



**APN NEWS & MEDIA**  
**EDITORIAL CODE OF ETHICS**  
July 2011

**Principal Responsibilities**

Our principal responsibilities are to the community and the truth. Through this Code, we undertake to maintain the highest ethical standard in our journalism while balancing the right of the individual with the public's right to know.

**Accuracy**

- We will strive at all times to be accurate.
- We will promptly correct errors and clarify misleading reporting. Where appropriate, an apology will be published.

**Balance**

- We will be honest and fair in gathering, reporting and presenting the news in the pursuit of truth. In areas of controversy or disagreement, a fair voice will be given to opposing views.
- We will aim to ensure that headings and captions fairly represent content.
- We will endeavour to give people a timely opportunity to respond to allegations or comments made against them.

**Children and Young People**

- Particular care will be taken in reporting on or about children and young people. We acknowledge the requirement of Article 3 of the United Nations Convention of the Rights of the Child that in all actions concerning children the best interests of the child shall be a primary consideration.

**Conduct**

- We will act professionally and respect the law of the land.
- We will clearly identify ourselves as journalists representing our news organisations at the beginning of any inquiry or interview, unless authorised by a senior editorial manager to do otherwise in the case of compelling public interest.
- The electronic recording of interviews is permissible. Recording of telephone interviews between a journalist and a source must comply with relevant local communications laws.
- Plagiarism and fabrication are prohibited.

**Illustrations**

- Photographs (together with associated headlines and captions) will not intentionally misrepresent events.
- We will not make alterations calculated to change the meaning of a photograph.
- We will label digitally manipulated images, illustrations and graphics if this is necessary to avoid misleading readers.

### **Independence**

- We will be independent and not bow to improper internal or external influences.

### **Integrity**

- Journalists should never solicit free products, gifts or services such as travel. Trivial gifts offered to the masthead may be acceptable but must not influence content decisions. Any offer of a substantial gift or service must be immediately communicated to a senior editorial manager or publisher.
- Journalists should not guarantee editorial coverage of any nature on the basis of a payment, gift or invitation. Travel assignments approved by a senior editorial manager may be undertaken with agreement to feature a destination, event or product launch but reports will be independent of third party influence. A disclosure must be published with any articles and/or images resulting from a promotional trip or experience.
- Journalists must not profit from information they receive in their journalistic capacity nor use their position to obtain any financial or other benefit for themselves or their families or associates.
- Where a journalist has a significant personal interest in an issue or event the publisher will disclose such interest in any relevant articles written by the journalist.
- Journalists must not participate in community or political activities that compromise their work or their publisher's credibility and objectivity.

### **Prejudice**

- In our reporting, we will not place unnecessary emphasis on gender, religion, minority groups, sexual orientation, race, social status, physical or mental ability.

### **Privacy**

- We respect people's right to privacy, but will not allow that right to interfere with the pursuit of information in the public interest.
- We consider it is in the public interest to scrutinise and report on people who seek influence, power and attention.
- We will treat personal grief in a respectful manner.
- We will not obtain or commission information through any illegal or deceitful access to the telephone conversations, messages or email communications of any person.
- We will use content deemed to be in the public domain from social media platforms. If we wish to use content not deemed to be in the public domain, we will first seek permission to use it.

### **Sources**

- We believe in the principle of naming sources and people quoted including sources from social media.
- When it is necessary to protect a source's identity, we will take extra care to test the accuracy of the information provided.
- We will protect the name and/or identity of a source who has provided information on the basis of an undertaking to provide confidentiality.