

# **ASSOCIATED NEWSPAPERS**

**Annual statement to the Independent  
Press Standards Organisation 2015**

# **1. Factual information**

## **1.1 Overview**

A subsidiary of Daily Mail and General Trust, Associated Newspapers is one of the largest publishers of national newspapers and news websites in the UK and publishes the Daily Mail, Mail on Sunday, Metro, MailOnline and Metro.co.uk. DMGT also publishes the Irish Daily Mail, Irish Mail on Sunday and evoke.ie website in the Irish Republic, the Elite Daily news website in the USA, 7Days newspaper in Dubai, and has a part-share in Mail Today in India. MailOnline is now a global news website with independent editorial operations in the USA, Australia and India.

## **1.2 List of Titles**

The Associated Newspapers titles regulated by IPSO are:

*Daily Mail (Circulation area England, Wales and Northern Ireland. Average circulation including Scotland and Ireland 2015: 1.63 million)*

*The Mail on Sunday (Circulation area England, Wales and Northern Ireland. Average circulation including Scotland and Ireland 2015: 1.44million)*

*Scottish Daily Mail (Circulation area Scotland)*

*The Scottish Mail on Sunday (Circulation area Scotland)*

*Metro (Distribution in major cities and suburban areas in England, Scotland and Wales. Average circulation 2015: 1.32 million)*

*MailOnline (all content relating to news events in the UK) (Global audience. Average global monthly unique visitors 2015: 219 million)*

*Metro.co.uk (all content relating to news events in the UK) (Global audience. Average global monthly unique visitors 2015: 25.5 million)*

It is also worth noting that during 2015 the total number of stories published across all our titles was more than 460,000. Against that the number of complaints resolved under IPSO rules during the period, across all titles, was 343, or 0.00077 per cent of the total stories published.

## **1.3 Responsible person**

Associated Newspapers' responsible person is Peter Wright, Editor Emeritus.

## **2 Editorial standards**

### **2.1 Overview.**

Associated Newspapers has always been committed to upholding the editorial standards enshrined in the Editors' Code of Practice. Compliance with Editors' Code, Data Protection Act 1998 and Bribery Act 2010 is a requirement written in to all journalists' contracts.

Whenever there are changes to the legal and regulatory framework within which our journalists work we ensure they are informed and, where necessary, undergo training to guarantee they understand and comply with new requirements.

The most significant change in regulatory requirements in 2015 was the publication by the Editors' Code Committee of a revised Editors' Code, which came into effect on January 1<sup>st</sup>, 2016.

All journalists were sent a copy of the revised Code and in December the Editor Emeritus began delivering a series of seminars entitled *The Editors' Code: How it's changed... and how IPSO interprets it*. These seminars will continue into Spring 2016 and all journalists will be required to attend (see section 4.1).

All our newspapers carry regular corrections and clarifications columns, normally on page two. Our websites carry regular corrections and clarifications panels on their news page.

We employ a Readers' Editor, a qualified lawyer who is not a member of our editorial staff, to assess and, where possible, resolve complaints to our newspapers.

We operate an automated complaints management system to ensure all complainants have access to the Editors' Code and assistance in making a complaint, and complaints are logged, acknowledged and outcomes recorded.

We publish our Complaints Procedure (See Appendix 1).

All Associated titles employ managing editors (two for the Daily Mail, one for The Mail on Sunday, four (two of them part-time) for MailOnline and Metro.co.uk, and one for Metro) with responsibility for ensuring compliance with the Editors' Code and resolving any alleged breaches.

All journalists are required to seek advice from the editorial legal department and where appropriate managing editors in respect of any journalistic inquiries or proposed stories which may raise issues under the Editors' Code or the law.

During the period covered by this statement the editorial legal department employed six full-time lawyers and one part-time. An in-house lawyer is present until the daily newspapers go to press, and they remain on call 24/7 for the newspapers and for Mail Online. Additional cover is provided by rota lawyers during the evening for the Daily Mail and Metro, and two rota lawyers for The Mail on Sunday on a Saturday. All the editorial content of the newspapers is read before publication by either an in-house lawyer or a rota lawyer.

Two in-house lawyers are embedded with MailOnline and Metro.co.uk and work shifts to provide cover between 8am and 10pm. At the weekend, rota lawyers provide cover between 9.00 am until 9.00 pm. Editors select content for legal advice pre-publication, there is constant dialogue between editors, journalists and lawyers, and lawyers monitor content as it is published. A rota provides legal assistance overnight.

## **2.1 Guidance from IPSO.**

All desist notices received from IPSO are circulated to all relevant journalists, and placed on the legal warnings database. On receipt of desist notices managing editors will occasionally speak to IPSO's Director of Operations, either to seek clarification, or to check whether the notice relates to any activities of Associated journalists.

More rarely, from time to time managing editors speak to IPSO's Director of Operations or her Executive for guidance on Code issues. Practice varies a little from title to title, according to the nature of the material they publish. The Daily Mail would generally only seek guidance on the application of the Code, or helpful precedents, without reference to a specific story. The Mail on Sunday may give some detail of a particular story or picture. MailOnline and Metro do not normally seek pre-publication advice from IPSO

Similarly the IPSO Executive will occasionally contact a managing editor regarding a story they believe one of our titles might be about to publish, and draw his/her attention to potential Code issues.

In either case IPSO's Executive invariably make clear that any advice they give is only for guidance and not for official clearance. They always point out that the IPSO complaints committee would ultimately rule on any complaint and they may well take a different view to that offered by the executive. The decision to publish rests with the Editor alone.

## **2.2 Verification of stories.**

We are very aware that across the industry a large proportion of all complaints are about accuracy, and our titles are no exception. Associated Newspapers has a formal step-by-step Verification Policy which has been distributed to all journalists by managing editors. This was reinforced by a Pocket Guide to compliance with the Editors' Code, which is given to all journalists when they attend our new series of seminars on the Editors' code, which began in December 2015. (Appendices 2 and 3).

## 3 Complaints handling

### 3.1 Forms in which complaints are accepted.

All our titles have very large, broad-based readerships and, unsurprisingly, we receive complaints in many different forms, about a wide variety of issues. For this reason we offer a range of avenues for complainants: *(Please note this section gives Daily Mail web and email addresses; there are parallel web and email addresses for our other titles).*

**(a) IPSO.** The most frequently used avenue for complaints is IPSO. Complainants go directly to IPSO and are then referred to us.

