breaking news on Twitter and Facebook?**

Make sure you consult with your editor on breaking news. The default should be to break news on denverpost.com - not on a social network. Once the story is live on the site, you should then post it on your social network and link to the story. There will be cases when we hold exclusive news for the paper, or when we will chose to push updates out on social media, but those decisions should be made in consultation with your editor.

**What about mistakes and correct ions on social media?**

If you do publish something on a social media service that is incorrect, and realize it instantly, delete the tweet or Facebook post. Issue a correction tweet or Facebook post thereafter. Do not repeat the error.

If you realize it much later, also issue a correction. Don’t try to hide the error by deleting the original message and then reissuing the news. Many Twitter clients, for example, download tweets and store them on users’ computers or hand-held devices, so they won’t be deleted from someone’s stream even if you delete the tweet. The same applies for Facebook.

**Can I have a personal Twitter or Facebook account that isn’t tied to work and doesn’ t identify me as a journalist?**

Yes. If you feel more comfortable separating your Twitter personalities into professional and personal accounts, please do. Separation can be accomplished on Facebook either with separate pages, or configuring one profile with lists, as referenced above. But again, assume that what you say on all accounts can be public, no matter the privacy settings. If you are working as a journalist for The Post and use social media to contact subjects or sources, you must identify yourself as such. No personal account should imply the endorsement of The Post, though others may assume that anyway.

**What about joining groups on Facebook or other social networks?**

Joining groups, and “liking” or following certain brands, businesses and people is an essential part of doing your job today as a journalist. Often, these sources will break news on their social media accounts instead of issuing standard press releases. Lance Armstrong, for instance, first tweeted that the 2010 Tour de France would be his last. The news made international headlines.

Be aware that your membership in these groups may be seen as an endorsement of their activities. If possible, try to observe their activity without following them. Often, however, this is impractical. Instead, putting a disclaimer in your profile can be a way to be transparent.

Example: “Retweets, links and those whom I follow are not endorsements.”

**Any other concerns?**

Ensure that passwords for social media accounts are strong and difficult to guess. Use a mix of numbers, characters and letters - both capital and lower case - to make a difficult password. That cannot be stressed enough. Several high-profile media companies, including The New York Times and Fox News, have suffered significant embarrassment after their accounts were hacked.

These guidelines apply to all newsroom staff members.

These policies, last revised on Nov. 5, 2010, have been adapted from the social media guidelines previously published by The Associated Press, NPR, the St. Paul Pioneer-Press and other media outlets. In some instances, the sentences herein include similar phrasing and recommendations.

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**NPR**

Posted October 15, 2009

Social networking sites, such as Facebook, MySpace, and Twitter have become an integral part of everyday life for millions of people around the world. As NPR grows to serve the audience well beyond the radio, social media is becoming an increasingly important aspect of our interaction and our transparency with our audience and with a variety of communities. Properly used, social networking sites can also be very valuable newsgathering and reporting tools and can speed research and extend a reporter’s contacts, and we encourage our journalists to take advantage of them.

The line between private and public activity has been blurred by these tools, which is why we are providing guidance now. Information from your Facebook page, your blog entries, and your tweets - even if you intend them to be personal messages to your friends or family - can be easily circulated beyond your intended audience. This content, therefore, represents you and NPR to the outside world as much as a radio story or story for NPR.org does. As in all of your reporting, the NPR Code of Ethics should guide you in your use of social media. You should read and be sure you understand the Code.

What follows are some basic but important guidelines to help you as you deal with the changing world of gathering and reporting news, and to provide additional guidance on specific issues. These guidelines apply to every member of the News Division.

First and foremost - you should do nothing that could undermine your credibility with the public, damage NPR’s standing as an impartial source of news, or otherwise jeopardize NPR’s reputation.

Recognize that everything you write or receive on a social media site is public. Anyone with access to the web can get access to your activity on social media sites. And regardless of how careful you are in trying to keep them separate, in your online activity, your professional life and your personal life overlap.

Use the highest level of privacy tools available to control access to your personal activity when appropriate, but don’t let that make you complacent. It’s just not that hard for someone to hack those tools and make public what you thought was private.

You should conduct yourself in social media forums with an eye to how your behavior or comments might appear if we were called upon to defend them as a news organization. In other words, don’t behave any differently online than you would in any other public setting.

* While we strongly encourage linking to NPR.org, you may not repost NPR copyrighted material to social networks without prior permission. For example, it is o.k. to link from your blog or Facebook profile to a story of yours on the NPR site, but you should not copy the full text or audio onto a personal site or Web page. You may accomplish this through the NPR API or widgets that NPR provides to the public under the same terms of use as apply to anyone else.
* Remember that the terms of service of a social media site apply to what you post and gather on that site. The terms might allow for material that you post to be used in a different way than you intended. Additionally, law enforcement officials may be able to obtain by subpoena anything you post or gather on a site without your consent — or perhaps even your knowledge.
* Remember the same ethics rules as apply offline also apply to information gathered online.
* Journalism should be conducted in the open, regardless of the platform. Just as you would do if you were working offline, you should identify yourself as an NPR journalist when you are working online. If you are acting as an NPR journalist, you must not use a pseudonym or misrepresent who you are. If you are acting in a personal capacity, you may use a screen name if that is allowed by the relevant forum.
* You should always explain to anyone who provides you information online how you intend to use the information you are gathering.
* When possible, clarify and confirm any information you collect online by later interviewing your online sources by phone or in person.
* While widely disseminated and reported, material gathered online can be just as inaccurate or untrustworthy as some material collected or received in more traditional ways. As always, consider and verify the source.
* Content gathered online is subject to the same attribution rules as other content.
* You must not advocate for political or other polarizing issues online. This extends to joining online groups or using social media in any form (including your Facebook page or a personal blog) to express personal views on a political or other controversial issue that you could not write for the air or post on NPR.org.
* Your simple participation in some online groups could be seen to indicate that you endorse their views. Consider whether you can accomplish your purposes by just observing a group’s activity, rather than becoming a member. If you do join, be clear that you’ve done so to seek information or story ideas. And if you “friend” or join a group representing one side of an issue, do so for a group representing the competing viewpoint, when reasonable to do so.
* Realize that social media communities have their own culture, etiquette, and norms, and be respectful of them.
* If you are writing about meetings and gatherings at NPR - always ask first if the forum is on or off the record before distributing information or content about it.

And a final caution - when in doubt, consult with your editor.

Social media is a very dynamic ecosystem so don’t be surprised if we continue to revise or elaborate on our guidelines at a later date. In the meantime, we welcome your feedback.

http://www.npr.org/about/aboutnpr/ethics/social\_media\_guidelines.html

**Orlando Sentinel**

Integrity is a core value. Our ethical principles do not change, even as we work across multiple platforms and in differing media. Put another way, the standards that guide our behavior as journalists, including those listed elsewhere in the Tribune Code and in local guidelines, apply online as they do offline.

Social networks, blogs, instant messaging and online forums provide valuable links to the world around us; enable us to strengthen our relationships with users and sources; and serve as an outlet to promote and distribute our work. As journalists take part in this vibrant conversation, that may mean sharing personal information, revealing personality and otherwise connecting with the audience in a more direct manner.

With that in mind, please be aware of these general guidelines:

* Assume that your professional life and your personal life will merge online regardless of your care in separating them.
* Avoid writing or posting anything that would compromise the integrity of Tribune or your local business unit, affect your ability to do your job or otherwise diminish users’ or sources’ trust in you and the organization. Just as political bumper stickers and lawn signs are to be avoided in the offline world, so, too, are partisan expressions online.
* Even if you use privacy tools (determining who can view your page or profile, for instance), assume that everything you write, receive or exchange on a social media site is public.
* Be aware of perceptions. “Friending” or “following” people is fine. But if you “friend” a source or join a group on one side of a debate, you should do so with those on the other side as well. Understand that users or sources may view your participation in a group as your acceptance of its views; be clear that you’re looking for story ideas or collecting information.
* Be honest about who you are, identifying yourself as a Tribune employee online if you would do so in a similar situation offline. This applies to your Twitter and Facebook accounts, for example, as well as personal blogs and comments you post on other blogs or stories. Be cautious, for example, about online sites such as Yelp that enlist personal reviews or ratings. Do not assume an anonymous identity to respond to comments.
* If you wish to publish an interesting email or other message you have received from a reader, you must be clear in your post that the email or message is from another person and that the words are not your own. You must also check the accuracy of the comment because you are responsible for the accuracy of comments you personally republish.
* If you have a personal blog or want to start one, clear the subject matter with your supervisor before proceeding. You must not mix work and personal material on a personal blog. The company expects you to exercise good judgment, including avoiding any posts about subjects that you cover for your newsroom; attempting to build a commercial enterprise that competes with subjects your newsroom covers; and avoiding controversial subjects.
* In reporting, be aware of inadvertent disclosures. “Friending” a professional contact may publicly identify that person as one of your sources. Authentication is essential: Interview sources by phone or in person or otherwise verify sourcing after collecting information online.
* Most readers understand that linking does not necessarily constitute endorsement. Still, you should avoid pointing to anything that is an affront to common decency. You may generally link to the websites of institutions and causes, but as with other forms of publishing, you should strive for balance when there are differing points of view.
* It is difficult to ask others to respect our copyrights if we don’t extend the same courtesy to them. Accordingly, we should use photographs from non-Tribune websites only when (1) the image is in the public domain and is no longer subject to copyright protection, (2) the copyright holder has given explicit permission; or (3) if such use is “fair” under established fair use principles. If you think you should be able to use copyrighted text, images, video or audio files based on “fair use” principles, please consult your editor first.
* Using social media networks means that you (and the content you exchange) are subject to the networks’ terms of service. This can have legal implications, including the possibility that your interactions could be subject to a third-party subpoena. Any information might be turned over to law enforcement without your consent or even your knowledge.

**St. Louis Post-Dispatch**

Social Media: Because the social media and digital landscape is changing rapidly, it is impossible to (write a policy that anticipates) anticipate the challenges, questions and issues that could be posed by new tools that emerge in the future. When you face such challenges or questions, it’s always best to discuss them with your supervisor or senior newsroom leaders or, when appropriate, your colleagues before making a decision on how to handle the situation.

We encourage your interaction in social networks. We also, as always, expect newsroom staff to abide by our ethics policy — in social networks as well as the “real world.” In general, our expectation is that you:

* Remember that your actions online reflect on your integrity as a journalist and on the Post-Dispatch.
* Identify yourself and where you work.
* Remember nothing posted online can be assumed to be private.

Keep these principles in mind when:

* Posting comments, photos and other material.
* Deciding when to “friend” others on social networks.
* Signing up for groups, fan pages, or causes online.

**The Roanoke Times/roanoke.com**

Blogs and Internet postings

**Company-sponsored blogs**

Roanoke Times-sponsored blogs are governed by the same standards of accuracy and fairness that apply to other news articles and images.

**Personal blogs**

News employees of The Roanoke Times should exercise caution in maintaining a personal blog or posting to other blogs or message boards on the Web. Personal bloggers who are news employees always must keep in mind the balance between their exercise of creative expression and their responsibility to adhere to our standards of fairness. A blog or message board posting is akin to having a personal conversation in a very public place. As a newsroom employee, everything you say or write or do can and will be viewed in light of your connection with the newspaper. As with our policies on participating in civic life, any personal Internet postings should be crafted with concern for how they might reflect on our news products or our reputation for fairness and professionalism. Personal bloggers should notify their immediate supervisor that they have a blog, and talk through any potential conflicts of interest or complications. In the end, the newspaper’s standards will govern all blogs. These specific prohibitions apply to newsroom employees who maintain personal blogs or who post to other blogs or discussion groups:

* No unpublished images, audio, video or reporting gathered by news employees for The Roanoke Times or roanoke.com may be posted to personal blogs.
* Postings shall not reveal pending news coverage before it appears on roanoke.com or in The Roanoke Times.
* Postings should not discuss sources and methods of news coverage.
* Postings shall not discuss internal company policies, personnel decisions, financial results or other matters that are confidential in nature and covered by the company confidentiality policy.
* Postings shall not include defamatory personal attacks of any type.
* Particular care should be taken in responding to posts critical of specific news coverage or personal attacks on specific newsroom employees.
* Postings should not be made on company time or using company computers.

**Social Networking Tools**

**As a re porting tool**

Social networks are ubiquitous enough that journalists who insist on avoiding them are likely to miss good opportunities and great stories. To that end, we encourage responsible use of such networks to form connections, find story ideas and locate sources.

