

JAGRAN NEW MEDIA

Work ethics

AUTHENTIC

Inspired by the world's best Journalism

Authentic: Jagran News Network Editorial Handbook (Details of work policy adopted by journalists working with the organization)

1. NEWS PLAN

- a. Basic Elements of News
- b. Tips for a good copy
- c. Clear and Straight News
- d. Accuracy of Facts and Figures
- e. All Views and Angles
- f. Field Reporting-Inputs
- g. Original Sources
- h. Accuracy of Source
- i. Trusted Sources List
- j. Credit to News Source
- k. Caution on other Sources
- l. Agreement with Source
- m. Minor age Source
- n. Unknown Source
- o. Thinking Man

2. NEWS DEVELOPMENTS

- a. Notes for story writing
- b. Story Title
- c. Auto
- d. Bollywood
- e. Breaking News
- f. Cricket
- g. Crime
- h. Data visualization
- i. Editorial Writing
- j. Gadgets
- k. Photo Bank
- l. Photos Tips
- m. Political News
- n. Political Poll
- o. Video Making Process
- p. Social Media Curation

3. NEWS PUBLISHING AND DISTRIBUTION

- a. Meta Keyword and Description ,URL ,Keyword
- b. Story Approval Process
- c. Content Genre mapping
- d. Social Media Tips

4. QUALITY PROCESS AND REVIEWS

- a. Quality Checks
- b. Facts Checking Process
- c. Fake News
- d. Copy Styles ,Grammar and Words
- e. Election Commission: General Guidelines
- f. ECI: Guidelines on Social Media
- g. Press Council of India
- h. Defamation Law
- i. Copyright Act
- j. Standard Words List
- k. Restricted Words List

5. ETHICS AND CONDUCT

- a. Responsible Journalism
- b. Non-partisanship
- c. Fairness
- d. Credibility
- e. Transparency
- f. Freedom of Expression
- g. Fake news/Counterfeit Content
- h. Readers are our employers
- i. Work outside the institute
- j. Public Relations
- k. Rules for social media
- l. Gifts and Awards
- m. Freelance selection process
- n. Personal Life

1. NEWS PLANNING

1. Ten elements of good news

Keep 10 things in mind to make good news.

1. Original
2. Relevant
3. Powerful heading
4. User friendly
5. Seeking a response
6. Accurate
7. Thought provoking
8. Using images and video
9. Presented as a series of sub-points
10. Constant updation of content

1. Original Content

Original content means it should have its own value. Your ideas should be original. Repetition of old posts and the same concept does not make it original.

Always remember two principles while at work:

- a. You will get only what you have worked for.
- b. If you have nothing useful to say, it is better to remain silent.

2. Relevant Content

You can figure out everything about the content within a few moments of clicking the link thrown up by the search engine. The design, layout, opening paragraph and other aspects of the content attract you to it.

People have a discerning eye that tells them immediately if the content is consistent with the search query. If it is not, we tend to close the page down immediately and go to other places in a search for the answer.

Online users are always looking out for new information and knowledge. This means that people who work in the field of content marketing have to keep themselves abreast of developments in the sector.

3. Powerful Heading

A powerful heading helps you succeed in creating a curiosity in your target audience about the content.

80% of the people read the heading, but only about 20% of the people read the rest of the content. Thus, it is evident that the heading is as important as the article or post itself.

Take your time in creating a powerful heading. If feasible, create a few alternative headings and choose the best one from the list. Always keep the content and target audience in mind while creating the heading. People tend to look at the heading first and then make a decision about reading the rest of the article or otherwise.

4. Make your content user friendly

Users are highly evolved and they are well aware of how to use the information provided by good content. Please treat your readers with respect. They know how to use the material. When you are writing a post for a website, give your users some tips so that they may understand what you're trying to say. Provide information about your post for the website. It is often observed that if you write on a particular topic, it generates many new ideas in your readers' minds. The content can be in the form of warning, advice, guidelines or just for knowledge.

5. It should provide answers

What is the ultimate objective of a search engine? Most people are correct when they say that a search engine provides several sets of answers. Google does a very good job in such cases. If you type a query in Google, you get the links, pictures and videos relevant to the content in seconds.

When people use search engines, they are actually looking for answers. Providing quick answers is the job of the search engine.

When people read content copy, see infographics or videos, they are looking for the answer that will increase their knowledge. Not only do people desire the answer, but they also want it fast. Therefore it is essential for your content to be suitable to as many users as possible, so that the search engine can provide links to your content.

6. The sources of information and reporting should be accurate

Imagine this: You wrote an article for your company's website which was read by thousands, but your content had a lot of errors. Can you even imagine how much damage this can do to your personal reputation and also of your company? Always remember that your content copy represents what your company is. If there is an error of any kind in your copy, it has a direct impact on your company too.

Always recheck the facts claimed in your copy. Accuracy helps build the trust of your readers. Some tips are being provided here in order to better understand what accuracy is all about.