**(b) Readers' Editor.** Readers who prefer to make a formal complaint under the Editors' Code directly to us are encouraged to do so via an automated complaints form which is hosted on a dedicated web page [www.dailymail.co.uk/readerseditor](http://www.dailymail.co.uk/readerseditor). Here they are given full information about the Editors' Code, details of our Complaints Policy, and easy-to-follow instructions on how to formulate a complaint. This route is prominently displayed on page two of our newspapers and the UK news page of our websites.

**(c) Corrections.** We are aware that some readers may want to take issue with a simple issue of accuracy, which may not be a significant inaccuracy under the Code, or for a variety of reasons may not wish to engage in a formal process. We therefore offer in parallel with the Readers' Editor service an informal email route though [corrections@dailymail.co.uk](mailto:corrections@dailymail.co.uk). It is publicised in the same way. If these complaints engage the Code in any way we record them with formal complaints.

**(d) Contact Us.** Some readers who use the Readers' Editor service realise, on reading the Editors' Code, that the matter which concerns them is not a Code issue, but a question of taste and decency, an opinion they wish to express, or something they simply wish to make known to us. Others may decide, having looked at the IPSO process, that they would rather not make a formal complaint. We therefore offer, on the landing page of the Readers' Editor web page, a second informal route called Contact Us. As with Corrections complaints that arrive by this route do nevertheless sometimes engage the Code, in which case they are recorded as formal complaints.

**(e) Email/Letter.** Some complainants prefer to complain in writing directly to the editor or journalist involved. Where these complaints might engage the Code they are recorded with other formal complaints.

### 3.2 Handling of editorial complaints.

Due to the very different nature of newsprint and digital publishing, there are some differences between the way our print and web titles handle complaints.

**(a) Newspapers.** Daily Mail and Metro complaints are assessed in the first instance by our Readers' Editor, who is a qualified lawyer, not employed on any of newspaper's editorial staffs, and who makes an independent assessment of whether the complaint raises any issue under the Code. If she finds there is no breach she writes to the complainant explaining carefully how she has reached her decision. In some cases - inaccuracies which are not significant, for instance - she will seek to resolve the complaint. If the complaint is more serious and likely to go to IPSO for a ruling, she will refer it to the relevant managing editor. If it is clear there is a Code issue she will pass it to the managing editor so it can be dealt with straight way. Mail on Sunday complaints follow a similar process, but are generally handled from the outset by the newspaper's managing editor.

**(b) Websites.** The much larger volume of content, and the speed with which it is published, makes websites more open to complaint than newspapers. At the same time continuous 24-hour publication means inaccuracies can be corrected immediately and permanently, sometimes within minutes of publication. Speed is of the essence, and for that reason online complaints go directly to managing editors, who try to resolve them as soon as possible. If that can't be done they will engage with the complainant and IPSO in the same way as the newspapers' managing editors.

### **3.3 Keeping of records.**

All complaints that are entered via the complaints management system are recorded electronically. Complaints that are framed under the Code and are submitted by letter or email independently are also entered into the system, as are complaints referred by IPSO. When complaints are resolved key information is transferred to a central register which records the name of the complainant, nature of the complaint, Code clause raised, outcome, remedial action (if any), and time taken to resolve

### **3.4 Resolution of complaints.**

Our 2014 annual statement only covered the first four months of IPSO's existence and, as there were no long-running complaints resolved, the average time taken to resolve complaints – 6.8 working days - was very short. However a year later, with many more long-running complaints resolved the average time for 2015 – 14.2 working days – is still an enormous improvement on the PCC's last published average of 49 working days. We believe this is evidence that introduction of a 28-day period for publishers to resolve complaints internally is working effectively and to the benefit of complainants.

### **3.5 Information provided to readers.**

All readers using our automated complaints service are given full details of how to make a complaint and our Complaints Procedure. The Complaints Procedure gives an outline of how IPSO handles complaints, and encourages potential claimants to visit IPSO's website for further information. (Appendix 1) The automated complaints service is publicised on page two of our newspapers and the news page of our websites (Appendix 4).

## **4 Training Process**

### **4.1`Details of training programmes**

In December 2015 we launched a new series of training seminars for all staff, given by the Editor Emeritus and entitled 'The Editors' Code: How it's changed – and how IPSO interprets it'.

The purpose of the seminars is to explain the changes in the Code which were introduced on January 1, 2016, and the lessons learned from IPSO's first 18 months of rulings on the Code.

34 seminars have been held so far, and more will take place in April. The content varies slightly depending on those attending, but the subjects covered are summarised in Appendix 5. Each attendee is given a copy of the revised Editors' Code and a 15-point Pocket Guide (Appendix 3).

We also arranged for Simon White of the Royal Statistical Society to give two seminars on the interpretation of statistics. These were attended by journalists from across our titles who regularly deal with stories based on statistics.

Following the Duke of York complaint the Editor Emeritus held a seminar for Daily Mail picture desk staff on aerial photography, reasonable expectation of privacy and the public interest.

Many of our journalists have also received initial training through our Journalism Training Scheme. This took a new intake of 62 trainees in September 2015. Full details of the current course are given in Appendix 6.

In addition to this, MailOnline and Metro.co.uk hold internal induction sessions on key topics for new members of staff, as well as hosting regular seminar sessions updating all staff on relevant complaints and their outcomes.

#### **4.2 Numbers taking part.**

694 staff and freelancers have attended the Editors' Code seminars so far. Exemptions are made for those working in areas very unlikely to generate complaints, on maternity leave, or working abroad. All other staff are expected to attend.

#### **4.3 Plans for further training**

The Editors' Code seminars are continuing. We also plan to hold a seminar for investigative journalists, looking in more detail at the steps they need to take to avoid breaches of the Code when employing subterfuge. We will hold more focused seminars as Code issue arise.

## **5 Compliance**

### **5.1 Complaints ruled on by IPSO**

During this period IPSO ruled on thirty-one complaints against Associated Newspapers titles. Five were upheld and one partially upheld. The rulings were:

- 01295-14 Tindal v Daily Mail. Not Upheld
- 01248-14 Elton-Campbell v Daily Mail. Not Upheld
- 01710-14 Burrows v Mail Online. Not Upheld
- 02168-14 Ward v Daily Mail. Not Upheld
- 01827-14 Farrell v Metro. Not Upheld
- 02298-14 Harley v Mail Online. Not Upheld
- 02185-14 Byrne v Mail Online. Not Upheld
- 021014 Ward v The Mail on Sunday. Not Upheld
- 01327-14 Mouelhi v The Daily Mail. Not Upheld
- 01933-14 Kiely v Daily Mail. Not Upheld
- 01481-14 Beggs v Scottish Daily Mail. Upheld
- 03158-14 Ivleva v Mail Online. Not Upheld
- 03159-14 Ivleva v Metro. Not Upheld
- 00945-15 Khan v The Mail on Sunday. Not Upheld
- 00884-14 Wheeler v Daily Mail. Not Upheld
- 00716-15 Register v Daily Mail. Not Upheld



