

GROUP EDITORIAL POLICY

INTRODUCTION

The Seven West Media Board recognises that news and public affairs services play an important role in keeping the community informed in a free and democratic society.

The Board shall therefore endeavour to implement and maintain an overarching editorial policy to produce high quality news and public affairs services and a commitment to be responsive to the needs and attitudes of its broad and diverse audience.

EDITORIAL POLICY

The Seven West Media Group Editorial Policy sets out a commitment to ethical practice in the creation and delivery of news and public affairs.

This Editorial Policy applies to:

- Newspapers (editorial and news);
- Television (news programmes; news updates; and public affairs programmes);
- Radio;
- Magazines; and
- Online services.

News and public affairs personnel working across all Seven West Media platforms are required to familiarise themselves with all applicable policies and codes of practice and use them as ethical guidelines in their work. All editorial, news and public affairs personnel must comply with the Australian legal framework and reporters, editors and producers should seek manager or legal advice wherever necessary.

Key Principles

- Ensure accuracy, fairness and the consideration of all essential facts;
- Use accurate pictures and sound;
- Use accurate quotes and paraphrasing;
- Respect individuals and groups and not gratuitously emphasise age, colour, gender, race, ethnic or national origin, disability, religion or sexual preference;
- Be willing to make reasonable efforts to correct significant errors of fact fairly and promptly;
- Use appropriate means to obtain material;
- Avoid plagiarism.

The Seven West Media Editorial Policy requires that all editorial, news and public affairs personnel will accord with the recommendations and requirements of the codes of practice and any existing guidelines applicable to the medium in which they operate, including:

Newspapers

- Editorial Policy of West Australian Newspapers
- Code of Ethics of the Australian Journalists' Association Section of the Media Entertainment and Arts Alliance

Television

- Free TV Commercial Television Industry Code of Practice – January 2010
- The Australian Communications and Media Authority Privacy Guidelines for Broadcasters
- Code of Ethics of the Australian Journalists' Association Section of the Media Entertainment and Arts Alliance

Radio

- Commercial Radio Australia Codes of Practice and Guidelines – June 2010
- Code of Ethics of the Australian Journalists' Association Section of the Media Entertainment and Arts Alliance

Magazines and Online Services

- In recognition of the wide and varied services and material being carried and produced via these mediums, editorial, news and public affairs staff will endeavour where possible to respect the guidelines most applicable to the content being delivered.