

Annual Statement

The CANNAVIST Magazine [Orange Fox Media Ltd]

Submitted electronically on April 27, 2021

- Introduction

This annual statement pertains to one publication only. The CANNAVIST Magazine (print & digital). The following pages will provide clarity on our editorial standards, training and procedures for handling complaints.

The responsible persons:

- Ms Róisín Delaney, The Editor
- Mr David Turner, Managing Director

- A brief overview of the nature of The CANNAVIST Magazine

The publisher behind The CANNAVIST is a private limited company operating in England and Wales as Orange Fox Media Ltd. The registered address is Markeaton House, 3 Slater Avenue, Derby, England, DE1 1GT. The company number is 08522467.

The CANNAVIST, an essential guide to CBD & medical cannabis, is the UK & Ireland's first ever cannabis publication.

The CANNAVIST emerged with a debut issue in print form in January 2019. Founded by Orange Fox Media Ltd, a small editorial and design unit create this bi-monthly publication for print distribution and online consumption. One editor and two journalists work with a creative director, design manager and junior graphic designers on the magazine design, website, and social media content.

Orange Fox Media Ltd was formed in 2013 with the primary function of being local newspaper in the Derby city area, the *Derbyshire Guardian*. By 2015, production ceased on that publication as the company migrated to becoming a B2B publisher.

Towards the end of 2018, it became clear that a portion of the company's advertisers were showing an interest in something called Cannabidiol, or CBD. After months of research and development, the UK & Ireland's first cannabis publication emerged.

The publication was largely B2B focused in its infancy, until high street distributors began to take notice. By January 2020, The CANNAVIST was available with a cover price of £4.99 from WH Smith and MMRG high street retailers. The print edition is also available on a limited basis in the Republic of Ireland from select Eason & Sons retailers, although this has been significantly reduced due to store closures in 2020.

In a state of national lockdown because of the COVID-19 pandemic, the company was forced to ramp up its digital effort. Since the beginning of 2021, The CANNAVIST has appeared on two popular digital media platforms – *Readly* and *PressReader*.

- Editorial standards

Our approach to editorial standards is very much the same as most media organisations our size. We always verify our sources and authenticate materials before deciding to publish a story. We do this by maintaining direct contact with sources, recording all interviews in audio and video interviewing face-to-face where possible and recording well-informed notes. We utilise a transcribing tool which is built by artificial intelligence. This serves as an addition to our interview notes and allows for precise and accurate quoting.

We are quite fortunate that the British and Irish legal cannabis industry is a close-knit unit. Having been involved in this infant sector since it first landed on our shores. As such we are in an advantageous position of knowing the major organisations which we often receive the beginnings of content from, such as press releases, tips and exclusives. While the subject matter of our publication may seem taboo to some, CBD is a legal compound extracted from hemp. Medical cannabis is also legal under provisions set out by the Home Office, and on licence from the Department of Health in Ireland. In the UK, medical cannabis reform came into effect on November 1, 2018 and since then, an incredible community of patients, families, doctors, nurses and policy makers has emerged.

Our two fulltime journalists, and myself the editor, each adhere to a policy of editorial accuracy, fairness, timeliness and balance. Our approach is always to question claims, verify sources and present a factual, balanced, informative piece of fact-checked copy.

All our editorial content is published in line with guidance and standards for best practice as set out in the Editor's Code. Our two fulltime journalists and myself, have a pdf copy of the aforementioned plus additional resources we have gathered over the years, such as the NUJ Code of Conduct, which we may consult as and when we feel is required.

- Editorial training

All staff are trained in media law and are kept up to date of changes to any law or guidance as and when new information arises. We are fortunate not to have had any issues reported with regards to content which has been published in the magazine's short lifetime.

While we do not employ an in-house legal expert, should we encounter a story for which legal advice may be necessary, we know that we can turn to IPSO for guidance pre-publication.

We hold regular editorial meetings, in person or virtually, to generate and discuss new content ideas. We are delighted to have writers who hail from a mix of backgrounds from current affairs research for radio, to newspapers to freelancing. Each member of the editorial staff is familiar with the Editor's Code, media law and best practice for interviews, All editorial staff come from strong backgrounds of news and feature writing in both the mainstream and niche media.

Resources available to all editorial staff:

- *IPSO Editor's Code*
- *NUJ Code of Conduct*
- *ASA Code of Practice*
- *NcNae's Essential Law for Journalists*

Our fulltime journalists and myself, the editor, are fully qualified in varying levels of journalism and media studies, each holding either a BA or MA in journalism awarded by British and Irish universities.

All editorial staff have undergone media law training at university level, and on the job. All editorial staff possess digital copies of the Editor's Code of Practice and relevant media law guides put together by myself, the editor. All editorial staff are encouraged to refer to these on a regular basis or as necessary. The team also subscribes to the Advertising Standard's Authority code. Any IPSO or ASA advisory notices are distributed to all staff as and when applicable to the job.

We are currently discussing a back-to-basics training day as staff begin to make a return to working from the office. While we are confident that the work from home model has not affected performance or standards, communication for such purposes as staff training has been difficult to hold virtually. This training day is likely to take place by the end of May 2021 in a socially distant on-location fashion.

- How we handle complaints

We will accept complaints from readers by phone or email. Any such report will be handled by the editor and a director. The managing director and CEO will be made aware of any such complaints in due course. All complaints, even those which find an amicable conclusion, will be recorded by the editor.

We will always attempt to respond to a complaint in a timely manner, as soon as possible or within a working week. Our complaints handling process, including the IPSO contact information, is outlined on our Editor's Letter page in every issue of the magazine (print & online).

We will always attempt to find an amicable conclusion satisfactory to all parties, which may result in a correction published in a position in the magazine as agreed with the complainant. This may involve an apology, or sometimes it may simply be that effective communication with both parties clears the air. If a mutually acceptable agreement cannot be reached, we will refer the complainant to IPSO and its complaints procedure, which we will then follow.

Róisín Delaney (The Editor, The CANNAVIST Magazine)