01533-15 Miller v Daily Mail. Not Upheld  
02238-15 Alouane v The Mail on Sunday. Not Upheld  
00585-15 May v Daily Mail. Upheld  
01568-14 Hawk v metro.co.uk. Upheld  
01571-14 Hawk v Daily Mail. Upheld  
02466-14 Yates v Mail Online. Partially upheld  
00685-15 Ward v The Mail on Sunday. Not Upheld  
03549-15 Blair v Daily Mail. Not Upheld  
04056-15 Khan v Daily Mail. Not Upheld  
00735-15 Armstrong v Metro. Not Upheld  
04365-15 Richardson v The Mail on Sunday. Not Upheld  
04012-15 A woman v Mail Online. Not Upheld  
04206-15 Taylor v Mail Online. Not Upheld  
04322-15 Taylor v Daily Mail. Not Upheld  
04839-15 The Duke of York v Daily Mail. Upheld

IPSO mediated fourteen complaints without making a determination on whether or not there had been a breach of the Code:

01716-14 A Man v Daily Mail  
00953-15 McIntosh v Scottish Daily Mail  
00872-15 A Woman v The Mail on Sunday  
02323-15 McHale v Mail Online  
00658-15 Burbage Parish Council v MailOnline  
03485-15 Burbage Parish Council v Daily Mail  
00777-15 A man v Mail Online  
00769-15 Turnbull v Daily Mail  
04188-15 Brailsford v Mail Online  
02588-15 Lavington v Mail Online  
04812-15 Versi v The Mail on Sunday  
04846-15 Orekunrin v The Mail on Sunday

05130-15 Walker v Daily Mail

06828-15 Davis v Mail Online

## 5.2 Steps taken to respond to adverse adjudications

**Beggs v Scottish Daily Mail.** This involved a sub-editing error in which the name of the complainant was transposed with that of another prisoner who had asked for gay pornography. A correction was published as required by IPSO, the journalists involved in the error were reprimanded, and a warning was issued to all staff.

**May v Daily Mail.** This complaint was about a bold insert in a book review, which was based on an article in our cuttings library from another newspaper, which was inaccurate. The online article was amended, and a correction published in the newspaper, as required by IPSO. The library cutting was marked so journalists would be aware it was not accurate and it was made clear to the journalists involved that this sort of error was not acceptable.

**Hawk v Daily Mail; Hawk v Metro.co.uk.** Both these complaints resulted from inaccurate copy about a court case, supplied by a news agency. We contacted the National Association of Press Agencies, who agreed to remind their members of their responsibilities under the Editors' Code, and their own code of practice. Online versions of the stories were amended, and footnotes added, and the newspaper carried a correction, all as required by IPSO.

**Yates v Mail Online.** The aspect of this complaint which was upheld related to detail given in an interview with the complainant's mother's ex-husband about her sexual preferences. The matter was raised directly with the executives in the department which commissioned and edited the interview, who were specifically reminded that that an invasion of privacy of this nature could only be justified by a very clear public interest, a test this story did not meet. IPSO's adjudication was published.

**Duke of York v Daily Mail.** This related to the commissioning of a helicopter to take aerial photographs of preparations for a birthday party, at which seven dwarves were to provide entertainment. A seminar was held for picture desk staff at which the ground rules for aerial photography were reiterated, and they were reminded of the importance of seeking advice from the legal or managing editors' departments whenever they were commissioning photography that might involve intrusion into privacy, or required justification by the public interest. The complaint was also used as a case study in the Editors' Code seminars given by the Editor Emeritus. IPSO's adjudication was published by the newspaper and MailOnline.

*We also took remedial action following some cases which were resolved by mediation:*

**McIntosh v Scottish Daily Mail.** This case, which was solved by mediation, involved inaccurate copy supplied by a freelance court reporter. The reporter concerned was spoken to directly and reminded of his responsibility under the Code to supply copy that is clear and accurate.

**Walker v Daily Mail.** This case, involving NHS prescriptions of food for people on special diets, was resolved by mediation and a correction published. We also issued a warning to all staff reminding them that headlines on complex and potentially contentious stories must be checked with the reporter concerned before publication. The journalists involved were told there could be no repetition of this sort of error. The complaint was also used as a case study in the Editors' Code seminars.

### 5.3 Details of other incidents

Any complaints which arrive outside the IPSO system are normally settled without admission of liability. Although they are investigated internally, they do not go through an independent process of investigation and adjudication, so it would be unfair to both the complainants and the journalists involved to offer a view on whether or not there was a breach of the Code in individual cases. In addition some complainants choose not to use the services of IPSO because they prefer to resolve their complaint with us privately, and we must respect that.

However we can supply the following details for complaints resolved under IPSO rules during 2015. This list does not include legal complaints, or those resolved informally:

**Total number of complaints resolved: 343**

*This figure includes:*

**Number of complaints adjudicated or mediated by IPSO: 45**

**Complaints referred by IPSO and resolved by us within the 28-day period: 90**

**Clauses of the Code raised (some complaints raised more than one clause, none raised clause 13):**

1 Accuracy	272
2 Opportunity to reply	26
3 Privacy	71
4 Harassment	22
5 Intrusion into grief	20
6 Children	16
7 Children in sex cases	3
8 Hospitals	5
9 Reporting of Crime	13
10 Subterfuge	13
11 Victims of sexual assault	5

12 Discrimination	32
14 Confidential sources	4
15 Witness payments in criminal trials	2
16 Payment to criminals	1

**Outcomes (internal determinations do not reflect an independent investigation and adjudication):**

Code not engaged (internal determination)	214
Code potentially engaged (internal determination)	64
Outside remit (internal determination)	13
Upheld by IPSO	5
Not Upheld by IPSO	26
Outcome mediated by IPSO	14

**Ways in which complaints were resolved (some complaints involved more than one action, an agreement to resolve a complaint does not necessarily mean there was a breach of the Code):**

Online article amended	127
Online article or picture removed	40
Correction/clarification published	74
Footnote added to online article	40
Letter published	11
Donation to charity	9
Apology	4
Payment for use of picture	2
Agreement not to republish material	1
Goodwill payment	2
Legal costs	2
Letter of explanation	2
No remedial action required	80

**Complaints rejected by IPSO without referral to Associated Newspapers:**

205 (126 excluding multiple complaints)

## Appendix 1. Complaints Procedure

# Daily Mail

# Complaints Procedure

We take great pride in the quality of our journalism and do our utmost to ensure the accuracy of everything we publish. All our journalists are required to observe the rules of the Editors' Code of Practice and we are members of the Independent Press Standards Organisation (IPSO), the new regulatory body for the press set up in response to the Leveson Inquiry.

