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, <u>click here</u> 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

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 - Pocket Guide

complaint if you don't.

<u>The Independent Press Standards Organisation</u> is the tough new regulator that replaces the PCC. The rulebook – the Editors' Code - remains the same, but the way it operates is quite different from the PCC. It is vital that you understand how it works:

1. IPSO can impose £1m fines for serious and systemic wrongdoing.

This is a serious regulator with draconian powers.

2. IPSO doesn't just handle complaints, it monitors standards and can launch a standards investigation even where there is no complaint.

It will look at patterns of complaints, so make sure you learn from mistakes made by others, or you could find yourself facing a tape-recorded interview with an IPSO investigation panel.

3. IPSO rules place a very heavy emphasis on correcting errors promptly.

Publications have 28 days to resolve complaints before they go to IPSO. Under the PCC the average complaint took seven weeks to settle, which wasted vast amounts of our time, and left complainants feeling corrections had to be wrung out of us. If you've made an error, own up and help your managing editor correct it as soon as possible.

4. IPSO will publish league tables of complaints and each publisher will have to report annually on how it complies with the Editors' Code.

This means a large number of minor breaches of the Code could lead to a standards investigation just as easily as a single major error. Every story needs to be right.

5. More than 90 p.c. of complaints are about accuracy - check your facts.

Make sure any claims made in a story are put to the individual or organisation concerned for comment before publication — particularly if the claims are contentious. If you are relying on off-the-record material it is doubly important you give the subject of your story the opportunity to comment.

6. Don't let a good schedule line distort your story – and don't leave out inconvenient facts. If you have found your own line in an official report make sure you include any facts that put the story in context. There are always experts who will know all the facts and make a

7. Make sure you can support every fact in your story with an on-the-record quote or

If the subject of your story can't or won't answer questions then you must make sure you have a verifiable source for every fact. And remember an allegation is not a fact – it's an allegation. Take particular care when picking up stories from other papers – don't repeat contentious allegations as facts unless you have your own evidence.

8. Don't make assumptions.

Money may have gone missing from an organisation and the chief executive disappeared, but it doesn't necessarily mean fraud. Stick to the facts you know and let the readers draw their own conclusions. Only use 'lie' and 'fraud' when you can prove it to forensic standards.

9. Take care with agency copy from court cases.

Agencies sometimes 'improve' court copy by leaving out inconvenient facts. Check the agency actually had a reporter in court and look online at what the local paper published.

10. Don't repeat other peoples' errors.

Always check legal warnings before writing a story. Also check before approaching someone for the first time to see whether IPSO have issued a desist notice on their behalf. Although these are advisory, persistent approaches in defiance of a desist notice will almost always result in a harassment complaint.

11. Take particular care with stories concerning contentious issues – immigration, the EU, BBC, recycling, Islam, climate change, cannabis, and medical controversies.

Official reports nearly always have an agenda, so if you put your own interpretation on them be sure the facts stack up, and give the report's authors the chance to tell you you're wrong.

12. Very few journalists are good at maths.

If your story depends on your own calculations get a colleague to check them.

13. Make sure headlines are supported by the facts in the story, and are not just an attempt to reproduce a schedule line written before the story was.

IPSO should always consider a headline in the context of the story as a whole, but that doesn't give you licence to write a headline that is itself wrong, particularly if it is a 'quote' from an individual that doesn't represent what they said.

14. Take care when reporting tragic or sudden death.

Twitter and social media create very strong public sentiment around high profile deaths, particularly if the tragedy involves a celebrity. Ill-informed speculation about the causes of death, the state of the dead person's mind before they died, and the reactions of loved ones may provoke very large numbers of complaints, and pressure for an IPSO standards investigation.

15. Take care when reporting suicides.

The Editors' Code prohibits reporting excessive detail about the method of death, in order to prevent copycat cases. Groups such as Samaritans and Papyrus monitor coverage and are very ready to make complaints. As a general rule you can report that someone took their life with an overdose of pain-killers, but not the type of pain-killer used, particularly if it is an unusual one, and certainly not the dosage.

16. Most complaints may be about accuracy, but invasion of privacy and intrusion into grief will always be regarded as very serious offences by IPSO.

Before taking or publishing pictures always ask yourself whether the subject is in a situation where the subject has a reasonable expectation of privacy — they obviously do in their own bedroom, but may do in a restaurant, in a theatre audience and sometimes in the street. Always behave courteously and stop taking pictures or asking questions when asked unless there is a crystal-clear public interest.