* Making connections is good. And journalists should ensure they are using a full array of tools for gathering information, including face-to-face interviews and shoe leather reporting. Sites like Facebook and MySpace are not a substitute for actual interviews by phone or in person, or other means of information gathering, and should not be solely relied upon.
* It is the journalist’s job to consider the variety and diversity of sources used for stories, and the same applies to sources found on social networking sites. Consider if finding sources this way leads you to a predominance of people of a certain race, ethnicity, political persuasion, belief system, world view, age or income.
* Information gathered using social networks should be independently confirmed offline. Verify that the person you’ve contacted online is in fact the person you think you’ve contacted. Interview sources in person or over the phone whenever possible. As always, verify claims and statements.
* Ensure informed consent. It’s easy for sources to misunderstand your intentions. Identify yourself as a reporter for The Roanoke Times/roanoke.com and advise the source that you are gathering information from them for publication.
* Consult an editor before using social networking sites to contact children and others who may not be able to fully comprehend the consequences of speaking to a journalist.
* Before using photos copied or downloaded from social networking sites, be careful to verify that the photos are what you think they are. All other standards for photographs used in our publications naturally apply.
* Be transparent with the audience as well as sources. Let them know how you contacted people, in what context you gathered the information and how you verified it (or didn’t verify it). If information was obtained from a Facebook page, for example, say that.

**Promoting our work**

It is important and valuable to promote our work through social networks, though you have no obligation to use your personal page to promote your work for The Roanoke Times/roanoke.com. Should you choose to promote your work in this medium, consider these guidelines:

* Be accurate in headlines and summaries for your stories or other work when posting them. It’s easy to sensationalize or oversimplify.
* Be clear. If you are not a good headline writer, seek some training.
* Avoid expression of opinion, or anything that might be construed as opinion, on the content you are posting about. Naturally, critical writing such as music or movie reviews are an exception.
* Do not publish material collected for a story but which was not published in the newspaper or on roanoke.com. This includes photographs, quotations, information about how a story was reported or any other form of outtake. The newspaper holds the copyright to this material and is under no obligation to defend you if questions or a claim of libel arise.
* Always include a link to what you’re promoting and make sure the link works.
* Editors and online staff should identify work that should be branded and promoted on an institutional basis.

**Balancing the personal and the professional**

Some journalists use social networks as a professional tool. Others use it as a strictly personal endeavor. Still others blend the functions. It is increasingly difficult to keep your social networking page strictly private and personal. To that end, journalists must recognize that everything on their social networking page has the potential to influence their reputation and, by extension, the credibility of this newsroom.

**Don’t post information that could discredit you or this newsroom, even if you believe y our page is private.**

* The standards for your actions in the virtual community of a social networking site are no different than those in your actual community. For example, just as you should not put a political sign in your yard or bumper sticker on your car to maintain your and the newspaper’s credibility, neither should you join political groups on Facebook or add political content or statements to your page.
* Recognize that even seemingly benign actions can be misinterpreted. You may sign up for a group or become a “fan” of something, perhaps even to get story ideas, but others could construe that as bias toward a business or organization that the newspaper covers.
* Be aware that the actions of your online friends also can reflect poorly on you and, by extension, the newspaper.

**Tips and strategies**

* Use the tools, such as limited profiles and private settings, to restrict access to your most private information.
* State your intentions often, in wall posts and other notifications. When appropriate, tell groups when you are signing up that you are looking for story ideas.
* Be careful and consistent about joining groups and supporting causes. Either avoid them entirely, or sign up for lots of groups. If you become a fan of a political party, become a fan of the other parties as well. Similarly, if you join a group representing a controversial cause (as a reporting tool to learn about their meetings, etc.), take care to join a group that represent the other side of the issue.
* Manage your friends carefully. Having one source on your friends list but not another is easily construed as bias. As above, be consistent. Accept no sources or people you cover as friends, or welcome them all.
* Manage your friends’ comments. Delete comments and de-friend people who damage your reputation. Even friendly actions such as posting certain links on your wall can be damaging.

**Twitter**

**Build off our institutional voice**

We should generally send out our original reporting through our institutional @roanoketimes Twitter account (or niches such as @nrvcurrent or @BRBusinessJ). Members of the online team and key managers have access to these accounts. We may identify exceptions to this, but they will be vetted and widely communicated to the staff.

The biggest reason for this is Twitter can come across as many unorganized voices screaming at the same time. When we, a 123-year-old institution, post in that environment, we bring the stature and credibility of our brand. People will believe us – and retweet us.

One anticipated exception might be a major and highly trafficked story causing an overload on roanoke.com and blocking it from loading. In that case, Twitter might be the best option to get news out quickly.

We also might ask a reporter to push out news on a personal Twitter account if he or she is one of several reporters at a scene and the tweets serve as a supplementary account of what’s happening. In that case, we would immediately retweet this information through our @roanoketimes account to reach a wider audience.

Overall, though, reporters are not expected to nor encouraged to push original reporting through their personal Twitter feed. As is the case with any social networking, they should carefully consider the public and private personas they are conveying online. We believe it may be harder to blend the private and personal on Twitter, in comparison to Facebook, because the account holder has less ability to manage followers versus friends.

One option may be to identify the account by your beat or blog name, as Lindsey Nair has done with RTFridgeMagnet. This gives her room to have her own personal Twitter account.

**Keep it in perspective**

While Twitter represents a growing audience for us online, it still is small in comparison to our other established breaking news channels – namely, our breaking news posts on roanoke.com. For this reason, we should generally post breaking news first on the site, then tweet the URL. From there, the magnification power of Twitter can take effect as our breaking news tweets are repeatedly passed along by individuals exponentially through retweets.

That said, we should aggressively use Twitter to push out links to breaking news on our site. It is also a valuable tool in soliciting sources or providing further affirmation as a breaking news event develops.

**Approach sourcing with caution**

We should approach sourcing Twitter or any social media with the same skepticism we’d apply elsewhere. What’s important in making this decision is our comfort level with and experience in using the medium. Is that Twitter account really the official site of the Roanoke Regional Airport or Roanoke County government? Have you seen it before and judged it to be accurate and valid?

Above all, consider Twitter a starting point — make the follow-up call to confirm what you’re seeing online. In the meantime, and after consultation with an editor, quote with accuracy and transparency. Use transparent attribution language such as “posted on a (or his/her) Twitter account.” Consider if adding the time of the tweet will enhance the relevancy of what you’re reporting. And now that you’ve committed to this, continue to follow the feed for updates or corrections.

http://www.roanoke.com/newsservices/wb/xp-59614#48

**The Wall Street Journal, Newswires and MarketWatch**

May 2009

These policies are intended to give additional guidance for appropriate professional conduct for news personnel of The Wall Street Journal, Newswires and MarketWatch. As with the Code of Conduct, these words are intended as a “reaffirmation of enduring values and practices” and serve to bring together in one place several sets of guidelines on various subjects. The most important wisdom about dealing with these questions is: When in doubt, ask. . . .

**Online Activities**

The use of social and business networking sites by reporters and editors of the Journal, Newswires and MarketWatch is becoming more commonplace. These ground rules should guide all news employees’ actions online, whether on Dow Jones sites or in social-networking, email, personal blogs, or other sites outside Dow Jones.

* Never misrepresent yourself using a false name when you’re acting on behalf of your Dow Jones publication or service. When soliciting information from readers and interview subjects you must identify yourself as a reporter for the Journal, Newswires or MarketWatch and be tonally neutral in your questions.
* Base all comments posted in your role as a Dow Jones employee in the facts, drawing from and citing your reporting when appropriate. Sharing your personal opinions, as well as expressing partisan political views, whether on Dow Jones sites or on the larger Web, could open us to criticism that we have biases and could make a reporter ineligible to cover topics in the future for Dow Jones.
* Don’t recruit friends or family to promote or defend your work.
* Consult your editor before “connecting” to or “friending” any reporting contacts who may need to be treated as confidential sources. Openly “friending” sources is akin to publicly publishing your Rolodex.
* Let our coverage speak for itself, and don’t detail how an article was reported, written or edited.
* Don’t discuss articles that haven’t been published, meetings you’ve attended or plan to attend with staff or sources, or interviews that you’ve conducted.
* Don’t disparage the work of colleagues or competitors or aggressively promote your coverage.
* Don’t engage in any impolite dialogue with those who may challenge your work — no matter how rude or provocative they may seem.
* Avoid giving highly-tailored, specific advice to any individual on Dow Jones sites. Phrases such as “Travel agents are saying the best deals are X and Y…” are acceptable while counseling a reader “You should choose X…” is not. Giving generalized advice is the best approach.
* All postings on Dow Jones sites that may be controversial or that deal with sensitive subjects need to be cleared with your editor before posting.
* Business and pleasure should not be mixed on services like Twitter. Common sense should prevail, but if you are in doubt about the appropriateness of a Tweet or posting, discuss it with your editor before sending.

Obtained by LA Observed http://www.laobserved.com/archive/2009/05/wsj\_staffers\_told\_to\_be\_n.php

**SourceMedia Group (Cedar Rapids, IA)**

Social media tools are authorized for use, subject to the normal standards of reasonable use per The GFOC Computer Usage Policy. SourceMedia defines social media as online interactions on social networking sites, in comments on Websites and any other public or quasi-public interactions online. While these tools are inherently personal, employees shall avoid any use of the tools that includes the following activities:

* Any illegal, disruptive, offensive, harassing, or threatening messages, including offensive comments about race, gender, appearance, disabilities, age, sexual orientation, pornography, religious beliefs and practice, political beliefs, or national origin.
* Unauthorized disclosure of confidential material.
* Sending SPAM.
* Soliciting or advertising personal items for sale while at work.

Journalism/Photojournalism staff are encouraged to use social media approaches in their journalism but also need to make sure to be fully aware of the risks — especially those that threaten our and your hard-earned reputation. SourceMedia’s reputation for impartiality and objectivity is crucial. The public must be able to trust the integrity of our products and services. This is a fast-changing world and you will need to exercise judgment in many areas. Our recommendations are designed to support rather than inhibit your exploration of these important new approaches.

Social media which do not identify the person as a SourceMedia employee, do not discuss SourceMedia products or services and are purely about personal matters would normally fall outside this guidance.

**Responsibility**

We do encourage you to participate in the online social media space, but urge you to do so properly, exercising sound judgment and common sense. Assume all content put on the internet is public and permanent.

Social Media falls within the guidelines of all SourceMedia policies and the Employee Handbook. Anything you post that can potentially tarnish the Company’s image will ultimately be your responsibility.

Employees can be held personally liable for any commentary deemed to be defamatory, obscene, proprietary, or libelous. For these reasons, employees should exercise caution with regards to exaggeration, language, guesswork, obscenity, copyrighted materials, legal conclusions, and derogatory remarks or characterizations. Outside parties actually can pursue legal action against you for postings.

Any confidential, proprietary, or trade secret information is off-limits for your social media per the Confidentiality Agreement you have signed with SourceMedia. To obtain a copy of your agreement, please contact Human Resources. Staff members should respect the privacy and the feelings of others. If you are in doubt about posting information, check with your supervisor.

**Disclaimer**

Make it clear to your readers that the views you express are yours alone and that they do not necessarily reflect the views of SourceMedia. To help reduce the potential for confusion, put the following notice – or something similar – in a reasonably prominent place on your site (e.g., at the bottom of your “about me” page): *The views expressed on this website/blog are mine alone and do not necessarily reflect the views of my employer. Views expressed are by the author and not necessarily SourceMedia’s.*

**Be conscious when mixing y our business and personal lives.**

The distinction between the private and the professional has largely broken down online and you should assume that your professional and personal social media activity will be treated as one no matter how hard you try to keep them separate. You should also be aware that even if you make use of privacy settings, anything you post on a social media site may be made public. You should think carefully about what personal content would be appropriate for professional streams.

**Give credit where credit is due and don’ t violate others’ rights.**

DO NOT claim authorship of something that is not yours. If you are using another party’s content, make certain that they are credited for it in your post and that they approve of you utilizing their content. Do not use the copyrights, trademarks, publicity rights, or other rights of others without the necessary permissions of the rightsholder(s).

**Be responsible to your work.**

The Company understands that associates engage in online social media activities at work for legitimate purposes and that these activities may be helpful for Company affairs and adds to industry conversation. However, the Company encourages all associates to exercise sound judgment and common sense to prevent online social media sites from becoming a distraction at work.

**Full disclosure**

The Company requires all associates who are communicating as an employee of SourceMedia to always disclose their name and their affiliation. It is never acceptable to use aliases or otherwise deceive people. Apply the same precautions online that you would use in other forms of newsgathering and do not use anything from the Internet that is not sourced in such a way that you can verify where it came from. Also, be aware that you may reveal your sources to competitors by using “following” or “friending” functionality on social networks.

**Seek the permission of y our manager before setting up a professional presence on a social networking site**

Effective use of social media may also require you to share a lot of content and you need to be clear that this does not conflict with our product and company objectives. Personal profiles do not need to be approved by your manager, only those related to your work for the company. Discuss with your supervisor about setting up a personal and professional social media page.

