

NUJ Ethical code of conduct

The NUJ's code of conduct has set out the main principles of UK and Irish journalism since 1936. All journalists joining the union have to sign up and agree they will strive to adhere to its professional principles.

A journalist:

- 1) At all times upholds and defends the principle of media freedom, the right of freedom of expression and the right of the public to be informed.
- 2) Strives to ensure that information disseminated is honestly conveyed, accurate and fair.
- 3) Does her/his utmost to correct harmful inaccuracies.
- 4) Differentiates between fact and opinion.
- 5) Obtains material by honest, straightforward and open means, with the exception of investigations that are both overwhelmingly in the public interest and which involve evidence that cannot be obtained by straightforward means.
- 6) Does nothing to intrude into anybody's private life, grief or distress unless justified by overriding consideration of the public interest.
- 7) Protects the identity of sources who supply information in confidence and material gathered in the course of her/his work.
- 8) Resists threats or any other inducements to influence, distort or suppress information and takes no unfair personal advantage of information gained in the course of her/his duties before the information is public knowledge.
- 9) Produces no material likely to lead to hatred or discrimination on the grounds of a person's age, gender, race, colour, creed, legal status, disability, marital status, or sexual orientation.
- 10) Does not by way of statement, voice or appearance endorse by advertisement any commercial product or service save for the promotion of her/his own work or of the medium by which she/he is employed.
- 11) A journalist shall normally seek the consent of an appropriate adult when interviewing or photographing a child for a story about her/his welfare.
- 12) Avoids plagiarism.



NUJ Local News Matters

Journalists know how important it is to cover what's going on, to hold local politicians and authorities to account, to cover sport, music and local culture in some detail and with local knowledge.

**CONTINUING CUTS
ARE STOPPING THIS.
WE NEED YOUR HELP
TO STOP THE CUTS.**

**local
news
matters**
www.nuj.org.uk



The NUJ Local News Matters campaign is a union-wide week of action in March aimed at celebrating, defending and informing a public campaign to show that local news is important to everyone.

The campaign includes members from all sectors of the media: local newspapers, radio and TV as well as online start-ups, local news sites, photographers and PR professionals.

- Local newspapers, websites and associated apps are read by 40 million people a week and enjoy a high level of trust from their readers.
- Democracy depends on voters being informed. Local media has a vital role to play in informing citizens of their local democratic institutions and by holding politicians and officials to account. Research has also shown there is a link between poor local news coverage and participation in local elections.
- Local media acts as a watchdog for its readers, listeners and viewers. People trust their local reporters and see them as someone to go to when there has been an injustice.
- Local journalists are breaking important stories, many with a national significance. They also provide vital and entertaining local information that encourages active citizenship, democratic accountability and public scrutiny.
- According to Press Gazette, there has been a net loss of almost 200 newspapers since 2005 and during this period the number of journalists has halved. Numerous daily titles have gone to weekly publication and many weekly titles no longer have dedicated editorial teams.
- AN NUJ stress surveys of local newspaper staff has shown that journalists have been put under severe strain because of staff cuts and the lack of investment in journalism by newspaper owners.

For more information visit: www.nuj.org.uk

In Norfolk we have a wide variety of local news outlets, newspapers, radio television and online. But as journalists jobs are cut they are being asked to do more and more. With the rise of fake news it's also now essential to have local journalists you know and trust.

Last year 50 journalists jobs were under threat locally at the Archant Group. Ten journalists took redundancy and the rest had to sign up to a whole new way of working to keep their jobs. There are less opportunities to get out of the office, make new contacts or spend time on investigative reporting. The NUJ understands even more journalists have been let go recently and group production jobs are also being outsourced to India.

Journalists do their best work when they are close to their community.

But the BBC now has a policy of closing down their local offices. It's been shown once the office goes the reporter is not far behind. The latest is the Great Yarmouth Office, due to close within a few days, despite local opposition.

Last year the Archant Group sacked 19 out of its 31 photographers. Five of these were in Norfolk. Now they have far less work as freelancers and can be waiting months for payments. Now journalists are being asked to take photographs and those taken by members of the public are used for free.

What can you do?

- 1) Support your local journalists by buying a newspaper at least once a week.
- 2) Contact the head of BBC East, Mick Rawsthorne and ask him to stop the closure of the Great Yarmouth Office.
- 3) If you have a photograph published, ask for payment. NUJ members know you have pictures they sometimes don't, but make sure you get paid for it.
- 4) Tell your MP to stand up for local journalism by joining the NUJ campaign and attend the debate in Westminster Hall on Thursday 30 March from 13.30 until 16.30.