Appendix 3 - Verification of stories





MailOnline



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.

- 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.

<u>Appendix 4 – Complaints Service</u>

The following pages give examples of the way our complaints service was publicised in our various titles during this period.

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Summary: Sun and showers

UK TOBAY: A chilly start. There will be sunny intervals, but with scattered showers developing out e widely, perhaps locally heavy and thundery. Rather windy in the north of Scotland, Mak EX.

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JACKPOT MUST BE CLAIMED BY 5PM

the SAME LINE on yesterday's panel. So fir your chance of a welcome lottery windfall, make sure you check your numbers every day and, who knows, peshans you will be our latest jackpot winner.

ONE locky Daily Mail reader is \$4,000 better off after claiming our rollower jarchort yesterday. Mar Leeley Demnett, of Wellingborrough. Northamptonshire, was able to make her claim because MLL GIX of her unique munders marched those in the \$AME I LHE on The SAME I LHE ON THE OWNER OF THE OWNER OWNER OF THE OWNER That's the sun the following readers each won yesterday: Mrs. May Pritin, of Amersham, Buckinghamatine; Mrs. Ann Ford, of Dideck, Ordordshire; Mice Suxan Philips, of Hayani, Hampshire; and Gerald Bolton, of Looden W7. So far this year we have given away \$374,400 to readers, with 246 claiming a jacknot and claiming a jackpot and 1,648 winning £50.

TODAY'S £1,000 JACKPOT NUMBERS

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To claim a prize call 0844 800 0812 today between 9.30am and 5pm.

YOU MUST CALL BY SPIN TODAY IF YOU HAVE MATCHED FIVE OR SDI TWO-DIGIT NUMBERS ON ONE LINE.

FOR YOUR UNIQUE NUMBERS, SEE BACK PAGE FURDETAILS OF HOW TO PLAY AND TERMS & CONDITIONS PLEASE TURN TO PRICE 44

Continued from Page One

'It was kill her or suicide'

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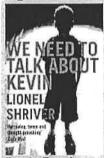
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Disturbing echoes of a prize-winning novel



THE murder of Ann Maguire has disturbing pamile's with the novel We Need To Talk

has disturbing pamiles with the novel We heed To Talk About Kevin. The harrowing book tells the story of a boy who commits murder at his US high school. It wan the 2005 Orange price for fiction and was made into a film starring Title Swinton. The boy's mother has to come to terms with the crime he committed – an orderal now being experienced by WII Cornick's parents. Written by Lionel Shriver, the novel explores whether killers are born or a product of their upbringing. The mother obsesses over the history of her mortage and how she raised her children.

The online messages

CORNICK exchanged mes-sages with a friend late on Christmas Evenight and into the early hours of Christmas Day about his hatred for Mrs Maguire.

the early hours of Christmas bay about his hatred for his Maguire. Hespoise of brutally killing the teacher and 'spending the rest of pid life in Jal so as not to have to worry shout life or money. He claims of to be 'hearing volces'. Corolck made further Face-book threats through January. On February 25 he-post of a chilling message to a frient about lars Maguire. It read: '..the one absolute more than death, more than pain toriure and more than pain toriure and more than anything that we can understand.'

The classroom killer PAGES 4-5

going to kill her, he said, I decided on the Sunday it was going to be a kaide.

I thought I was just going to go to school and wait for her featon and do if. I wanted to get a chool. I wanted to be in a chool. I wanted to be in just.

On the morning of the nurser be throwed his knives to some pupils in school. Many didn't take him seriously, but those who did were therefreed.

Cornick said he would kill them if they severaled his plan. So brazen was the teensyer that he brought a bottle of Jack Daniels to school or celebrate afterwards.

Daniels to school to 'celetrate' afterwards.
Even when Cornick said he would all head of year Andrew Kellett and stab pregnant languages teacher finead Miley, nathing was done. In police interviews with ternage classmates played in court, they told

how they had noticed disturbing aspects to his personality.
Julie Langton, whose two daughters attend the school, said people were aware of Connick's gradges against Mrs. Maguire. It was known he had some sort of issue with Mrs. Maguire, about how she was being with him, she said was pushing him, the cancentrate harder and to do his studies a hit more than he was. She knew he was capable and it

'I wanted to be

triggered a lot of what he felt.

There were all corts of things going around school about what he was planning and the things he wanted to do in connection with that day, that he had a list and had prople he wanted paylack on.