**Linking to Product s/blogs**

We do not want to dilute our content by only posting on Social Media sites. Content collected on the company’s behalf must be linked back to the blog/topical website or one of our products to promote and not distract or compete from our products and services. Social networking messages (for example a tweet) are permissible without a link if they promote upcoming content.

**Conflict of Interest**

Staff that is publicly representing the company should never indicate a political allegiance on social networking sites, either through profile information or through joining political groups. Any rare exception to this must be agreed in advance by a line manager. For instance, it may be appropriate to join a Social Media group related to political causes for reasons of political research. Where this is agreed we should be transparent and should consider how membership of the group can be balanced.

We do understand that some journalists choose to “follow” certain groups to follow their news items. This is permissible but a disclaimer is required.

**Issue: Is re-posting or publishing information taken direct ly from so cial networking sites acceptable?**

Generally, no. Content from social networking sites is undocumented and unverified. It can be incorrect. We treat it as we would other confidential or anonymous source information. Printing or re-posting information based only on, or primarily on, confidential or anonymous sources can undermine our credibility. We discourage the use of anonymous or confidential sources as the sole or primary basis for publication or posting. We recognize there may be rare occasions in investigative or enterprise reporting when source confidentiality may be necessary. Re-posting or publishing information taken from social networking sites opens us to inaccuracies and damages our credibility. It may also expose us to legal consequences. Information from social networking sites, like Twitter, Facebook or MySpace, can be used as a “tip” for additional reporting. In rare instances, if the public’s need to know outweighs all other consideration, posting or publishing information from social networking sites may be acceptable – but never without the top editor’s approval.

We recognize there may be rare occasions in investigative or enterprise reporting when source confidentiality may be necessary. Each newspaper should develop and implement a decision-making process that ensures credibility is maintained if anonymous or confidential information must be published or posted.

We acknowledge there are differences between (1) the public social media sites of businesses, organizations, elected public officials and public figures, and (2) the private social media sites of individuals.

**The public social media sites:** Information taken from public social media sites is subject to thorough reporting prior to re-posting or publication, but we consider such content to be public record with appropriate documentation and attribution. A word of caution: Because it is easy to post inaccurate information or post pretending to be someone else, we should verify information and sources before re-posting or publishing.

**The private social media sites:** We will treat content from private social media sites with extra care because posters may not be aware of the extent to which their postings are visible. Content from private social media sites should not be published or re-posted without the top editor’s approval.

**Rockford Register Star**

**Issue: Can journalists be members of so cial media si tes like Twitter, Facebook and MySpace?**

Yes – with reservations. Social media provides opportunities to connect to sources, discover and share information, deliver news and promote our work. These sites can provide powerful connections for journalists. But there are several things to remember:

* When you use the sites for reporting or for sourcing: Be transparent; make sure your intentions are clear. Identify yourself fully, including your name and the newspaper and Web site for which you work. If you are going to be writing about and reporting on what’s being said, make that clear. Tell contacts what you are working on, why, and how you plan to use the information they supply. Explain that all information is on-the-record and for attribution. Verify information separately; interview sources independently of the social networks. If what you are doing is “work stuff,” you are “on the clock” and the hours should be approved by your supervisor.
* When you use the sites for your personal use: You are always a journalist; what you do on your social media site can and does reflect on you personally and professionally and on the company. Personal use of a social media may not require that you use your full name; but it is always a good idea to do. Social media for work requires the transparency of your full identity. Whether you use social media for work or personal, be wary. You are always a journalist and the ways you conduct yourself can affect your career. Get rid of “friends” who may damage your reputation personally or professionally.
* Consider creating a “work” account and a “personal” account: Mixing work “friends” and sources with personal and family “friends” is difficult and should be avoided. Do not “friend” sources that may need to be treated as confidential without the approval of the top editor. Many journalists find that creating separate work and personal accounts on social media sites helps keep work and home separated more successfully.
* Personal or professional use: You should never post or discuss articles that have not been published or information that has not been shared with the public, including discussions at meetings you have attended or interviews you have done. You should never disparagingly comment on colleagues or competitors. The internal processes of the newsroom and the editorial board are confidential, as are the business practices and decisions of the company.

**How to implement these guidelines:**

We do not publish or re-post information from public or private social media without independent documentation. However, there may be times when the need to know trumps that principle.

These guidelines must be considered before we publish or re-post information from social media:

* The top editor in the newsroom will make the decision. The top editor will alert the publisher and/or corporate news, if necessary.
* We must document the source or poster. We must know that the site is what it purports to be. If necessary, as in the case of re-posting or publishing anonymously, the editor must know who the source is. For instance, when we get anonymous documents we establish their authenticity. We will apply a similar process to information from social media. Among, but not necessarily limited to these, we will consider:
  + Facts independently known about a person should match those contained in online profiles.
  + There should be evidence that the site has been in use for an extended period of time.
  + Postings and relationships noted on the sites should correspond to what’s known about a story.
  + Through the networking site’s email, we will contact the purported author. Other efforts to contact will be made via phone calls, face-to-face interviews and outreach through other email accounts.
  + Without direct contact and confirmation, it is less likely we will use the information, unless there is a compelling reason to use the information. We must have exhausted all reasonable means of reporting and documenting the news and the identity of the poster before considering re-posting or publishing. We will consider whether there was no other source of the information, and whether there was intense local and/or national interest in the story.
  + We will be mindful of the line between contextual reporting and tabloid fare. Because social media is often intensely private, we will permit only that information that is necessary to advance the story.
  + We will exercise care with those who may not grasp the lack of privacy in social media. High school students, for example, may have less familiarity with the “what happens on the Web stays on the Web forever” aspects of social networking.

**Attribution of social media content**

When reporting information from a social media site, the following should happen:

* The source must be clear. “A MySpace page registered to John Smith,” for example.
* We will tell the reader that information contained on the site matches what we learned through independent sources. When possible, we will note how long a person has been posting on the site.
* We will explain the ways we contacted the poster. For example, “Efforts to reach Smith through the social networking site were unsuccessful. Calls to a person listed by that name were not returned.”
* When quoting from the site, be careful in attribution.
  + Yes: “On a site registered to John Jones, a message was posted stating ...,” or “A person posting as John Jones said ....”
  + No: “John Jones said ...” or “John Jones’ site stated....” (Unless you’ve confirmed the person and they corroborate that they posted.)

**Use of photos**

* We will not re-post or publish visual images or video posted on social media sites without securing permission to use the image, up to and including securing the copyright. This applies to all images, including, but not limited, to photographs, videos, podcasts, graphics and mug shots.

**Los Angeles Times**

November 19, 2009

Colleagues,

As you know, the Standards and Practices Committee issued newsroom guidelines in March on using social media. We have now revised and organized them in a way we believe is easier to use (see below).

Although the document addresses a few new situations that have arisen in the last several months, the underlying principle is unchanged, one best expressed in the opening passage of our Ethics Guidelines: The Times is to be, above all else, a principled news organization. In deed and in appearance, journalists must keep themselves – and The Times – above reproach.

Your professional life and your personal life are intertwined in the online world, just as they are offline. Attempts, for instance, to distinguish your high school friends from your professional associates are fine, but in all spaces one should adhere to the principle that as an editorial employee you are responsible for maintaining The Times’ credibility.

As in March, we note that the guidelines apply to all editorial employees, whether you work in print or on the Web, or you are a reporter, editor, photographer, blogger, producer, designer, artist – whatever your job. Even if you aren’t using social media tools yet, you might want to someday, so please familiarize yourself with the standards.

This document is part of a series of guidelines crafted to help all of us navigate the continually changing world of covering the news. The methods and mediums may change, but our standards do not. These guidelines and those about moderating reader comments, using photos online, handling corrections and dealing with obscenity issues can always be found on The Times’ library’s intranet site.

There you also will find the complete Los Angeles Times Ethics Guidelines, the statement of principles and standards from which all others follow. – *Russ Stanton and Henry Fuhrmann, on behalf of the Standards and Practices Committee*

**Social media guidelines**

Social media networks – Facebook, MySpace, Twitter and others – provide useful reporting and promotional tools for Los Angeles Times journalists. The Times’ Ethics Guidelines will largely cover issues that arise when using social media, but this brief document should provide additional guidance on specific questions.

**Basic Principles**

* Integrity is our most important commodity: Avoid writing or posting anything that would embarrass The Times or compromise your ability to do your job.
* Assume that your professional life and your personal life will merge online regardless of your care in separating them.
* Even if you use privacy tools (determining who can view your page or profile, for instance), assume that everything you write, exchange or receive on a social media site is public.
* Just as political bumper stickers and lawn signs are to be avoided in the offline world, so too are partisan expressions online.
* Be aware of perceptions. If you “friend” a source or join a group on one side of a debate, do so with the other side as well. Also understand that readers may view your participation in a group as your acceptance of its views; be clear that you’re looking for story ideas or simply collecting information. Consider that you may be an observer of online content without actively participating.

**Guidelines for Reporting**

* Be aware of inadvertent disclosures or the perception of disclosures. For example, consider that “friending” a professional contact may publicly identify that person as one of your sources.
* You should identify yourself as a Times employee online if you would do so in a similar situation offline.
* Authentication is essential: Verify sourcing after collecting information online. When transmitting information online – as in re-Tweeting material from other sources – apply the same standards and level of caution you would in more formal publication.

**Additional Notes**

* Using social media sites means that you (and the content you exchange) are subject to their terms of service. This can have legal implications, including the possibility that your interactions could be subject to a third-party subpoena. The social media network has access to and control over everything you have disclosed to or on that site. For instance, any information might be turned over to law enforcement without your consent or even your knowledge.
* These passages from the “Outside affiliations and community work” section of the Ethics Guidelines may be helpful as you navigate social media sites. For the complete guidelines, please see The Times’ library’s intranet site or, if you are outside the company network, see the Readers’ Representative Journal.

Editorial employees may not use their positions at the paper to promote personal agendas or causes. Nor should they allow their outside activities to undermine the impartiality of Times coverage, in fact or appearance.

Staff members may not engage in political advocacy – as members of a campaign or an organization specifically concerned with political change. Nor may they contribute money to a partisan campaign or candidate. No staff member may run for or accept appointment to any public office. Staff members should avoid public expressions or demonstrations of their political views – bumper stickers, lawn signs and the like.

Although The Times does not seek to restrict staff members’ participation in civic life or journalistic organizations, they should be aware that outside affiliations and memberships may create real or apparent ethical conflicts. When those affiliations have even the slightest potential to damage the newspaper’s credibility, staff members should proceed with caution and take care to advise supervisors.

Some types of civic participation may be deemed inappropriate. An environmental writer, for instance, would be prohibited from affiliating with environmental organizations, a health writer from joining medical groups, a business editor from membership in certain trade or financial associations.

– *Standards and Practices Committee*

http://latimesblogs.latimes.com/readers/2009/11/updated-social-media-guidelines.html

**The New York Times**

from The New York Times Company Policy on Ethics in Journalism

**B5. Web P ages and Web Logs**

126. Web pages and Web logs (the online personal journals known as blogs) present imaginative opportunities for personal expression and exciting new journalism. When created by our staff or published on our Web sites, they also require cautions, magnified by the Web’s unlimited reach.

127. Personal journals that appear on our official Web sites are subject to the newsroom’s standards of fairness, taste and legal propriety. Nothing may be published under the name of our company or any of our units unless it has gone through an editing or moderating process.

128. If a staff member publishes a personal Web page or blog on a site outside our company’s control, the staff member has a duty to make sure that the content is purely that: personal. Staff members who write blogs should generally avoid topics they cover professionally; failure to do so would invite a confusion of roles. No personal Web activity should imply the participation or endorsement of the Times Company or any of its units. No one may post text, audio or video created for a Times Company unit without obtaining appropriate permission.

129. Given the ease of Web searching, even a private journal by a staff member is likely to become associated in the audience’s mind with the company’s reputation. Thus blogs and Web pages created outside our facilities must nevertheless be temperate in tone, reflecting taste, decency and respect for the dignity and privacy of others. In such a forum, our staff members may chronicle their daily lives and may be irreverent, but should not defame or humiliate others. Their prose may be highly informal, even daring, but not shrill or intolerant. They may include photos or video but not offensive images. They may incorporate reflections on journalism, but they should not divulge private or confidential information obtained through their inside access to our newsroom or our Company.

130. Bloggers may write lively commentary on their preferences in food, music, sports or other avocations, but as journalists they must avoid taking stands on divisive public issues. A staff member’s Web page that was outspoken on the abortion issue would violate our policy in exactly the same way as participation in a march or rally on the subject. A blog that takes a political stand is as far out of bounds as a letter to the editor supporting or opposing a candidate. The definition of a divisive public issue will vary from one community to another; in case of doubt, staff members should consult local newsroom management.