One of IPSO's key principles is that all its members should have effective mechanisms for dealing with complaints and correcting errors as promptly as possible. If you wish to complain about a story in one of our publications, or the behaviour of one of our journalists, we will do everything we can to put matters right.

But first, please take a few moments to read the advice below:

### 1. Is your complaint covered by the Editors' Code of Practice?

The Editors' Code sets standards for accuracy, respect for privacy, cases of intrusion into grief or shock, stories involving children, discrimination and the behaviour of journalists, including photographers. [Click here](#) to check whether your complaint is covered by the Code and make a note of the clause you believe has been breached.

If you wish to draw an issue to our attention but do not wish to make a formal complaint under IPSO rules, [click here](#) to send your concerns to our Managing Editor.

### 2. Important points to check before you submit your complaint

Under IPSO rules complaints will normally only be accepted within four months of the date of publication of the article, or the journalistic conduct in question. Outside that period, complaints can be considered up to 12 months after the date of first publication only if the article remains on our website, and it can be investigated fairly given the passage of time.

Please note that we cannot begin considering a complaint until we have received all supporting documentation you wish to submit, including correspondence with the journalist concerned.

Normally complaints can only be considered if they are made by a person who has been personally and directly affected by an alleged breach of the Editors' Code. If you are making a complaint on behalf of another individual you need to enclose with your complaint an email or letter from that individual, giving you permission to act on their behalf.

If you are taking legal action against any of our publications, you need to let us know, because we may then be unable to consider your complaint under IPSO rules.

Complaints from representative groups affected by an alleged breach of the Code can only be considered where the alleged breach is significant and where there is a substantial public interest in it being considered.

Third party complaints can only be considered where they seek to correct a significant inaccuracy of published information, in which case the position of the party most closely involved will be taken into account.

Complaints may be rejected if there is no apparent breach of the Editors' Code, or if they are without justification (such as an attempt to argue a point of opinion or to lobby), vexatious, or disproportionate.

Complaints about headlines will normally only be considered in the context of the article as a whole to which they relate.

### 3. What happens next?

As soon as we have checked that we have all the relevant information to consider your complaint it will be acknowledged and considered by our Readers' Editor.

The Readers' Editor, who is a qualified lawyer and not a member of any of our publications' editorial staff, will come to an independent decision on how to take your complaint forward. If the Readers' Editor cannot establish that there has been a potential breach of the Editors' Code, they will inform you of their decision.

If we receive a number of complaints about the same issue the Readers' Editor may identify one complainant as the lead complainant, with whom we will attempt to resolve the case. If a resolution is agreed we will inform other complainants of the outcome.

If the Readers' Editor believes there has been a potential breach of the Code they will pass your complaint to the Managing Editor, who may offer you remedial action.

In cases of inaccuracy you may be offered a clarification or correction. If this is the case the Managing Editor will offer you a wording, which will usually be published in the Clarifications and Corrections column which appears on Page Two of the newspaper concerned, or in the case of our websites online.

Unless it involves a straightforward factual error, a clarification or correction will normally not be published until you have told the Managing Editor you are happy with the wording. Once you are satisfied and the clarification or correction has been published the complaint is closed. It may also be closed if you do not respond to our offer.

In cases where a clarification or correction is not an appropriate remedy, such as invasion of privacy, intrusion into grief, or behaviour by a journalist which is in breach of the Editors' Code, the Managing Editor may offer you an apology. This may be in the form of a published statement or a private letter. If a statement is to be published you may be asked to approve the wording. If your case has been referred to us by IPSO both parties must inform IPSO of the outcome.

### 4. What happens if I am not happy with the remedy offered to me?

Under IPSO rules we must attempt to resolve all complaints before they are considered by IPSO. If after 28 days your complaint has not been resolved you are then free to take it to IPSO. Visit the IPSO website to find out how to do that: [www.ipso.co.uk](http://www.ipso.co.uk)

If IPSO's Complaints Committee finds that your complaint has disclosed a potential breach of the Editors' Code it will try to mediate an agreed resolution.

If the Complaints Committee cannot resolve your complaint by mediation it will determine

whether or not there has been a breach of the Editors' Code. This may result in an adjudication with a requirement for us to take remedial action, which may consist of publication of a correction and/or the adjudication itself.

The nature, extent and placement of such an adjudication and/or correction will be determined by the Complaints Committee. Remedial action will not normally include an apology unless that has been agreed by you and the publication.

**Please note IPSO has no authority to award financial compensation.**

## Appendix 2 - Verification of stories



# Verification of stories

Accuracy is at the heart of everything we do as journalists. The following is a list of the various steps that should be taken to verify a story is accurate. It is not an exhaustive list - there may be occasions when a story can be verified by means not covered here, but if so great care should be taken, and the steps taken to secure verification should be made clear to the legal department and to your Editor or Acting Editor before publication.

Journalists must also be aware that a story may be accurate, but still in breach of the Editors' Code, or the laws of libel or contempt. You also need to take into account the Data Protection Act, the Bribery Act and Regulation of Investigatory Powers Act.

1. **Is your story supported by an on-the-record quote or bone fide document?** If the quote or document is reported accurately and in context, describes the activities of the person or organisation who produced it, and is attributed to them, there should be no need for further verification.
2. **Does the quote or document you are relying upon describe the activities of another person or organisation?** Then its accuracy needs to be checked and the person or organisation given an opportunity to comment. You need to be sure that the questions you want to put have been received by the individual or organisation concerned, and quote their response fairly.
3. **What if the person or organisation refuses to comment?** If you are sure they have received your request for comment, you must make it clear the material you intend to publish is a claim or allegation and attribute it to its source. You must also accurately report the refusal to comment, which may in itself contain an element of comment.