Pausing a minimum 20-year sentence Mr Justice Coulsen and Cornick had carried out a relentiless, brutal and cowardly affack, brutal and cowardly affack, brutal and cowardly affack.

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Kigel Richardson, Leeds City Council director of children's covices, said; This was an instance of the council of that day.

Clarifications & corrections

AI the Daily Mail we take great pride in the quality of our Journalism. All our journalists are required to observe the Editors' Code of Fractice and the Mail is a member of the Independ-

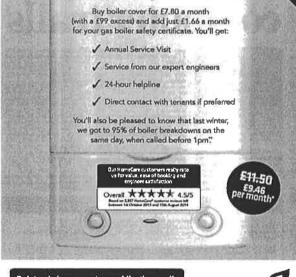
ent Pres Standards Organ-Ladian (PSD), the new reg-ulatory body for the Press set up in reposse to the Leveson inquiry. We aim to correct any errors as promptly as possible.

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THE Mail on Sunday and Daily Mail's lottery keeps on producing winners – and you could join them. Just match the ste numbers pelated on the back page of your Mail on Sunday will on the back page of your Mail on Sunday will on the back page of your Mail on Sunday will on the back page of your Mail on Sunday will on the back page of your Sala on the state of took of the back page of the Sala of the Sa

meals and holidays to bills and garden abods. This year a total of 260 people have won the Jackpot and 1,721 people have matched five numbers to win £80. There were no winners of yesterday's £2,200 rollover top peize, which is why there is n relover today. But there were two winners of our £80 perice with the people and the people with the people of the people of

• FOR HOLY TO PLAY AND TERMS AND CONDITIONS SEE PAGE 32 PLAY AGAIN IN Baily Mail

HERE ARE TODAY'S LUCKY NUMBERS ... NOW CHECK YOURS ON THE BACK PAGE CHANCE (09)(34)(53)(57)(62)(89) CHAVICE (01)(27)(31)(45)(65)(76) CHAILEE (06)(16)(17)(38)(45)(78) CHANGE (03)(06)(14)(36)(56)(77) CHANCE (06)(26)(47)(58)(62)(73) To claim a prize call 0844 800 0812 today between 11am and 5pm

Paedophiles also targeted as police get new powers

By Glen Owen and Martin Beckford

DETECTIVES investigating suspected nerrorists and poede philes will have the power to force internet companies to force internet companies to force internet companies to force internet companies for the power of the police and intelligence services in monitor communications between suspects. Last night, the shore of the power of the police and intelligence services in monitor communications between suspects. Last night, the shore services in monitor communications between suspects. Last night, the shore self-the power of the police and intelligence services in monitor communications between suspects. Last night, the shore self-the second power of the police and intelligence services in monitor communications between suspects. Last night, the shore self-the second power of the power of the power of the police and intelligence services in monitor communications between suspects. But the Lib Dermi bit back, last the Lib Dermi bit back, and the lib law of the power of t

Web firms to be forced to reveal terror suspects' computer trails



ger we face. The Bill provides the opportunity to resolve the very real problems that exist around IF resolution and is a atep in the right direction towards bridging the overall communications data capability

gap. But I believe we need to make further changes to the law. matter of invitional receivity and we must keep on making the case for the Communications Data Bill under the appropriate the changes we need. An make lo Mr Clang smil be supported the mayor on IP supported and acted as in the supported the mayor on IP supported and acted as in the supported and acted as

CORRECTIONS & CLARIFICATIONS

At the Mail on Sunday we take great price in the quasity of our journalism. All our journalists are required to observe the Editum? Code of Practice and The Mail on Sunday is a marrisor of the Independent Press Standards Cryamination (IPSO), the new regulatory body for the Press set up in response to the Leveson Inquiry. We aim to correct any error as promptly as possible.

response to the Levence Inquery. We saw to come A report Last Sunday described Lev. S. Naipsud as Britisin's only wirnor of the Nobel Priza for Literature. We intended to say he is the only living British winner. Past Brition's homoured have included Rudyard Kipling, Winstein Lessing. Churchill, Harold Pintur and Doris Lessing.

a any errors as promptly as passaciae.

If you wish to report an inaccurring, please email connections@creatourdsy.could. To make a formal complaint under IPSO units please gap to water mellionautiday.co.ull/inactorection where you find an entire of the product of the product

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If your Hell on Sunday is missing any settlen it is not the learn of your new copert. Please of all the Melaphor Lecture is any and form from today until hierarday or emails or at Insplanear mailtenanchy cross and me will send it without delay (MC coly). If your Hell on Sunday reliable until his sold cut, Hern show by calling \$40.93.72 modes or want or a sewhollfully mailtee, sunday though 200% or emails or a sewhollfully mailtee, sunday must and we will full to ensure this is necified.