131. A staff member’s private Web page or blog must be independently produced. It should be free of advertising or sponsorship support from individuals or organizations whose coverage the staff member is likely to provide, prepare or supervise during working hours. Care should be taken in linking to any subject matter that would be off limits on the Web page itself.

To see the entire ethics policy, go to: http://www.nytco.com/company-properties-times-coe.html#B5

**Guardian (U.K.)**

Best practice for journalists blogging and/or res ponding to comments on guardian.co.uk

1. Participate in conversations about our content, and take responsibility for the conversations you start.

2. Focus on the constructive by recognising and rewarding intelligent contributions.

3. Don’t reward disruptive behaviour with attention, but report it when you find it.

4. Link to sources for facts or statements you reference, and encourage others to do likewise.

5. Declare personal interest when applicable. Be transparent about your affiliations, perspectives or previous coverage of a particular topic or individual.

6. Be careful about blurring fact and opinion and consider carefully how your words could be (mis)interpreted or (mis)represented.

7. Encourage readers to contribute perspective, additional knowledge and expertise. Acknowledge their additions.

8. Exemplify our community standards in your contributions above and below the line.

http://www.guardian.co.uk/info/2010/oct/19/journalist-blogging-commenting-guidelines

**Reuters**

5 social media tips for journalists from the reuters handbook of journalism

**Think before you post**

One of the secrets to social media’s success is how easy it has become to participate. But that also makes it easy to respond or repeat before you have thought through the consequences. Whether we think it is fair or not, other media will use your social media output as your news organization’s comment on topical stories. And you will play into the hands of your critics unless you take care:

* Resist the temptation to respond in anger to those you regard as mistaken or ill-tempered
* Think about how you would feel if your content was cited on the front page of a leading newspaper or website or blog as your news organization’s comment on an issue
* Don’t suspend your critical faculties. It’s simple to share a link on Twitter, Facebook and other networks but as a journalist if you repeat something that turns out to be a hoax, or suggests you support a particular line of argument, then you risk undermining your own credibility and that of your news organization.

**Avoid raising questions about your freedom from bias**

Your Facebook profile, Twitter stream or personal blog give clues to your political and other affiliations and you should take care about what you reveal. A determined critic can soon build up a picture of your preferences by analyzing your links, those that you follow, your “friends”, blogroll and endless other indicators. We all leave an “online footprint” whenever we use the Web and you need to think about whether your footprint might create perceptions of a bias toward or against a particular group.

* Think about the groups that you join — it may be safest not to join a group or to follow participants on just one side of a debate
* Think about using “badges” expressing solidarity with some cause
* Think about whether it would be best to leave your political affiliation out of your Facebook profile
* Think about whether you link only or mainly to voices on one side of a debate
* Think about making use of the privacy settings on social networks and basic ways in which you can conceal your use of the Web like clearing your cache regularly

**Be transparent.** We’re in the transparency business and you are encouraged to be open about who you are.

* On your personal blog or social networking profile make it clear that you are a journalist and that any opinions you express are your own.
* When you post comments do so under your real name.

**If you use social networks for both professional and private activity then use separate accounts**

Many people are using social networks like Facebook or Twitter both as part of your newsgathering and as part of your personal social networking. In the online world private and professional are increasingly intertwined but you are expected to maintain a professional face at all times in your work and this extends to your use of social media. Put simply, you’re expected to apply standards to your professional use of social media that will probably differ to those you would use for your personal activity. For this reason it’s recommended that you set up separate profiles for your professional and private activity. This is not to say that you should strip out all personal content from your professional streams, but that you should think carefully about what personal content would be appropriate.

* Use a separate professional account for your newsgathering and professional community-building activity.
* Social networking encourages you to share personal details but don’t overload your professional network with personal content.

**Seek the permission of y our manager before setting up a professional presence on a social networking site**

* Effective use of social media requires a commitment of time and you should clear this with your manager before you get involved.
* Effective use of social media may also require you to share a lot of content and you need to be clear that this does not conflict with our commercial objectives. Again, your manager should be consulted on this.
* Be aware that you may reveal your sources to competitors by using “following” or “friending” functionality on social networks.

http://handbook.reuters.com/index.php/Main\_Page

**The Washington Post**

Newsroom Guidelines for Use of Facebook, Twitter and Other Online Social Networks

Social networks are communications media, and a part of our everyday lives. They can be valuable tools in gathering and disseminating news and information. They also create some potential hazards we need to recognize. When using social networking tools for reporting or for our personal lives, we must remember that Washington Post journalists are always Washington Post journalists. The following guidelines apply to all Post journalists, without limitation to the subject matter of their assignments.

**Using Social Networking Tools for Reporting**

When using social networks such as Facebook, LinkedIn, My Space or Twitter for reporting, we must protect our professional integrity. Washington Post journalists should identify themselves as such. We must be accurate in our reporting and transparent about our intentions when participating. We must be concise yet clear when describing who we are and what information we seek.

When using these networks, nothing we do must call into question the impartiality of our news judgment. We never abandon the guidelines that govern the separation of news from opinion, the importance of fact and objectivity, the appropriate use of language and tone, and other hallmarks of our brand of journalism.

Our online data trails reflect on our professional reputations and those of The Washington Post. Be sure that your pattern of use does not suggest, for example, that you are interested only in people with one particular view of a topic or issue.

**Using Social Networking Tools for Personal Reasons**

All Washington Post journalists relinquish some of the personal privileges of private citizens. Post journalists must recognize that any content associated with them in an online social network is, for practical purposes, the equivalent of what appears beneath their bylines in the newspaper or on our website.

What you do on social networks should be presumed to be publicly available to anyone, even if you have created a private account. It is possible to use privacy controls online to limit access to sensitive information. But such controls are only a deterrent, not an absolute insulator. Reality is simple: If you don’t want something to be found online, don’t put it there.

Post journalists must refrain from writing, tweeting or posting anything — including photographs or video — that could be perceived as reflecting political, racial, sexist, religious or other bias or favoritism that could be used to tarnish our journalistic credibility. This same caution should be used when joining, following or friending any person or organization online. Post journalists should not be involved in any social networks related to advocacy or a special interest regarding topics they cover, unless specifically permitted by a supervising editor for reporting and so long as other standards of transparency are maintained while doing any such reporting.

Post journalists should not accept or place tokens, badges or virtual gifts from political or partisan causes on pages or sites, and should monitor information posted on your own personal profile sites by those with whom you are associated online for appropriateness.

Personal pages online are no place for the discussion of internal newsroom issues such as sourcing, reporting of stories, decisions to publish or not to publish, personnel matters and untoward personal or professional matters involving our colleagues. The same is true for opinions or information regarding any business activities of The Washington Post Company. Such pages and sites also should not be used to criticize competitors or those who take issue with our journalism or our journalists.

If you have questions about any of these matters, please check with your supervisor or a senior editor.

NOTE : These guidelines apply to individual accounts on online social networks, when used for reporting and for personal use. Separate guidelines will follow regarding other aspects of Post journalism online.

http://www.asne.org/article\_view/articleid/783/the-washington-post-newsroom-guidelines-for-use-of-facebook-twitter-and-other-online-social-networks.aspx

**Charlotte Observer**

excerpt on social media from the longer ethics policy

**POLITICAL INVOLVEMENT.** Newsroom employees shall not display politically oriented materials, including bumper stickers on their automobiles or political yard signs on their property. They shall not make political declarations of any sort on their personal Web pages, or on their pages on social networking sites such as Facebook or MySpace.

**The Journal Gazette (Fort Wayne, Ind.)**

last revised June 2008

**BLOGS AND OTHER PERSONAL WEB SITES.** A staff member assigned or interested in publishing a Web log on a topic related to the staff member’s work assignment will do so through The Journal Gazette’s Web site, where it would be subject to editing and oversight. Postings and comments on blogs and on the discussion board on that site are also subject to oversight, and employees posting or commenting shall do so using their own names. In the case of a Web log devoted to a hobby or other interest outside of the newsroom, staff members should advise a supervisor of the posting. The content of the Web log must not suggest any affiliation with The Journal Gazette.

The words used and even the topics selected can appear to betray a prejudice. Be careful with the topics you select and the words you use online.

Staff members are welcome to have personal pages on social networking sites such as MySpace or Facebook, and may say on those pages how they are employed. But they should remember that those sites are public sites and can be seen by more than their circle of friends. They should not post on such pages information about JG stories or sources, nor should they comment on JG matters.

**The Manhattan (Kan.) Mercury**

from employee guidelines

Outside Postings: When employees interact with the public online, they must remember that they represent the company and must conduct themselves appropriately. The use of ‘false identities’ by employees online is not allowed on company websites and is only likely to exacerbate problems with inappropriate conduct online.

**News & Record (Greensboro, N.C.)**

Editor John Robinson emails: We have a code of ethics and professionalism that covers our behavior, period. That said I’ve told my staff that my social media policy is this: Don’t be stupid. It seems to work.

**Freedom Communications, Inc.**

Social Media Policy

EFFECTIVE DATE : February 2011

**Purpose**

The Company recognizes that the internet provides unique opportunities to participate in interactive discussions and share information on particular topics using a wide variety of social media such as Facebook, Twitter, blogs, wikis, chat rooms and other similar forms of online journals, diaries or personal newsletters not affiliated with Freedom Communications, Inc. However, associates’ use of social media can pose risks to the Company’s confidential and proprietary information, reputation and brands and can jeopardize the Company’s compliance with business rules and laws applicable to our industry.

To minimize these business and legal risks, to avoid loss of productivity and distraction from associates’ job performance and to ensure that the Company’s IT resources and communication systems are used only for appropriate business purposes, Freedom Communications, Inc. expects all its associates to adhere to the following rules and guidelines regarding use of social media.

**GENERAL PROVISIONS**

Social media includes the following, but is not limited to, video, wiki postings, Facebook, Twitter, chat rooms, personal blogs or other similar forms of online journals, diaries or personal newsletters not affiliated with Freedom Communications, Inc. Unless specifically instructed, associates are not authorized, and therefore restricted, to speak on behalf of the Company. Associates may not publicly discuss clients, products, associates or any work-related matters, whether confidential or not, outside company-authorized communications. Associates are expected to protect the privacy of Freedom Communications, Inc., its associates, its clients, etc. and are prohibited from disclosing personal associate and non-associate information and any other proprietary and nonpublic information to which associates have access. Such information includes, but is not limited to, customer information, trade secrets, financial data, strategic business plans, etc.

**AUTHORIZED SOCIAL NETWORKING**

Apart from personal use of social media in accordance with this policy, The Company encourages its associates to participate in these media as a means of generating interest in the Company’s products and services and creating business opportunities by promoting and raising awareness of the Freedom Communications, Inc. brands, search for potential new markets, communicate with associates and customers, to brainstorm issues or respond to breaking news or publicity and discuss corporate, business-unit and department-specific activities and events.

When social networking, blogging or using other forms of web-based forums, the Company must ensure that use of these communications maintains its brand identity, integrity and reputation while minimizing actual or potential legal risks, whether used internally or externally.

**COMPLIANCE W ITH RELATED P OLICIES AND AGREEMENTS**

All of the Company’s other policies that might apply to the use of social media remain in full force and effect. Associates should always adhere to these policies when using social media. In particular, the following policies should be kept in mind:

* Anti-Discrimination and Harassment Policy
* Code of Business Conduct
* Confidentiality and Proprietary Information
* Equal Employment Opportunity Policy
* Information Technology and Security Policy
* Prevention of Workplace Violence Policy
* Vehicle Safety Cell Phone and PDA Use Policy
* Workplace Safety Policy

Social media should never be used in a way that violates any other Freedom Communications, Inc. policies or employee obligations. If your post would violate any of the Company’s policies in another forum, it will also violate them in an online forum. For example, associates are prohibited from using social media to:

* Violate Freedom Communications, Inc.’s IT resources and communication systems policies.
* Violate Freedom Communications, Inc.’s confidentiality and proprietary rights policies.
* Circumvent Freedom Communications, Inc.’s ethics and standards of conduct policies.
* Defame or disparage Freedom Communications, Inc. or its affiliates, customers, clients, business partners, suppliers, vendors or other stakeholders.
* Harass other associates in any way.
* Circumvent policies prohibiting unlawful discrimination against current associates or applicants for employment.
* Violate Freedom Communications, Inc.’s privacy policies (for example, never access private password protected sites of coworkers or other Freedom Communications, Inc. stakeholders without permission).
* Violate any other laws or ethical standards (for example, never use social media in a false or misleading way, such as by claiming to be someone other than yourself or by creating an artificial “buzz” around our business, products or services).

Associates who violate Freedom Communications, Inc. policies will be subject to discipline, up to and including termination of employment.