4. **What if it is not possible to contact the person or organisation concerned?** You need to keep a note of all the steps you have taken to reach them. Do not say in your story that so-and-so 'did not comment' but make it clear that you were unable to reach them. If it is a substantial story and you suspect they are evading you, briefly spell out in the story the steps you took. Make it clear to your editor and legal department that you have been unable to contact the subject of the story.
5. **Are you relying on an off-the-record briefing?** If someone has briefed you about their own activities, or their own organisation (and they are qualified to do so) you can normally regard that as sufficient verification. However, if you think there is a danger that they will later complain, you may need to make it clear that in such circumstances you would regard the obligation of confidentiality as broken and may name them as your source. You may also be asked to give your source, confidentially, to your editor. If you are unable to do so your editor is unlikely to run the story. An off-the-record source who can't be named is unlikely to be strong enough evidence to defend an accuracy complaint to IPSO.
6. **Are you relying on an off-the-record briefing concerning the activities of a person or organisation other than the one giving you the briefing?** Then any claims need to be put to the person or organisation as in steps 2-4.
7. **What if I have two independent off-the-record sources?** It is helpful, but not sufficient to ensure verification. You still need to go through the processes in step 2-4.
8. **Check the legal warnings basket before you approach anyone for comment, and before you file your story.** If the facts in your story have been the subject of legal warnings or corrections in the past, make sure you take this into account and seek advice from the Legal Department. If the subject of your story has issued a desist notice, asking journalists not to contact them, you should not make an approach unless you have consulted the Legal Department and/or a senior editor and established there is a public interest in doing so. *Note – we are aware some journalists currently have difficulty accessing the legal warnings basket. An improved, easy-to-access basket is under construction and will be launched very shortly. It will be followed by a new clarifications and corrections basket.*
9. **Public interest justification.** Before you engage in any activity which might give rise to a possible breach of the Editors' Code, you must be able to demonstrate that you have a reasonable belief that your actions, and the publication of any story involved, are justified by the public interest. In the case of misrepresentation or subterfuge, you must demonstrate that you have pre-existing evidence of the activities you plan to investigate, that your actions are in the public interest and that the material cannot be obtained by other means. To do this you must consult the Legal Department and/or a senior editor, and keep a record of how the decision was taken.

## Appendix 3 – Pocket Guide

# THE EDITORS' CODE

*This is a pocket guide to the key points of the Editors' Code, and the steps you need to take to demonstrate to IPSO that you have made every effort to comply with it. It is not comprehensive – it concentrates on the issues you are most likely to encounter. Keep a full copy of the Code with you at all times.*

**1. More than 80 p.c. of complaints to IPSO are about accuracy – you must be able to show you have taken care to check your facts.**

Go through your story before you file it and make sure you have an on-the-record quote or document to support every significant fact – that's every fact that affects the thrust of your story.

**1. Take extra care when you are relying on confidential sources.**

You can't rely on a confidential source on its own to defend an accuracy complaint. You must get independent on the record confirmation, put any allegations to the parties concerned, and include their response in your story. Be sure to distinguish between allegations and facts.

**2. You must also take extra care with stories concerning statistical, medical or scientific information, particularly if it relates to controversial subjects.**

It is not enough just to check your facts, you also need to check your interpretation of your facts. Ring the authors of official reports, tell them how you plan to interpret the information in them, and give them the opportunity to respond.

**3. Significant inaccuracies must be corrected promptly.**

Both the Editors' Code and IPSO recognise that sometimes, despite all your checks, a story will contain a significant inaccuracy. When that happens get it corrected promptly. It's what our clarifications and corrections columns are for – and if you don't, you risk another breach.

**4. Make sure every headline is supported by the facts in the story.**

One of the major changes to the Code is that it now includes a specific reference to headlines, which must be supported by the text of the story. Don't just copy out a headline from the news schedule, which may have been written before the reporter even started work on the story. Check the text of the story supports every element of the headline.

**5. Everyone involved in a story has a responsibility to ensure headlines are correct.**

Headlines must be seen by the subs who subbed the story and the reporter who wrote it. If the reporter is not in the office they can be sent a pdf by email.

**6. Always ask yourself whether the subject of a picture has a reasonable expectation of privacy.**

This can cover public places – supermarket car parks, for instance – as well private ones like homes and gardens. Seek legal advice over any pictures taken in a situation where the individual concerned might not have expected to be photographed.

**7. Take great care with pictures from Facebook.**

Check pictures are not protected by any privacy settings and do not include ‘private information’ – take advice over any picture which shows more than a head and shoulders.

**8. Remember that simply taking a picture can be a breach of privacy – even if it isn’t published.**

Always take legal advice before commissioning pictures in a situation where there may be a reasonable expectation of privacy. Take particular care with aerial photography.

**9. Take great care with pictures of children.**

Always check Legal Warnings to make sure the parents of children have not issued IPSO desist notices requesting no pictures of their children are published. The notices are advisory, but ignoring them will almost certainly lead to an upheld adjudication

**10. Intrusion into privacy can sometimes be justified by the public interest – but never try to make that decision on your own.**

To make a public interest defence you must show you considered it carefully, and took advice from the legal department and senior editors – BEFORE publication. Keep a note of your discussions and decisions taken.

**11. Always seek legal advice about any story involving suicide.**

The Code is very strict about reporting any detail of a suicide which may lead to copycat attempts – including detail given in open court at inquests.

**12. Always seek legal advice about any story involving children in sex cases.**

The Code goes further than the law in protecting the identity of children – particularly in incest cases where anything that might identify the relationship between the victim and the accused is a breach.

**13. Make sure anyone identified in a crime story is genuinely relevant to the case.**

It is a breach of the Code to refer to, or picture, a friend or relative of anyone accused of a crime unless there is a genuine reason for doing so. Take particular care with Facebook pictures.

**14. Never engage in subterfuge unless you have cleared every stage of your investigation with the legal department and senior editors.**

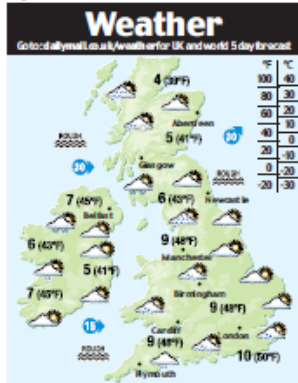
You must establish that (a) there is a public interest in the story you are proposing, (b) you have evidence that the subject of the subterfuge is engaged in the activities you are investigating, (c) there is no other way of verifying this evidence and (d) any intrusion into privacy is outweighed by the public interest. You must be able to show that you have discussed all these points with lawyers and senior editors, and have a record of decisions taken.

**15. Do not refer to an individual's race, colour, religion, sex, gender identity, sexual orientation or to any physical or mental illness or disability unless it is genuinely relevant to the story.**

Another change to the Code is that for the first time it makes specific reference to gender identity. Before you describe someone as black, Asian, Muslim, gay or transgender – or white, English or straight for that matter – make sure it's genuinely relevant to the story. If not, it's a breach.

## **Appendix 4 – Complaints Service**

The following pages give examples of the way our complaints service was publicised in our various titles during this period. Please note that the Metro.co.uk content management system automatically gives the page the date on which it was first created. It has been updated since then, and the version below was current during 2015.