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Clarifications and corrections

By MAILONLINE

PUBLISHED: 00:00, 25 October 2014 | UPDATED: 11:18, 28 October 2014



An article on 20 June 2014 about a fire at St Peter's church in Ropley wrongly said that the vicar, Reverend Royston Such, had left the mother of his five children for his curate, Reverend Tana Riviere. This was not true. In fact, Mr Such did not leave his wife. She left him and he divorced her on the ground of her admitted adultery. Later Mr Such married Mrs Riviere who was a widow. We are happy to make it clear that they did not engage in an improper relationship and apologise for any contrary impression given.

At MailOnline we take great pride in the quality of our journalism.

All our journalists are required to observe the Editors' Code of Practice and MailOnline is a member of the Independent Press Standards Organisation (IPSO), the new regulatory body for the Press set up in response to the Leveson Inquiry.

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Metro News Reporter for Metro.co.uk Tuesday 21 Jan 2014 10:16 am



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For Metro newspaper:

Contact our news desk at news.london@ukmetro.co.uk.

Contact our picture desk on picturedesk@ukmetro.co.uk.

Text: 'Views' to 65400 (Standard network charge)

To register complaints or corrections, please email correct@ukmetro.co.uk

Appendix 5 - 'Getting ready for IPSO' seminars

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

1. Brief descripton of IPSO:

- It has greatly increased powers: to impose £1m fines, require newspapers to publish corrections and conduct standards investigations
- But the Editors' Code remains the same, as do the key issues over which
 journalists must take care accuracy, privacy, intrusion into grief, protection
 of children

2. Discussion of Associated's record of complaints under the PCC:

- Position of our titles in league tables published by the PCC
- Reasons why some titles attract more complaints than others vigorous journalism, plus websites with no paywall and huge audiences, and which also publish very large numbers of stories
- The need to reduce numbers of complaints

3. IPSO's approach to standards

- Annual statements
- How serious and systemic breaches of the Code could prompt standards investigations

4. Accuracy

- Every breach of the Code recorded against the Dail Mail and MailOnline over the last three years involved acuracy, so did almost all of Metro's
- Importance of putting stories to their subjects before publication
- The need to present allegations as allegations, not facts
- The need to take particular care with complex stories, including those involving statistics, medical science, climate change, the EU
- The dangers of agency court copy and the need to check facts.
- The need for reporters to check that their interpretation of facts in documents is correct, and not based on assumptions
- The importance of ensuring headlines are supported by the facts in the story

5. Harassment

- Explanation of the Desist Notice system
- How Associated is improving its database of Desist Notices

6. Pictures

- Discussion of 'reasonable expectation of privacy'
- Importance of accurate captioning of group photographs

7. Complaints procedure

- PCC had been criticised for placing too much emphasis on mediation, and as a result failing to resolve complaints promptly
- Under IPSO complaints likely to move much more quickly to adjudication.
- Explanation of the IPSO 28-day rule
- Associated will be redoubling efforts to resolve complaints and correct inaccuracies as rapidly as possible

8. Invasion of privacy and intrusion into grief

- These will always be regarded as very serious offences, particularly when combined with inaccuracy
- The need to take particular care with stories speculating about how tragic events have happened, and the state of mind and reactions of those involved
- The importance of behaving courteously and stopping asking questions or taking pictures when asked to do so, unless there is a crystal clear public interest

9. Discrimination

- The need to take particular care with stories concerning minorities
- Explanation of IPSO powers to take complaints from groups as well as individuals

Appendix 6 – Training of Journalists

The Associated Newspapers editorial training scheme

With no less than 54 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)

The Daily Mail began recruiting and training its own sub-editors in 2003. The training was delivered by Press Association Training and overseen by Daily Mail executives. It has run every year since. A reporting scheme was added in 2007 and in 2013 a MailOnline scheme was introduced. This has now been extended to cover trainees from America who work for <u>DailyMail.com</u> and in 2016 there will be a scheme for Daily Mail Australia. This year the Stephen Lawrence Scholarship was introduced: two trainees with appropriate backgrounds have been recruited and will undergo 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, 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)
- 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 newslist
- 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 such as David Williams and Christian Gysin and columnists such as Ouentin Letts.

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.

Sue Ryan

Peter Sands