**PERSONAL USE OF SOCIAL MEDIA**

We recognize that associates might work long hours and occasionally may desire to use social media for personal activities at work or by means of the Company’s computers, networks and other IT resources and communications systems. The Company authorizes such occasional use so long as it does not involve unprofessional or inappropriate content and does not interfere with your employment responsibilities or productivity. Circulating or posting commercial, personal, religious or political solicitations, or promotion of outside organizations unrelated to the Company’s business are also prohibited.

**NO EXPECTATION OF P RIVACY**

All contents of Freedom Communications, Inc.’s IT resources and communications systems are the property of the Company. Therefore, associates should have no expectation of privacy whatsoever in any message, files, data, document, facsimile, telephone conversation, social media post, conversation or message, or any other kind of information or communications transmitted to, received or printed from, or stored or recorded on the Company’s electronic information and communications systems. You are expressly advised that in order to prevent misuse, Freedom Communications, Inc. reserves the right to monitor, intercept and review, without further notice, every associate’s activities using the Company’s IT resources and communications systems, including but not limited to social media postings and activities, and you consent to such monitoring by your acknowledgement of this policy and your use of such resources and systems. This might include, without limitation, the monitoring, interception, accessing, recording, disclosing, inspecting, reviewing, retrieving and printing of transactions, messages, communications, postings, log-ins, recordings and other uses of the systems as well as keystroke capturing and other network monitoring technologies.

The Company also may store copies of such data or communications for a period of time after they are created, and may delete such copies from time to time without notice.

Do not use the Company IT resources and communications systems for any matter that you desire to be kept private or confidential from the Company.

The Company reserves the right to use content management tools to monitor, review or block content on social network sites that violate company policies and procedures.

**VIOLATIONS**

**Reporting Violations**

The Company requests and strongly encourages associates to report any violations or perceived violations of this policy to supervisors, managers or Human Resources. Violations include discussions of the Company, its associates and clients, any discussion of proprietary information and any unlawful activity related to blogging, social networking, etc. as outlined in this policy.

**Discipline for Violations**

The Company investigates and responds to all reports of violations related to social networking and other related policies. Violation of the Company’s social media policy will result in disciplinary action, up to and including termination. Discipline will be determined based on the nature and factors of any blog, social networking, etc.

Freedom Communications, Inc. reserves the right to take legal action where necessary against associates who engage in prohibited or unlawful conduct.

Associates are required to sign a written acknowledgement that they have received, read, and understood and agreed to comply with the Company’s social media policy and any other related policy.

**GUIDELINES FOR ASSO CIATES’ RESPONSIBLE USE OF SOCIAL MEDIA**

The above material covers specific rules, policies and contractual obligations that associates must follow in using social media, whether for personal or business purposes, in consideration of their employment and subject to discipline for violations. The following sections of the policy provide associates with common-sense guidelines and recommendations for using social media responsibly and safely, in the best interests of Freedom Communications, Inc. These guidelines reflect the “duty of loyalty” every associate owes it’s employer, and are intended to add to, not contradict, limit or replace, the applicable mandatory rules, policies and contractual obligations above.

**PROTECT THE COMPANY’S GOODWILL, BRANDS AND BUSINESS REPUTATION**

Freedom Communications, Inc.’s Associate Handbook/Confidentiality and Proprietary Rights policy prohibits you from posting disparaging or defamatory statements about the company or its business interests, but you should also avoid social media communications that might be misconstrued in a way that could damage the company’s goodwill and business reputation, even indirectly.

Make it clear in your social media postings that you are speaking on your own behalf. Write in the first person and use your personal email address when communicating via social media. You are personally responsible for what you communicate in social media. Remember that what you publish might be available to be read by the masses (including the Company itself, future employers, and social acquaintances) for a long time. Keep this in mind before you post content.

If you disclose your affiliation as an associate of Freedom Communications, Inc., it is recommended that you also include a disclaimer that your views do not represent those of your employer. For example, consider such language as “the views in this posting do not represent the views of my employer.”

If you communicate about your work or Freedom Communications, Inc. in general, you should disclose your connection to and role at Freedom Communications, Inc., but be sure to reiterate that your views do not necessarily represent those of Freedom Communications, Inc. Use good judgment about what you post and remember that anything you say can reflect on Freedom Communications, Inc., even if you do include a disclaimer. Always strive to be accurate in your communications about Freedom Communications, Inc. and remember that your statements have the potential to result in liability for yourself or Freedom Communications, Inc. Be respectful to Freedom Communications, Inc. and be professional and honest in your communications.

If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from making the communication until you discuss it with your supervisor or Human Resources.

If you see content in social media that disparages or reflects poorly on Freedom Communications, Inc. or its stakeholders, you should contact your supervisor or Human Resources. Protecting Freedom Communications, Inc.’s goodwill, brands and reputation is every associate’s job.

**RESPECT INTELLECTUAL PROPERTY AND CONFIDENTIAL INFORMA TION**

Freedom Communications, Inc.’s Confidentiality and Proprietary Rights Agreement/Associate Handbook restricts associate’s use and disclosure of the company’s confidential information and intellectual property. Beyond these mandatory restrictions, you should treat the company’s valuable trade secrets and other confidential information and intellectual property accordingly and not do anything to jeopardize them through your use of social media. In addition, you should avoid misappropriating or infringing the intellectual property of other companies and individuals, which can create liability for yourself and for Freedom Communications, Inc.

Do not use the Company’s logos, brand names, taglines, slogans or other trademarks, or post any confidential or proprietary information of the Company, without prior written permission from the Freedom Communications, Inc. legal department.

To protect yourself and the Company against liability for copyright infringement, where appropriate, reference sources of particular information you post or upload and cite them accurately. If you have any questions about whether a particular post or upload might violate the copyright or trademark of any person or company (outside of “fair use” exceptions), ask the Freedom Communications, Inc. legal department before making the communication.

**RESPECT YOUR COWORKERS AND OTHER FREEDOM COMMUNICATIONS, INC. STAKEHOLDERS**

Do not post anything that your co-workers or Freedom Communications, Inc.’s customers, clients, business partners, suppliers, vendors or other Freedom Communications, Inc.’s stakeholders would find offensive, including ethnic slurs, sexist comments, discriminatory comments, insults or obscenity.

Do not post anything related to your co-workers or Freedom Communications, Inc.’s customers, clients, business partners, suppliers, vendors or other Freedom Communications, Inc. stakeholders without their written permission.

Obtained by Jim Romenesko

<http://www.poynter.org/latest-news/romenesko/119459/freedom-communications-releases-social-media-policy-to-staff/>

## ASSOCIATED PRESS - SOCIAL MEDIA GUIDELINES

**Social media guidelines for AP employees**

**Accounts**

All AP journalists are encouraged to have accounts on social networking sites. These sites are now an integral part of everyday life for millions of people around the world. They have become an essential tool for AP reporters to gather news and share links to our published work.

We recommend having one account per site that you use both personally and professionally. Many AP journalists have had great success with this strategy, since social media is inherently a personal space. And on Facebook, for example, it’s a violation of the Terms of Service to maintain two personal profiles.

Employees must identify themselves as being from AP if they are using the accounts for work in any way. You don’t have to include AP in your username, but you should use a personal image for the profile photo (not an AP logo) and identify yourself in your profile as an AP staffer.

Posting AP proprietary or confidential material is prohibited. Employees may not include political affiliations in their profiles and should not make any postings that express political views.

It’s important to monitor your profile page to make sure material posted by others doesn’t violate AP standards; any such material should be deleted.

**Privacy**

Employees should be mindful that any personal information they disclose about themselves or colleagues may be linked to the AP's name. That's true even if staffers restrict their pages to viewing only by friends. It’s not just like uttering a comment over a beer with your friends: It's all too easy for someone to copy material out of restricted pages and redirect it elsewhere for wider viewing. As multitudes of people have learned all too well, virtually nothing is truly private on the Internet.

We recommend customizing your privacy settings on Facebook, which allows you to make choices about what you share and with whom. Detailed instructions on how to do this are available on Inside AP and on Facebook.

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Fonte: <http://www.ap.org/Images/Social-Media-Guidelines_tcm28-9832.pdf>

Acessado em 25/03/2014

**Opinion**

Everyone who works for AP must be mindful that opinions he or she expresses may damage the AP’s reputation as an unbiased source of news. AP employees must refrain from declaring their views on contentious public issues in any public forum and must not take part in demonstrations in support of causes or movements. This includes liking and following pages and groups that are associated with these causes or movements.

Sometimes AP staffers ask if they’re free to comment in social media on matters like sports and entertainment. The answer is yes, with a couple of reasonable exceptions.

First, trash-talking about anyone (or team or company or celebrity) reflects badly on staffers and the AP. Assume your tweet will be seen by the target of your comment. The person or organization you’re deriding may be one that an AP colleague is trying to develop as a source.

Second, if you or your department covers a subject -- or you supervise people who do – you have a special obligation to be even-handed in your tweets. Whenever possible, link to AP copy, where we have the space to represent all points of view.

**Friending/Following**

It is acceptable to extend and accept Facebook friend requests from sources, but we should try to avoid situations that may jeopardize AP’s reputation by giving the appearance of bias. In particular, since friending and “liking” political candidates or causes may create a perception that AP staffers are truly their advocates, staffers should avoid this practice unless they have a true reporting reason for it. If we must friend or “like,” we should avoid interacting with newsmakers on their public pages – for instance, commenting on their posts.

If reporters need to friend a newsmaker who is using a personal profile on Facebook, they should limit the newsmaker's access to their own personal information using Facebook's Friend Lists and privacy settings. Instructions on how to do this can be found on Inside AP’s Social Media Toolkit.

To keep track of tweets by newsmakers, we recommend using a Twitter list that allows you to receive postings without joining the person's official list of followers. This is a good practice for all staffers.

Managers should not issue friend requests to subordinates. It’s fine if employees want to initiate the friend process with their bosses.

**Publishing**

AP staff are encouraged to link to AP content in all formats, as well as content from other media organizations, except if the material spreads rumors or unconfirmed information not fit for AP’s news services. Please be mindful of competitive and corporate issues as you post links.

Staffers should not directly upload or copy/paste content that has been published on an AP platform. It’s fine to link to that content in use on a member, customer or AP platform.

Don’t break news that we haven’t published, no matter the format.

If you have a piece of information, a photo or a video that is compelling, exclusive and/or urgent enough to be considered breaking news, you should file it to the wire, and photo and video points before you consider putting it out on social media. And in those cases in which you capture exclusive content, you should consult with a supervisor about how to share it on your personal social media account.

If material you have gathered meets our standards for quality and accuracy, but for a variety of reasons isn’t published on the wire, it is acceptable to share it on social networks. This includes material we commonly refer to as “cutting room floor,” or content that doesn’t make it into our services because of space limits. Sharing this type of content can help you build your personal brand, which AP encourages. You should consult with a manager before sharing photo or video outtakes.

All of AP’s social media guidelines rely on you to use your news judgment to determine if a piece of content is urgent enough that it should be filed to the wire.

If you have any hesitation about a tweet or post, you should consult with your manager, regional desk or the Nerve Center before sending it.

**Sourcing**

When you vet a source found using social media, you must apply the same principles used in vetting a source found any other way. But there can be additional challenges with social media sources, since it can be difficult to verify the identity of sources found online.

For those reasons, you must never simply lift quotes, photos or video from social networking sites and attribute them to the name on the profile or feed where you found the material. Most social media sites offer a way to send a message to a user - use this to establish direct contact, over email or by phone, so you can explain what you're working on and get more detailed information about the source.

If a source claims to be an official from a company, organization or government agency, call the place of business to confirm identity, just as you would if a source called on the phone.

If you come across photos, videos or other multimedia content that you would like to use in your news report, you must verify its authenticity. You must also determine who controls the copyright of the material and get permission from that person/organization to use it.

Use particular caution if you find a social networking page or feed that appears to belong to a person who is central to a story, especially if you can't get confirmation from that person. Phony accounts are rampant in the social media world and can appear online within minutes of a new name appearing in the news. Examine the details to determine whether the page could have just as easily been created by somebody else.

Many athletes, celebrities and politicians have verified Twitter accounts, meaning that Twitter has given their individual accounts a "stamp of approval" to indicate that it really does belong to that person. Before you quote from a verified user's tweets for the first time, however, you need to confirm who is managing the account. Is it the famous person? His or her handlers? A combination? Knowing the source of the information will help you determine just how newsworthy the tweet is and how to characterize it.

**Interacting with users**

AP is strongly in favor of engaging with those who benefit from our content.

Most of the feedback that comes in is highly constructive. It often leads us to terrific information and imagery. But there’s another side. People may accuse us of bias in our writing or photography. They may make denigrating comments about our writers and photographers.

Any substantive criticism of our content should be taken seriously, however it may be phrased. AP’s News Values and Principles say, “Staffers must notify supervisory editors as soon as possible of errors or potential errors, whether in their work or that of a colleague.”