**Summary: Sun and showers**

**UK TODAY:** Southernmost parts of England will be cloudy with light rain likely at times. Elsewhere over the UK there will be sunny spells and showers, these heavy and windy in the north-west. Max 12C.

**Today's weather**

City	9am	12noon	3pm	6pm	9pm
London	8C	10C	9C	8C	7C
Plymouth	10C	10C	9C	8C	9C
Cardiff	10C	10C	9C	8C	7C
B'ham	9C	8C	7C	6C	5C
M'chester	9C	7C	6C	5C	4C
Newcastle	4C	6C	6C	6C	6C
Glasgow	4C	6C	6C	6C	6C
Aberdeen	3C	4C	4C	4C	4C
Belfast	4C	5C	5C	5C	4C

**5 day forecast**

City	Sat	Sun	Mon	Tue	Wed
London	10C	10C	10C	10C	10C
Plymouth	10C	10C	10C	10C	10C
Cardiff	10C	10C	10C	10C	10C
B'ham	9C	9C	9C	9C	9C
M'chester	7C	8C	10C	10C	10C
Newcastle	5C	7C	9C	9C	9C
Glasgow	6C	6C	10C	10C	10C
Aberdeen	5C	5C	9C	9C	9C
Belfast	5C	5C	10C	10C	10C

**Yesterday**

City	High	Low	Wind	Wind Dir	Wind Spd
London	10	7	SW	150	12
Plymouth	10	7	SW	150	12
Cardiff	10	7	SW	150	12
B'ham	9	6	SW	150	12
M'chester	7	4	SW	150	12
Newcastle	5	2	SW	150	12
Glasgow	6	3	SW	150	12
Aberdeen	5	2	SW	150	12
Belfast	5	2	SW	150	12

**Moons and Sun**  
Moon rises 7:55am, sets 4:30pm  
Sun rises 7:55am, sets 3:30pm  
Moon below horizon 0.4km, sets 2.4km  
Moon 100% (London), 1.0km  
Liverpool 1.8pm

**Europe forecast**

City	High	Low	Wind	Wind Dir	Wind Spd
Amsterdam	10	7	SW	150	12
Paris	10	7	SW	150	12
Berlin	10	7	SW	150	12
Rome	10	7	SW	150	12
Moscow	10	7	SW	150	12

**Around the world yesterday**

City	High	Low	Wind	Wind Dir	Wind Spd
London	10	7	SW	150	12
New York	10	7	SW	150	12
Tokyo	10	7	SW	150	12
Sydney	10	7	SW	150	12
Mumbai	10	7	SW	150	12

Continued from Page One

because it is fuelling the obesity crisis. The advice is a 'myth' and women who are too fat are not only jeopardising their own health, they also risk staving up problems for their unborn children.

Expectant mothers who are overweight or obese are far more likely to suffer miscarriages, develop dangerously high blood pressure or complications that make them infertile. Their babies also have a higher risk of becoming obese and those in evidence they may struggle to have their own children when older.

Dame Sally is the country's first female chief medical officer and today she is publishing a major report focusing specifically on the health issues affecting women. The report also calls for:

- Women to be more sympathetic about women going through the menopause – and give them time off if needed.
- Contraception, including implants, to be available to women of all ages, not just teenagers.
- Doctors and nurses to be trained to spot the signs of domestic and cultural abuse.
- An annual review of the 'silent killer' ovarian cancer amid concerns thousands of patients are going undiagnosed.
- Anaemia and eating disorders patients to be offered more counselling and behaviour therapies on the NHS.

But Dame Sally is most concerned about obesity and in a speech today to launch the report she will call on the Government to add it to its National Risk Register of Chronic Diseases.

This is an official list of major possible threats to public health which includes terrorism, war, flooding and disease pandemics.

# Doctors to spot wife beaters

**ALL doctors and nurses should be trained to spot the signs of domestic and cultural abuse, says the Chief Medical Officer.**

## By Health Correspondent

Impacts on the mental and physical health of women and their children.

Dame Sally Davies says levels of violence against women are far too high for a 'divided society'. She wants medical staff to undergo compulsory training on how to spot the signs of domestic abuse in patients – rather than simply treating the bruises – as well as how to sensitively broach the subject.

She also wants them to be trained to spot cultural abuse, including 'honour'-related violence and female genital mutilation.

In her report on health issues affecting women, she says: 'Women are more likely to be affected by domestic abuse and sexual violence. This violence

responsibility, but I believe that it can also empower women to take positive steps like eating more healthily and taking more exercise.

Just over half of British women aged 34 to 44 and nearly two thirds of the over-45s are overweight or obese. The figures are among the highest in Europe.

At a Royal College of Obstetricians and Gynaecologists conference in Central London today, she will tell midwives and doctors that pregnancy is a key 'missed opportunity' where they should intervene.

She will tell them that, although they risk 'burdening' women with guilt and responsibility, it is a crucial chance to instruct them to become healthier.

But Dame Sally will point out that being 'overweight' in pregnancy can damage the fertility of the unborn child. Last night a

such as cigarettes and alcohol.

Dame Sally will label obesity as the 'golden thread' which affects all stages of women's lives. 'We need to address the educational and environmental factors that cause obesity and empower women and their families to live healthier lives.'

Professors Nick Timmins of University College London, said: 'Obesity and its related diseases is now the most pressing health issue to the nation, affecting both men and women that some have predicted will lead to younger generations dying earlier than their parents.'

'Estimates of the economic costs of obesity suggest they will bankrupt the NHS. Shifting the problem of obesity to a national risk could help to address the current laissez faire attitude to this huge and growing health catastrophe.'

# Record number kept in hospital too long

**RECORD** numbers of patients are being stuck as hospital 'bed-blockers' because of a lack of care at home, figures reveal.

**By Sophie Borland**  
Health Correspondent

**'Uncomfortable truth'**

patients spent more than four hours waiting in A&E.

Only 92.3 per cent were seen within four hours – well below the 95 per cent target – which is more than for the same period in previous years.

Health experts said the problem was only going to get worse over minutes and urged the Government to invest more money in the NHS. Labour blamed ministers for slashing

**Clarifications & corrections**

■ **IN COMMON** with other newspapers, we reported on August 10 a study by US scientists into the possible malfunction of pacemakers and similar devices. We are happy to clarify that, of the 517 patients studied, only 22 had been fitted with a pacemaker or similar device, and that, according to the study, only three hardware failures contributed directly to death were identified.

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**INSIDE:** Mail Lotto 28, Sudoku 49-51, Offer & Calmer 52, TV 68-71, Letters 72 & 73, City 83-86

**PUGH IS AWAY**



# Doctors' strike called off at the last minute

A PLANNED walkout today by junior doctors was called off last night – but there is still a threat of future strikes.

The British Medical Association agreed to suspend three days of action this month over new contracts after reaching a truce with the government.

Conciliation service Acas said 'productive talks' brought agreement

by AIDAN RADNEDGE



that 'a return to direct and meaningful negotiations is the right way forward'.

Health secretary Jeremy Hunt (pictured) told MPs a 'time-limited' agreement had been reached to suspend action today and on December 8 and 16.

The deal extends the period that action can be taken if the

talks break down to January 13. It was reached after more than 4,000 of 30,000 operations scheduled for today were cancelled.

Dr Barbara Hakin, director of commissioning operations at NHS England, said: 'This is in the best interests of patients although we can only apologise for the disruption caused to anyone who has already had their operations cancelled.'

The BMA said an offer of an 11 per cent pay rise was undermined by cuts to overtime that left medics worse off.

## IN BRIEF

### Feldman has PM's 'confidence' amid scandal

LORD FELDMAN has been backed by his ally David Cameron following calls for him to resign as Conservative chairman amid a bullying scandal.

The peer, whose former co-chairman Grant Shapps quit the cabinet over the

row, has the 'full confidence' of the prime minister, No.10 said.

The Tories are holding an inquiry into allegations surrounding expelled ex-youth wing chief Mark Clarke, 38. He denies any wrongdoing.



Key role: Lord Feldman



Home: Yvette

### Yvette 'relieved' to quit jungle

TELEVISION presenter Yvette Fielding last night became the third person voted out of the *I'm A Celebrity* jungle.

The *Most Haunted* and *ex-Blue Peter* host, 47,

had lasted 18 days on the ITV1 reality series, but was 'very relieved' to be out. She said: 'It's so hard. I stink, everything smells and you're bitten to death.'



### HUNT FOR 'PANDAS' ARMED WITH GUN

Two men dressed in panda onesies are caught on CCTV robbing a newsagents on Sunday. One of them, armed with a handgun, forced a female member of staff to hand over cash from the safe. They then left the shop in Louth, Lincolnshire, on foot at about 7.30pm. The staff member was unhurt. [ncc.gov.uk](http://ncc.gov.uk)

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## METRO WEATHER

TODAY	TOMORROW	EUROPE TODAY
▲ LONDON 14°C	▲ LONDON 14°C	▲ ATHENS 18°C
▲ MANCHESTER 13°C	▲ MANCHESTER 13°C	▲ BARCELONA 16°C
▲ BIRMINGHAM 13°C	▲ BIRMINGHAM 13°C	▲ BERLIN 9°C
▲ CARDIFF 13°C	▲ CARDIFF 13°C	▲ BRUSSELS 14°C
▲ NEWCASTLE 13°C	▲ NEWCASTLE 12°C	▲ DUBLIN 14°C
▲ EXETER 14°C	▲ EXETER 14°C	▲ GENEVA 11°C
▲ EDINBURGH 12°C	▲ EDINBURGH 12°C	▲ MADRID 16°C
▲ LIVERPOOL 13°C	▲ LIVERPOOL 13°C	▲ PARIS 13°C
▲ NORWICH 13°C	▲ NORWICH 13°C	▲ ROME 18°C

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news.london@metro.co.uk  
 pz@metro.co.uk  
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## CORRECTIONS & CLARIFICATIONS

VAT on soft drinks is 20 per cent, not 17.5 per cent as stated in yesterday's story about calls for a tax on sugary drinks.

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- You can also write to Readers' Editor, Daily Mail, Northcliffe House, 2 Derry Street, London W8 5TT

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- Telephone: **0300 123 2220**

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## **Appendix 5 2015-16 seminar programme**

### **The Editors' Code: How it's changed – and how IPSO interprets it.**

The precise content of seminars varied according to the audience and topical issues in the news, but the outline remained broadly constant:

#### 1. Introduction

- IPSO is a fresh start. It looks at complaints in an independent way and puts more onus on us to resolve them ourselves.
- Revised Editors' Code came into force on January 1<sup>st</sup> – it's vital everyone reads and understands it.
- What IPSO statistics tell us about how Associated titles have performed during its 18 months of operation.

#### 2. Accuracy

- IPSO approach this in a more structured way than the PCC.
- Significant inaccuracy – what constitutes a significant inaccuracy.
- Taking care – what this means and the importance of being able to demonstrate to IPSO that care has been taken to ensure accuracy.
- Particular care needs to be taken with the interpretation official statistics and medical and scientific reports, and with stories based on information from anonymous sources.
- Case histories – Office of the First Minister v Daily Telegraph; Blair v Daily Mail

#### 3. Correction of inaccuracy

- The importance of correcting inaccuracies promptly.
- But even if an inaccuracy is corrected promptly it won't avoid an upheld ruling if care was not taken.
- Case histories – Farrell v Metro.co.uk; Clark v MailOnline

#### 4. Headlines

- The Code now makes explicit reference to headlines, which must be supported by the text of the article below.
- Sub-editors on potentially contentious stories must check headlines with reporters and reporters must ask to see headlines.
- Case history: Walker v Daily Mail.

## 5. Privacy

- Explanation of reasonable expectation of privacy.
- Why some public places carry a reasonable expectation of privacy and others do not.
- Aerial photography.
- The problems of balancing potential invasion of privacy and the public interest and the need to demonstrate legal advice has been taken.
- Using pictures published on Facebook: the importance of privacy settings and establishing whether a picture shows information which is intrinsically private.
- Case histories: Tunbridge v Dorking Advertiser (PCC); Duke of York v Daily Mail; Hogbin v Herne Bay Gazette.

## 6. Pictures of children

- Special care should always be taken with pictures of children.
- Pixelation of pictures of children is not a specific requirement of the Code, but nevertheless editors do sometimes pixelate.
- The importance of being aware of IPSO desist notices, which may request pixelation.
- Case history: Weller v MailOnline (legal action).

## 7. The public interest

- The revised Code gives a fuller definition of the public interest, with more examples.
- However it is deliberately not a comprehensive list and there are also many stories which are perfectly legitimate without being covered by the public interest.
- The important thing, if the public interest is likely to be raised in defence of a story, as that the journalists involved can show they had a reasonable belief that their actions were in the public interest, that advice was taken, and a record kept.

## 8. Harassment

- The importance of checking for IPSO desist notices before making approaches to the subjects of potential story.

## 9. Suicide

- This has been made a standalone clause in the revised Code.
- It balances the need to avoid excessive detail with the press's right to report legal proceedings.
- However excessive detail is not clearly defined and there is a body of opinion that *any* detail of the suicide method is excessive.
- Legal advice should always be taken when reporting suicide.