Beyond that, responses to our audience can largely be guided by the nature of the comments that come in. A thoughtful note from a reader or viewer that leads to a correction by us deserves an email or tweet of thanks (try to avoid repeating the original error). If someone offers a businesslike criticism of a story or image but has their facts wrong, it’s good to reply, time permitting, to set the writer straight.

Abusive, obscene and/or racist comments posted to an AP-managed platform should be flagged to the Nerve Center immediately. As for people who send flaming, generic denunciations of our integrity or judgment, there are a couple of approaches. Many such writers will not be satisfied by any response from us, however well-reasoned. Time that could be devoted to responding can usually be better spent elsewhere. There’s no need to engage such people at all.

However, some staffers have made a stab at turning away wrath with a reasonable reply, occasionally with success.

**Other things to keep in mind:**

1. Any response we make to a reader or viewer could go public. Email and direct Facebook and Twitter messages may feel like private communications, but may easily find their way to blogs and political pressure groups (not to mention attorneys). In the case of a story or image that stirs significant controversy, the editor is likely the best person to reply, rather than the person who created the content. The Standards Center can also reply, saying it looked into the complaint and here’s what we found. This is particularly true if the response requires an explanation of AP policies or otherwise goes beyond the immediate content in question.

2. Any incoming message that raises the possibility of legal action should be reviewed by an AP attorney before a response is made.

3. We should not get into protracted back-and-forth exchanges with angry people that become less constructive with each new round.

4. Particularly insulting or abusive comments directed to any staffer should be reported immediately to a manager. If such comments are posted online, contact the Nerve Center and we will work to get it removed, even from non-AP platforms. Of course, any comments that are truly threatening to individuals should be brought to the immediate attention of AP Global Security (contact Danny Spriggs at DSpriggs@ap.org).

**Interacting with AP accounts**

Staff are welcome to retweet and share material posted by official AP-branded accounts on social networking sites (e.g. @AP, @APStylebook, etc.).

We ask that AP staff refrain from liking or commenting on official AP-branded Facebook posts. These accounts are official, public-facing channels of communication, and we want to reserve the comments and the interactions for the public, not for journalists to talk among themselves in a public-facing spot. It can be off-putting and alienating for an average Facebook user to click on a post and see conversations between colleagues or virtual insider pats on the back.

## BBC – SOCIAL MEDIA GUIDANCE

**News: Social media guidance**

*(The principles behind this guidance note are drawn from revised BBC-wide social media thinking and editorial policy guidance. This version 12 July 2011)*

There are three main kinds of social media activity we are concerned with:

1. Your own personal activity, done for your friends and contacts, but not under or in the name of BBC News

2. Activity for core news (eg breaking news), programmes or genres carried out officially in the name of BBC News

3. Activity of editors, presenters, correspondents or reporters carried out as part of official BBC News output.

Each has different guidance, so please read this whole document carefully.

**1. Your own personal activity, done for your friends and contacts, but not under or in the name of BBC News**

a. You are not discouraged from doing any of this, but as a BBC member of staff - and especially as someone who works in News - there are particular considerations to bear in mind. They can all be summarised as: 'Don't do anything stupid’.

b. Remember that even though you are acting in your own personal capacity, you are on show to your friends and anyone else who sees what you write, as a representative of the BBC. If you are editorial staff, it doesn't make much difference whether or not you identify yourself as someone who works for the BBC.

c. You are allowed to say that you work for the BBC, and you can discuss the BBC and your work publicly. But your name/title should not contain BBC in any form. And you should make clear that the views expressed are personal, and not those of the BBC.

d. You shouldn't state your political preferences or say anything that compromises your impartiality. Don't sound off about things in an openly partisan way. Don't be seduced by the informality of social media into bringing the BBC into disrepute. Don't criticise your colleagues. Don't reveal confidential BBC information. Don't surreptitiously sanitise Wikipedia pages about the BBC.

e. If you want to start a blog where you feel conflicts of interests are possible, you should discuss it first with your line manager; he or she won't unreasonably stop you,

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Fonte: <http://news.bbc.co.uk/2/shared/bsp/hi/pdfs/14_07_11_news_social_media_guidance.pdf>

Acessado em 25/03/2014

but will want to discuss potential risks. If you already have a blog like this, you should have already had this conversation. If you haven't, then make sure you do.

f. BBC editorial guidance on this area is here: http://www.bbc.co.uk/ guidelines/editorialguidelines/page/guidance-blogs-personal-summary

**2. Activity for core news (eg breaking news), programmes or genres carried out officially in the name of BBC News**

a. This can be a good thing to do, especially if you are going to engage better with your audience or even extend your reach.

b. The golden rule for our core news, programme or genre activity is that whatever is published – on Twitter, Facebook or anywhere else – MUST HAVE A SECOND PAIR OF EYES PRIOR TO PUBLICATION. A second check might well avoid you saying or linking to something unwise which could land you, or the BBC, in trouble. While there’s recognition that staffing levels can get in the way of this, especially small teams in overseas offices, every effort should nonetheless be made to ensure this practice is adhered to unless there are urgent live deadlines.

c. Before you consider starting this activity, carefully think through the editorial purpose. Don't just do it because other programmes or website areas have done it, or because you think it’s what everyone does these days.

d. And think about practicalities - who is going to do it, how much time will it take? Who will be the author, who the second pair of eyes? Can this be fitted into your schedules? Can you do it justice? Will you still want to be doing it in two months' time?

e. Discuss it with your editor, who needs to know in advance of anything you are proposing to do.

f. Make a note of any login names and passwords, and also any other service that you set up to automate the activity (eg: forwards it from Twitter to Facebook). Share those details with members of your team, making sure they are stored safely: if you move to do a different job or are off sick, someone else will have to take over.

g. All accounts need to be cleared by your editor, social media editor/representative and by the Social Media Editor for News. They need to be entered on a register held by the Head of Editorial Compliance & Accountability. They’ll need details via email of what you are doing, how it’s being second-checked, and the key contacts.

h. BBC accounts should look and feel consistent - there are separate instructions available for how to do this.

i. BBC editorial guidance on this area is here: http://www.bbc.co.uk/ editorialguidelines/page/guidance-blogs-bbc-full

**3. Activity of editors, presenters, correspondents or reporters carried out as part of official BBC News output.**

a. Currently, there are limited official individual BBC News accounts on Twitter (like Stephanie Flanders @BBCStephanie). A full list is here: http://www.bbc.co.uk/news/help-12438390

b. The crucial thing to remember is that as they’re official BBC News output, all tweets need to be consistent with this, reflecting and focusing on areas relevant to the role or specialism, and avoiding personal interests or unrelated issues.

c. There is a particular compliance procedure for these accounts, which involves a senior editor or assistant editor being sent the tweets automatically after they go out.

d. Full guidance is in a separate note “News official tweeter guidance July 2011”.

e. Everything else done by individuals who work for BBC News is done in their own name - it is not owned by the BBC, may not normally be linked to or trailed by the BBC as official output, and should not purport to come from the BBC. It comes under the existing social media guidelines (referred to in 1, above).

f. If you are interested in joining, or adding someone to the list of official tweeters, please get in touch with the Social Media Editor for News.

## CBC - USE OF SOCIAL MEDIA

Use of Social Media: Principles

Social media like Twitter, Facebook or flickr can be a powerful and important tools for communications. They can be useful tools for gathering information, as well as disseminating it.

We are consistent in our standards, no matter what the platform, in disseminating information. If we would not put the information on air or on our own website, we would not use social media to report that information.

When using social media as an information-gathering tool, we apply the same standards as those for any other source of newsgathering.

We bring these principles and values to bear in our personal use of social media as well.

Fonte: <http://www.cbc.radio-canada.ca/docs/policies/journalistic/xml/policies.asp?pol=209_en.xml>

Acessado em 21/03/2014

## DEUS EX MALCONTENT

**Friday, August 01, 2008**

[On Notice](http://www.deusexmalcontent.com/2008/08/rule-of-flaw.html)

[](http://1.bp.blogspot.com/_nHkHmJl7K88/SJOUQWoibtI/AAAAAAAABeA/Dap3ObKRz9Q/s1600-h/blogging.gif)  
 Believe it or not, I'd really like to let the subject of my untimely dismissal from CNN go once and for all [(Say What You Will/2.18.08)](http://www.deusexmalcontent.com/2008/02/say-what-you-will-requiem-for-tv-news.html). As I'm quickly learning now that my new baby is home from the hospital, there really is no sense crying over spilled milk (particularly not when the spill in question happened almost six months ago). Yet every time I promise myself that I'm done bringing up the whole CNN thing, somebody sends me an item like this: Behold, the official memo sent out to all network employees *finally* stating in no uncertain terms just what CNN's policy is on personal blogging.  
 You know, the policy they *didn't* have in place when they made the decision to fire me and a few others like me, and the one that I've openly criticized them for neglecting to enact and clarify?

This was e-mailed to me by someone at CNN yesterday. Enjoy it -- many Bothan spies died to bring us this information.\*

Fonte: <http://www.deusexmalcontent.com/>

Acessado em 21/03/2013

***\*\*\*NEW CNN POLICY REGARDING PERSONAL WRITINGS ONLINE\*\*\**** *We’ve gotten a number of questions from CNN staff wanting clarification of CNN policy on communicating publicly about our work, or on news or public affairs -- on the internet. In Blogs. In Chatrooms. On video sharing sites. On social networking sites.  
 Below are some of the typical questions -- and our answers. We hope this is helpful to everyone.*

*After reading -- please don’t hesitate to call or email anyone at Standards and Practices if you have further questions. (See contact info below).*

*MOST IMPORTANT TO REMEMBER:*

*UNLESS GIVEN PERMISSION BY CNN MANAGEMENT, CNN EMPLOYEES ARE TO AVOID TAKING PUBLIC POSITIONS ON THE ISSUES AND PEOPLE AND ORGANIZATIONS ON WHICH WE REPORT.*

*The best rule of thumb is, keep in mind whether what you are doing or saying is "in public." In most cases, what you write online is public or can be made public.   
  
 CAN I COMMENT IN A CHAT ROOM?*

*It depends on what you’re commenting on. A chat room is, of course, a public place. If you identify yourself, or could in any way be identified, then you should not comment on anything CNN reports on. Remember, even though you don’t say who you are, someone else might reveal your identity. AND if you’re discussing things that are in the news, keep in mind you could be seen as representing CNN, and therefore you should not comment on the issues CNN covers.*

*HOW ABOUT MYSPACE, FACEBOOK OR OTHER SOCIAL NETWORKING SITES?   
 Again, on these sites only write about something CNN would not report on. Don't list preferences regarding political parties or newsmakers that are the subject of CNN reporting. Local issues that CNN wouldn’t report on would be OK. And of course private communication with friends or family about issues that aren’t in the news is fine. If you are not sure, ask your supervisor or S&P for parameters on posting. (S&P contact info is listed below).*

*Also keep in mind that you should not be commenting or writing about what goes on in the workplace at CNN without specific approval by CNN senior managers. For example, in some cases there have and will be exceptions made to have some staff get information out to an outside audience on platforms like Twitter about our upcoming coverage plans.*

*But without those approved exceptions, your workplace activity is proprietary and so you should not be writing on these sites about what goes on behind the scenes here at CNN.*

*CAN I POST MY WORK ON YOUTUBE, PODCASTS OR OTHER VIDEO SHARING SITES?*

*You should not post any CNN material online unless it is approved. Likewise, if you make a short video on your own time, if there’s any question about it being something that CNN might air, first ask someone before posting it. And again, if the subject touches on anything you might cover or CNN reports or may report on, you should likely stay away from it. If it is a close call, ask your supervisor or S&P.   
  
 CAN I POST TO iReport.com?*

*This site was developed specifically for non-CNN material, so no, you shouldn’t. However, a separate procedure has been developed for CNN’ers to send in material. It’s called weReport and you can see the details for how it works at http://sketch.turner.com/wereport. As always, if you capture pictures or video on news stories call the national desk and they’ll help you arrange to feed it in.   
  
 HOW ABOUT SECOND LIFE?*

*CNN’ers are encouraged to visit Second Life, just keep in mind it’s a public place and the same rules (listed above) apply as they would to “real” public life.   
  
 CAN I HAVE MY OWN WEBSITE OR BLOG?*

*Yes. But you should notify your supervisor about it, to have it cleared as a non-conflict for your work. Your supervisor may choose to then have it cleared at another level or by S&P. And again, you shouldn’t post commentary on anything you might cover in your work or CNN may report on, or write about the CNN workplace or post CNN material without permission by a senior CNN manager.*

*WHAT ABOUT POSTING LINKS TO OTHER WEBSITES, ARTICLES FROM OTHER PUBLICATIONS AND VIDEO FROM OTHER SOURCES?*

*Again, if your web activity clearly shows that you are taking a position on an issue CNN reports on or is likely to report on, you should avoid such activity.  
 In addition, you should not operate under an alias on your website or blog in order to participate in biased public behavior. Despite your use of an alias to express a view that may present a conflict of interest, it is still your opinion. Your real identity and occupation could be revealed by someone else at any point.   
  