#### 10. Children in sex cases

- The Code specifically goes further than the law, and prohibits any detail that even implies a relationship between the accused and the child.
- This can make cases extremely difficult to report and even elaborate precautions can sometimes fail to prevent a Code breach.
- As with suicide, legal advice should always be taken.
- Case history: A man v Wilts and Gloucestershire Standard.

#### 11. Reporting of Crime

- The importance of establishing that anyone pictured or referenced in a crime story is genuinely relevant to the crime.
- Case history: Bobin v The Times

#### 12. Subterfuge

- As with the public interest there is a clear procedure which must be followed
- The journalists involved must be able to show that they had a reasonable belief that their investigation was in the public interest at the time the decisions involved were taken.
- They must be able to show there was no more straightforward method of confirming the information on which they were acting.
- They have to have a record of how they came to their decision and what advice they took.
- Case histories: Liberal Democrat Party v Daily Telegraph; Issues arising from an article in the Sunday Mirror.

#### 13. Discrimination

- This clause has also been changed, following a number of high profile cases, to make direct reference to gender status.
- Cases under part one of the clause, which deals with prejudicial and pejorative references, are relatively rare, but complaints about the second part, which addresses details about an individual which are not genuinely relevant to the story, are more common.
- When journalists are writing about an individual they must always stop, before describing their race, colour, religion, gender identity, sexual orientation, or any illness or disability, and ask themselves whether it is genuinely relevant to the story.
- Case history: Trans Media Watch v The Sun.

## **Appendix 6 – Training of Journalists**

# **The Associated Newspapers editorial training scheme**

With no less than 62 journalists undergoing training in 2015-16, the Associated Newspapers training scheme is one of the most ambitious in Britain – it is certainly by a long way the largest run by any national newspaper group. The variety of trainees joining this autumn illustrates the scope of the scheme:

- 6 Daily Mail reporters
- 5 Daily Mail sub-editors
- 2 Daily Mail sport sub-editors
- 1 Daily Mail sport designer
- 2 Mail on Sunday reporters
- 2 Stephen Lawrence scholarship reporters
- 3 Scottish Daily Mail reporters
- 2 Scottish Daily Mail sport sub-editors
- 2 Scottish Daily Mail news sub-editors
- 1 Scottish Daily Mail designer
- 2 Irish Daily Mail reporters
- 1 You magazine sub-editor
- 1 Weekend magazine sub-editor
- 15 MailOnline news journalists (UK)
- 2 MailOnline sport (UK)

3 MailOnline senior page editors (UK)

5 DailyMail.com journalists (USA)

8 Daily Mail Australia journalists

The Daily Mail began recruiting and training its own sub-editors in 2003. It has run every year since and this year for the first time trainees from Daily Mail Australia joined the scheme. The Stephen Lawrence Scholarship was also introduced: two trainees with appropriate backgrounds were recruited and underwent a specially-tailored training programme.

The training is run by respected journalists led by Sue Ryan, a former managing editor of The Daily Telegraph, and Peter Sands, a former editor of The Northern Echo and editorial director of Northcliffe Newspapers.

The selection process is very robust - normally at least seven people are interviewed for each place. Candidates do some basic tests at first interview, followed by a second stage where they are put through their paces for around four hours with a number of written tests.

Training varies in length. Most trainees have done a journalism master's degree, NCTJ or Press Association course and so have basic skills in news writing, sub-editing, law, government, court reporting, shorthand and the Editors' Code. Those who haven't, or are felt to need a bit more, are kept in the 'classroom' doing basic training for five weeks. But generally reporters do two weeks, sub-editors and online journalists four weeks.

It is an intensive course with a lot of red penning of exercises and zero tolerance of mistakes. These are the topics being covered in this year's basic training:

### **Reporting course**

The course presumes attendees have already taken a qualification in journalism and had newsroom experience. It deals mainly with the tasks which will be required while working for the Mail:

- a skills checklist (grammar, spelling, accuracy, attitude, structure, media law etc)
- intro writing and story structure
- the art of storytelling for the web
- tight writing and attention to detail
- professional standards (all UK trainees study the Editors' Code in detail and are given an electronic copy, trainees from the USA, Ireland and Australia study the codes of practice that apply in their home countries)
- media law (libel, privacy, copyright, bribery)
- covering a breaking story
- sources of stories
- story development
- the senior reporter's survival guide

- stories from the written word (agendas, reports, financial information)
- writing lighter stories/picture stories
- developing contacts
- writing a profile
- forward planning and working to the diary
- copy tasting, conference and putting together a newslit
- professional behaviour
- current affairs knowledge
- Mail style
- understanding the Mail audience

The thrust of the course is that they write and develop stories. They take live stories from the wire and put them into Mail style and they have to source and write an exclusive for publication during the course. These are then marked and they get detailed feedback so any mistakes or bad habits are identified. There are speakers from the newsroom - news, city, sport and production department heads, plus senior reporters and columnists.

#### **Sub-editing course (London for week 1, Howden for weeks 2-4)**

- a skills checklist (grammar, spelling, accuracy, attitude, structure, media law etc)
- the art of the sub-editor
- a glossary of subbing terms
- the 70 most common errors in newspapers
- intro writing and story structure
- the art of storytelling
- tight writing and attention to detail
- professional standards (all UK trainees study the Editors' Code in detail and are given an electronic copy, US trainees the American Society of Newspaper Editors Statement of Principles, Irish trainees the Press Council of Ireland Code of Practice)
- media law (libel, privacy, copyright, bribery)
- proofreading
- the subbing perils
- Mail style
- understanding the Mail audience
- Mail headline writing and practical headline exercises
- captions, subdecks, standfirsts, factfiles
- analysis of different newspaper styles
- Photoshop
- Adobe InDesign
- an introduction to typography
- handling pictures and graphics
- layout and design
- putting together a picture spread
- editing stories from different sources
- editing a live breaking story
- current affairs knowledge



After basic training all trainees undergo a work placement at a regional paper for around three months. Reporters and online journalists also spend two months with a news agency. Courses are tailored for the individual, but generally every trainee will have six months paid training before filing or subbing their first story. And once they have joined their chosen paper or website they continue to be treated as trainees; most are given mentors and department heads take time to teach and encourage them.

More than 200 trainees have graduated from the scheme and many are now senior executives on our newspapers and websites – so trainees may well find themselves working for someone who not very long ago was a trainee themselves.

We are very pleased that two of this year's trainees have won nominations in the young journalist category in the Scottish Press Awards, one for the Cudlipp Student Journalism Award, and two from earlier years in the Society of Editors National Press Awards.

**Sue Ryan**

**Peter Sands**