 WHY SHOULDN’T I COMMENT ON NEWS OR CURRENT AFFAIRS?*

*Unless given permission to comment publicly on the issues or people we report on as a CNN analyst or commentator, it is important that you and all other CNN employees be independent and objective regarding the news and people that we cover.  
 If you publicly declare your preference for issues or candidates or one side or the other of the public policy issues CNN reports on, then your ability to be viewed as objective is compromised.*

*We appreciate that everyone has a life outside work and we encourage all of our employees to get involved with the issues that are important within their communities. That said, you need to avoid any appearance of bias or partiality. It’s just one of the responsibilities associated with working for a news organization.*

*WHAT IF I DON’T WORK DIRECTLY WITH NEWS GATHERING OR NEWS REPORTING BUT ELSEWHERE WITHIN THE SUPPORTING DEPARTMENTS OF CNN?  
 In discussions about this issue with your colleagues across CNN, it was felt by them that it was important to have this policy apply across the board. If you don’t follow this policy, and you are officially a CNN employee, the loss of objectivity won’t just apply to you, but could be associated with CNN. Therefore this policy applies to all CNN employees in all departments worldwide.*

*WHAT ABOUT FREELANCE EMPLOYEES AND INTERNS?*

*Supervisors should make sure freelancers and interns read this policy now -- or on their first day going forward -- and commit to following it.*

*CAN I GIVE SPEECHES, OR WRITE ABOUT CNN?*

*CNN reserves the right to say who gives speeches or makes personal appearances on behalf of CNN. A number of your colleagues do give speeches to schools, colleges, and other organizations. Those requests must first be approved by your supervisor and then will go through CNN PR for review. PR will bring them to S&P for final review and approval taking into consideration who the invitation is from, the subject matter to be discussed -- and/or whether travel expenses/an honorarium are being paid. Our employees write books, and occasionally do other outside writing, but it all must be approved by your supervisor first, and then by PR and by S&P as appropriate. This policy is outlined in Section E of the Standards & Practices Policy Guide. Every employee should have a Guide and should read it and review it. (If you don't have a Guide, please ask your HR representative for one.)*

Considering my own story, I love that last line -- just love it.

Speaking of which, let's recap: I publicly chastise the managers of CNN's *American Morning* on this site and on the Huffington Post and [within two weeks the show's EP is fired](http://www.deusexmalcontent.com/2008/02/how-to-lose-job-in-13-days.html), [followed shortly by his second-in-command.](http://www.deusexmalcontent.com/2008/05/gone-barby-gone_30.html) I point out the incompetence of that same show's main copy editor and, likewise, [not long after, he's sent packing.](http://www.deusexmalcontent.com/2008/06/you-couldnt-script-it-better.html) Now this: I spend six months claiming that whether they consider it a matter of common sense or not, CNN's upper-level managers *must* make their stance on the blogging and online networking of staff-members crystal clear (as news outlets like the New York Times have already done), and they finally cave in and do just that.

At this point, I think I can probably get away with charging CNN a consulting fee (although I suppose Jon Stewart could say the same thing about his role in getting *Crossfire* canceled a few years back).

Regardless, it's about goddamned time, guys. Welcome to the 21st century.   
  
 Oh, and I await your Cease & Desist order. Just be glad I edited out [Rick Davis's](http://www.cnn.com/CNN/anchors_reporters/davis.richard.html) personal phone number.

## ESPN – SOCIAL NETWORKING

**Social Networking**

**For Talent and Reporters**

ESPN regards social networks such as Twitter, Facebook, message boards, conversation pages and other social sites as important venues for content distribution, user engagement, newsgathering, transparency and the amplification of talent voices. As such, we will hold all talent who participate in social networking to the same standards we hold for interaction with our audiences across TV, radio and our digital platforms. These guidelines apply to all ESPN talent, anchors, play-by-play, hosts, analysts, commentators, reporters and writers who participate in any form of personal social networking that contain sports-related content.

**SPECIFIC GUIDELINES**

* **Think before your tweet**. Understand that at all times you are representing ESPN, and Twitter (as with other social sites) offers the equivalent of a live microphone. Simple rule: If you wouldn't say it on the air or write it in a column, don't post it on any social network.
* **Think before you re-tweet**. Intended or not, the dissemination of others’ tweets under your name represents an endorsement of that content – and can even be interpreted as information you personally are reporting. If you re-tweet inaccurate or inappropriate content, it can tarnish your credibility and that of ESPN.
* **Do not break news on Twitter**. We want to serve fans in the social sphere, but the first priority is to ESPN news and information efforts. Public news (i.e. announced in news conferences) can be distributed without vetting. However, sourced or proprietary news must be vetted by the TV or Digital news desks. Once reported on an ESPN platform, that news can (and should) be distributed on Twitter and other social sites.
* All posted content **must be consistent** with ESPN's employee policies and Editorial Guidelines for Standards & Practices. This includes the existing Commentary and Media Criticism guidelines, and posts should not include any references to personal endorsements, promotions or business relationships.
* Prior to engaging in any form of social networking dealing with sports, you must receive permission from your supervisor. Personal Web sites and blogs that contain sports content or ESPN marks are not permitted.

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Fonte: <http://frontrow.espn.go.com/wp-content/uploads/2011/08/social-networking-v2-2011.pdf>

Acessado em 25/03/2014

* In most cases, content you tweet will also appear on ESPN.com. Editors will choose the social content to be posted, and ESPN.com will “simulcast” those sports-related tweets on sport, contributor and team pages.
* If ESPN.com opts not to post social content created by ESPN talent, those individuals are not permitted to report, speculate, discuss or give opinions on sports related topics on personal platforms.
* At all times, exercise discretion, thoughtfulness and respect for colleagues, business associates and fans.
* Keep internal deliberations confidential. Do not discuss how a story or feature was reported, written, edited or produced; stories or features in progress; interviews conducted; or any future coverage plans.
* Do not post any confidential or proprietary company information, references to ESPN policies or similar information of third parties who have shared such information with ESPN.

We realize this is a fast moving space and these guidelines will be amended as warranted. Any violation of these guidelines could result in a range of consequences, including, but not limited to, suspension or dismissal.

## LOS ANGELES TIMES – SOCIAL MEDIA GUIDELINES

**Times updates social media guidelines**

Here's the memo:

Colleagues,

As you know, the Standards and Practices Committee issued newsroom guidelines in March on using social media. We have now revised and organized them in a way we believe is easier to use (see below).

Although the document addresses a few new situations that have arisen in the last several months, the underlying principle is unchanged, one best expressed in the opening passage of our Ethics Guidelines: The Times is to be, above all else, a principled news organization. In deed and in appearance, journalists must keep themselves – and The Times – above reproach.

Your professional life and your personal life are intertwined in the online world, just as they are offline. Attempts, for instance, to distinguish your high school friends from your professional associates are fine, but in all spaces one should adhere to the principle that as an editorial employee you are responsible for maintaining The Times’ credibility.

As in March, we note that the guidelines apply to all editorial employees, whether you work in print or on the Web, or you are a reporter, editor, photographer, blogger, producer, designer, artist – whatever your job. Even if you aren’t using social media tools yet, you might want to someday, so please familiarize yourself with the standards.

This document is part of a series of guidelines crafted to help all of us navigate the continually changing world of covering the news. The methods and mediums may change, but our standards do not. These guidelines and those about moderating reader comments, using photos online, handling corrections and dealing with obscenity issues can always be found on The Times' library's intranet site.

There you also will find the complete Los Angeles Times Ethics Guidelines, the statement of principles and standards from which all others follow.

Russ Stanton

Henry Fuhrmann

on behalf of the Standards and Practices Committee

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Fonte: <http://latimesblogs.latimes.com/readers/2009/11/updated-social-media-guidelines.html>

Acessado em 25/03/2014

**SOCIAL MEDIA GUIDELINES**

Social media networks – Facebook, MySpace, Twitter and others – provide useful reporting and promotional tools for Los Angeles Times journalists. The Times’ Ethics Guidelines will largely cover issues that arise when using social media, but this brief document should provide additional guidance on specific questions.

**Basic Principles**

* Integrity is our most important commodity: Avoid writing or posting anything that would embarrass The Times or compromise your ability to do your job.
* Assume that your professional life and your personal life will merge online regardless of your care in separating them.
* Even if you use privacy tools (determining who can view your page or profile, for instance), assume that everything you write, exchange or receive on a social media site is public.
* Just as political bumper stickers and lawn signs are to be avoided in the offline world, so too are partisan expressions online.
* Be aware of perceptions. If you “friend” a source or join a group on one side of a debate, do so with the other side as well. Also understand that readers may view your participation in a group as your acceptance of its views; be clear that you’re looking for story ideas or simply collecting information. Consider that you may be an observer of online content without actively participating.

**Guidelines for Reporting**

* Be aware of inadvertent disclosures or the perception of disclosures. For example, consider that “friending” a professional contact may publicly identify that person as one of your sources.
* You should identify yourself as a Times employee online if you would do so in a similar situation offline.
* Authentication is essential: Verify sourcing after collecting information online. When transmitting information online – as in re-Tweeting material from other sources – apply the same standards and level of caution you would in more formal publication.

**Additional Notes**

* Using social media sites means that you (and the content you exchange) are subject to their terms of service. This can have legal implications, including the possibility that your interactions could be subject to a third-party subpoena. The social media network has access to and control over everything you have disclosed to or on that site. For instance, any information might be turned over to law enforcement without your consent or even your knowledge.
* These passages from the “Outside affiliations and community work” section of the Ethics Guidelines may be helpful as you navigate social media sites. For the complete guidelines, please see The Times' library's intranet site or, if you are outside the company network, see the Readers’ Representative Journal.

Editorial employees may not use their positions at the paper to promote personal agendas or causes. Nor should they allow their outside activities to undermine the impartiality of Times coverage, in fact or appearance.

Staff members may not engage in political advocacy – as members of a campaign or an organization specifically concerned with political change. Nor may they contribute money to a partisan campaign or candidate. No staff member may run for or accept appointment to any public office. Staff members should avoid public expressions or demonstrations of their political views – bumper stickers, lawn signs and the like.

Although The Times does not seek to restrict staff members’ participation in civic life or journalistic organizations, they should be aware that outside affiliations and memberships may create real or apparent ethical conflicts. When those affiliations have even the slightest potential to damage the newspaper’s credibility, staff members should proceed with caution and take care to advise supervisors.

Some types of civic participation may be deemed inappropriate. An environmental writer, for instance, would be prohibited from affiliating with environmental organizations, a health writer from joining medical groups, a business editor from membership in certain trade or financial associations.

**– Standards and Practices Committee**

## REUTERS - REPORTING FROM THE INTERNET AND USING SOCIAL MEDIA

We are committed to aggressive journalism in all its forms, including in the field of computer-assisted reporting, but we draw the line at illegal behaviour. Internet reporting is nothing more than applying the principles of sound journalism to the sometimes unusual situations thrown up in the virtual world. The same standards of sourcing, identification and verification apply. Apply the same precautions online that you would use in other forms of newsgathering and do not use anything from the Internet that is not sourced in such a way that you can verify where it came from.

**General Guidelines**

**No falsehoods**

Reporters must never misrepresent themselves, including in chat rooms and other online discussion forums. They do not “pick locks” in pursuit of information, nor do they otherwise obtain information illegally. Discovering information publicly available on the web is fair game. Defeating passwords or other security methods is going too far.

**Know your subject**

Reporters should use aggressive Internet reporting techniques only when they are familiar with the way an organisation releases news. Familiarity with an organisation’s past disclosure procedures can insulate us from all-too-common Internet spoofs. Please capture, save and print a copy of a “screenshot” of the web page in question in order to defend us against charges of printing nonexistent information. If you do not know how to capture a screenshot, ask anyone with a technical bent to show you how. It is our best protection against vanishing web sites. Be wary of "unusual" news discovered on a web site. Do not treat this as “normal news” until the company or organisation confirms it or at least has a chance to respond to what you have found. Escalate such situations to your manager. Also keep in mind what we consider newsworthy. Personal information must be relevant to a legitimate story for Reuters to publish it. Copyright laws, and libel laws, apply to the Internet too.

**Attribution**

Headlines should be very clear when we have obtained information in unorthodox settings. In stories, we also must make it clear high up how we gathered the information. Retain those facts high in the story as it plays out. The reader wants to know how we obtained the information.

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Fonte:http://handbook.reuters.com/index.php?title=Reporting\_From\_the\_Internet\_And\_Using\_Social\_Media

Acessado em 25/03/2014

**Fairness**

The act of seeking confirmation of the news before publishing it can lead the organisation to front-run our story and announce the information before we have a chance to put our story out. This does not relieve us of the responsibility to give an organisation a fair chance to comment. Please make it clear if the organisation is unwilling to confirm the information.

**Is it a hoax?**

Do a reality check. Does this information fit within the bounds of what was expected? Any wild divergences are a clue you may be viewing information in the wrong context.

**Using social media**

We want to encourage you to use social media approaches in your journalism but we also need to make sure that you are fully aware of the risks -- especially those that threaten our hard-earned reputation for independence and freedom from bias or our brand. The recommendations below offer general guidance with more detailed suggestions for managing your presence on the most popular social networks. This is a fast-changing world and you will need to exercise judgment in many areas. In framing this advice we've borne in mind the following principles and encourage you to think about them whenever using social media.

**Basic Principles**

The Trust Principles compel us to explore all new techniques for delivering news and information to our customers: our recommendations are designed to support rather than inhibit your exploration of these important new approaches.

One of the distinguishing features of Reuters is the trust invested in the judgment of its journalists -- we will continue to look to you to use your common sense in dealing with these new challenges

Accuracy, freedom from bias and integrity are fundamental to the reputation of Reuters and your ability to do your job effectively. The advent of social media changes none of this and you should do nothing that would damage our reputation for impartiality and independence. We reserve the right to change your beat or responsibilities if there are problems in this area. In the case of serious breaches, we may use our established disciplinary procedures.

The advent of social media does not change your relationship with the company that employs you -- do not use social media to embarrass or disparage Thomson Reuters. Our company’s brands are important; so, too, is your personal brand. Think carefully about how what you do reflects upon you as a professional and upon us as an employer of professionals.

The distinction between the private and the professional has largely broken down online and you should assume that your professional and personal social media activity will be treated as one no matter how hard you try to keep them separate. You should also be aware that even if you make use of privacy settings, anything you post on a social media site may be made public.

While it is not practical to always apply the 'second pair of eyes rule' for journalists using social media, especially Twitter, in a professional capacity, you should consider that a 'virtual second pair of eyes rule' applies under which your manager and/or senior editors will retrospectively review your professional output.

Remember, too, that your sources, colleagues, peers, competitors and even future employers also can and will look at your output.

If you have your tweets aggregated onto reuters.com or another company property or have your blog hosted by us, we are your publisher and in some jurisdictions may even have a legal responsibility for what you have written. This makes it absolutely imperative that you remember basic rules about fairness, taste and libel. Even beyond the legal question, readers may well wonder if a mean-spirited or nasty comment is truly yours alone or if it somehow represents the view of the institution if it appears on a corporate property.

We're in a competitive business and while the spirit of social media is collaborative we need to take care not to undermine the commercial basis of our company.

**Recommendations**

**Think before you post**

One of the secrets to social media's success is how easy it has become to participate. But that also makes it easy to respond or repeat before you have thought through the consequences. Whether we think it is fair or not, other media will use your social media output as Reuters comment on topical stories. And we will play into the hands of our critics unless we take care

* Resist the temptation to respond in anger to those you regard as mistaken or ill-tempered
* Think about how you'd feel if your content was cited on the front page of a leading newspaper or website or blog as Reuters comment on an issue
* Don't suspend your critical faculties. It's simple to share a link on Twitter, Facebook and other networks but as a Reuters journalist if you repeat something that turns out to be a hoax, or suggests you support a particular line of argument, then you risk undermining your own credibility and that of Reuters News

**Avoid raising questions about your freedom from bias**

Your Facebook profile, Twitter stream or personal blog give clues to your political and other affiliations and you should take care about what you reveal. A determined critic can soon build up a picture of your preferences by analysing your links, those that you follow, your 'friends', blogroll and endless other indicators. We all leave an 'online footprint' whenever we use the Web and you need to think about whether your footprint might create perceptions of a bias toward or against a particular group.

* Think about the groups that you join -- it may be safest not to join a group or to follow participants on just one side of a debate
* Think about using 'badges' expressing solidarity with some cause
* Think about whether it would be best to leave your political affiliation out of your Facebook profile
* Think about whether you link only or mainly to voices on one side of a debate
* Think about making use of the privacy settings on social networks and basic ways in which you can conceal your use of the Web like clearing your cache regularly

**Be transparent**

We're in the transparency business and we encourage you to be open about who you are.

* On your personal blog or social networking profile make it clear that you are a Reuters journalist and that any opinions you express are your own.
* When you post comments do so under your real name

If you use social networks for both professional and private activity then use separate accounts

Many of you are using social networks like Facebook or Twitter both as part of your newsgathering and as part of your personal social networking. In the online world private and professional are increasingly intertwined but we do expect you to maintain a professional face at all times in your work for us and this extends to your use of social media. Put simply, we're expecting you to apply standards to your professional use of social media that will probably differ to those you would use for your personal activity. For this reason we recommend that you set up separate profiles for your professional and private activity. This is not to say that we recommend that you strip out all personal content from your professional streams, but that you should think carefully about what personal content would be appropriate.

* Use a separate professional account for your newsgathering and professional community-building activity
* Social networking encourages you to share personal details but don't overload your professional network with personal content

Seek the permission of your manager before setting up a professional presence on a social networking site

* Effective use of social media requires a commitment of time and you should clear this with your manager before you get involved.
* Effective use of social media may also require you to share a lot of content and you need to be clear that this does not conflict with our commercial objectives. Again, your manager should be consulted on this
* Be aware that you may reveal your sources to competitors by using "following" or "friending" functionality on social networks

**Twitter policy**

**What is Twitter?**

Twitter is a "micro-blogging" system that lets users send out short 140-character posts to the Internet.

**Can I use Twitter as a source?**

Twitter may be used sometimes to post information and images of interest to our clients that are not available elsewhere. We will sometimes need to retransmit such material, or refer to it in text stories. Before using such content, please refer to "Picking up from Twitter and social media" in the section The Essentials of Reuters sourcing.

**When should I 'tweet'?**

There are several ways in which Reuters News journalists are using Twitter to micro-blog as part of their professional duties:

* Specialist journalists use Twitter to share articles and build up a following (see twitter.com/reutersBenHir and twitter.com/bobbymacReports)
* Online Editorial staff and bloggers use Twitter to distribute news and solicit reader comment (see twitter.com/mediafile, twitter.com/Reuters\_FluNews and twitter.com/reuters\_co\_uk)
* Reuters journalists are using Twitter during live events such as Davos and to solicit questions for newsmaker interviews

1. If you wish to use Twitter as part of your professional role you should seek the permission of your line manager.

2. If you are using Twitter professionally you should use the word 'Reuters' in the name of your stream or somewhere else on the page.

3. The Trust Principles apply to Twitter -- you should do nothing that compromises them.

4. Micro-blogging and use of social media tend to blur the distinction between professional and personal lives: when using Twitter or social media in a professional capacity you should aim to be personable but not to include irrelevant material about your personal life.

**Does the 'second pair of eyes rule' apply to Twitter?**

The short-form nature of Twitter means it is fast and well-suited to certain tasks including the live-blogging of events. It will not always be possible or even desirable to find someone to double-check your content.

Where practical you should ask someone to check content of Twitter posts. If there is no one to check then you should satisfy yourself that your posts conform to the Trust Principles. Be aware, however, that Reuters Twitter streams will and must be reviewed by an editor – not necessarily in real time or before publication, but eventually and regularly.

**What guidelines apply to my personal Twitter use?**

The same rules apply as for personal blogging -- you should make it clear that you a) work for Reuters News; b) any views expressed do not represent those of your employer; and c) you say nothing that would damage the reputation of Reuters News or TR.

**Can I break news via Twitter?**

As with blogging within Reuters News, you should make sure that if you have hard news content that it is broken first via the wire. Don’t scoop the wire. NB this does not apply if you are 'retweeting' (re-publishing) someone else's scoop.

**Corrections**

If a correction is required, a new tweet that begins “CORRECTION:…” should be published.

**Blogging**

Blogging is an informal approach to content creation that has evolved in response to Web users' need for a simple publishing tool giving maximum engagement with readers. Blogging is by nature a flexible format and there are few rules governing its use. Reuters journalists blog to trigger discussions on topical issues, point to the most interesting material on a subject elsewhere on the Web, take readers behind the scenes of our newsgathering, solicit questions for interviews, and to add colour, anecdote and angles that don’t make it into our other story types. In addition, blogging is the easiest way we have of handling multimedia story-telling and some Reuters journalists produce video blogs, also known as ‘vlogs’.

**A Reuters blogger should:**

* Be interesting.
* Be conversational: raise questions, invite contributions, discuss what’s happening on other blogs, leave some loose ends, and respond to comments made by readers.
* Link to external sites with relevant information
* Monitor other bloggers in the same space and attempt to build reciprocal links with them.
* Tag posts so that they are easy for search engines to find.
* Inject some personality into their posts and include observation and anecdote.
* Make use of multimedia whenever possible and think about a post’s layout.
* Credit the original source of all content embedded in posts.
* Make sure posts are seen by a second pair of eyes before publication.
* Ask desks to place a link to their blog/post on relevant stories.

**A Reuters blogger should not:**

* Be opinionated. You are free to make observations, ask questions and make an argument, but blogging in Reuters is not a license to vent personal views. You are still bound by the Trust Principles.
* Respond in anger to comments that appear on posts.
* End each post with the line, ‘tell us what you think’. If you have a specific question for readers then ask it, otherwise let the comments box do the work for you.
* Knowingly link to material that infringes copyright.
* Have the colour and personality subbed out of their posts
* Take an idea or insight from another blogger or site without acknowledgement.

Reuters use of blogging is constantly evolving and up-to-date guidance on how blogs are being used is available on the blogging wiki at http://wiki.ime.reuters.com/index.php/Blogging

To correct a blog, see blogs under Corrections, Refiles, Kills, Repeats and Embargoes

**Online Encylopedias**

Online information sources which rely on collaborative, voluntary and often anonymous contributions need to be handled with care. Wikipedia, the online "people's encyclopedia", can be a good starting point for research, but it should not be used as an attributable source. Do not quote from it or copy from it. The information it contains has not been validated and can change from second to second as contributors add or remove material. Move on to official websites or other sources that are worthy of attribution. Do not link to Wikipedia or similar collaborative encyclopedia sites as a source of background information on any topic. More suitable sites can almost always be found, and indeed are often flagged at the bottom of Wikipedia entries. It is only acceptable to link to an entry on Wikipedia or similar sites when the entry or website itself is the subject of a news story.

## THE NEW YORK TIMES – WEB PAGES AND WEB LOGS

**B5. Web Pages and Web Logs**

126. Web pages and Web logs (the online personal journals known as blogs) present imaginative opportunities for personal expression and exciting new journalism. When created by our staff or published on our Web sites, they also require cautions, magnified by the Web's unlimited reach.

127. Personal journals that appear on our official Web sites are subject to the newsroom's standards of fairness, taste and legal propriety. Nothing may be published under the name of our company or any of our units unless it has gone through an editing or moderating process.

128. If a staff member publishes a personal Web page or blog on a site outside our company's control, the staff member has a duty to make sure that the content is purely that: personal. Staff members who write blogs should generally avoid topics they cover professionally; failure to do so would invite a confusion of roles. No personal Web activity should imply the participation or endorsement of the Times Company or any of its units. No one may post text, audio or video created for a Times Company unit without obtaining appropriate permission.

129. Given the ease of Web searching, even a private journal by a staff member is likely to become associated in the audience's mind with the company's reputation. Thus blogs and Web pages created outside our facilities must nevertheless be temperate in tone, reflecting taste, decency and respect for the dignity and privacy of others. In such a forum, our staff members may chronicle their daily lives and may be irreverent, but should not defame or humiliate others. Their prose may be highly informal, even daring, but not shrill or intolerant. They may include photos or video but not offensive images. They may incorporate reflections on journalism, but they should not divulge private or confidential information obtained through their inside access to our newsroom or our Company.

130. Bloggers may write lively commentary on their preferences in food, music, sports or other avocations, but as journalists they must avoid taking stands on divisive public issues. A staff member's Web page that was outspoken on the abortion issue would violate our policy in exactly the same way as participation in a march or rally on the subject. A blog that takes a political stand is as far out of bounds as a letter to the editor supporting or opposing a candidate. The definition of a divisive public issue will vary from one community to another; in case of doubt, staff members should consult local newsroom management.

131. A staff member's private Web page or blog must be independently produced. It \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Fonte: http://www.nytco.com/company-properties-times-coe.html#B5

should be free of advertising or sponsorship support from individuals or organizations whose coverage the staff member is likely to provide, prepare or supervise during working hours. Care should be taken in linking to any subject matter that would be off limits on the Web page itself.