7. Should be thought provoking for your readers

When you compel your audience or readers to think and reflect for themselves, they become ready to agree with everything you have to say. They begin to trust your writing. In order for that to happen, you will have to create very high quality content. Everything is dependent on the quality of content you create. Some tips are being provided here which will compel your target audience to think and reflect:

Ask your readers questions: Note that this does not mean you should leave your post incomplete but that this asks questions of your readers about how they are using the knowledge that you have provided them.

Make a strong, positive and vital introduction: Have you ever wondered why sometimes people make very quick decisions? Most people decide if they want to read further after reading just a few sentences.

People love stories.

When you write a column or website, it is essential to narrate a story. That makes it much easier for you to present your ideas smoothly. Please do write a story for your website whenever it is possible. It will help you connect with your readers. Also, readers will also learn something new.

Establish a conversation

If you provide good content, then readers will express their appreciation in their comments. Search engines will also feel that the posts get regularly updated and that they are important to them. This will force the search engine to prioritize your posts and updates.

8. You can improve your narrative by using Video and Images

Different people comprehend differently: Some people understand visuals, while certain others are better at comprehending audio clips. It is an established fact that people learn and understand faster through the visual mediums. The points you wish to make are tremendously reinforced when you use

pictures, videos and diagrams. You will notice if you open any modern book that the author enhances the reading experience hugely by using pictures.

Irrespective of what you write, make sure you add pictures: Nobody really wants to see an entire paragraph of text, assuming of course that you are not writing a book. Images add considerable value to the text. Of course, avoid taking your readers for granted by adding unnecessary pictures.

9. Make your point by using small but significant points

The most crucial part of writing is to keep away from superficial sources of entertainment. In addition to being challenging, it is necessary for improving your composition as well.

Place key facts and information in the form of points. Ideally an article should be around 450 to 600 words in length. The use of more words doesn't necessarily make the copy better. Therefore always focus on quality content.

10. Update websites continuously

If you work for a content site, then it is necessary to constantly keep posting improved updates. Most good sites are always up to date. A regularly updated site attracts a large number of visitors.

How often you update your site or content depends entirely upon you. Everybody has their own set of priorities and resources. You must endeavour to post 5 updates every hour.

2. Tips for making good content

The following are some un-scientific but practical guidelines which are more useful than 50% of rules

1. Know your audience: Unless you know your audience very well, you will not be able to put your point across. You must know your target audience before creating or editing web content. It is also important to understand why the audience trusts you. Think about what and in which context your target audience needs details and knowledge from you. Keep the tone and perspectives of your audience in mind as well.

2. Connect with your reader within 3 seconds or less: First and foremost, create a good headline and define it sharply in the first sentence itself. At a glance, your readers will understand what your page is trying to convey and as to why it is relevant for them. Make your core important point immediately afterward. Give your readers a solid reason to read the entire article.

3. Inform your readers in 15 seconds or less: Tell your readers about the key information and context of the page and section in the first two paragraphs immediately after the headline and lead. You can consider this to be the executive summary for those who may not read the rest of the content.

4. Define your scope: Think carefully about what kind of information your readers are seeking from you. Feedback from your readers will help you understand as to what content you should focus on after the first draft, as well as what you should remove or modify.

5. Create a flowing narrative: Locate and arrange the content after the lead in such a way that one section merges effortlessly into the next. This makes it easier for your readers to view the content according to their specific interests. Work closely with the web designer so that navigation devices and design elements help your audience to reach the story quickly. Understand what your readers need and ensure that they have to scroll less and use as few clicks as possible.

6. Edit the content well: Your content should be edited tightly from the beginning to the end. Read your content from the perspective of a reader before publishing it. Does this make sense? Is there anything missing? Is the article dragging on for too long? Is it deceitful? Are you able to easily read that what you want to read?

7. Urgency/Importance

Has this happened recently? Notice trends on Twitter during live telecasts on television or during radio coverage. Such data from social media is important and relevant, whether it is during human tragedies or otherwise. Is the information or news you are providing topical for today? Would

people consider the information to be of great importance to them? Is the news globally relevant or locally important for readers? Is it close to their hearts?

8. Content must stand out

There is a reason for the huge popularity of videos showing the antics of animals on YouTube. We are attracted to things that are somewhat different from the normal. The SQL coding dog "Chilli" is a good example of this concept.

9. Direct impact

Does your story have elements of conflict in it? Are you helping your customers solve a practical problem which would have a direct and significant impact on their business and personal life?

10. Interesting content

People need a reason to continuously read. Are you providing interesting and insightful content or are you making them wait for content that they are really interested in?

11. Emotions

By narrating people's experiences and connecting with emotions, your content can reach a large audience. This is considered to be an appropriate and practical trick to connect with people. A human element to your stories will help reach a huge audience.

12. Consequences

Are your stories making a difference to peoples' lives? You are there for that reason. These tips can make your content reach new heights.

3. Accurate and clear news

As far as possible, please provide crisp, clear and accurate news.

Considering the time pressure Social media is under, there is always a possibility that news may contain errors. Such as name, affiliation, place etc.

News should be fair and unbiased, otherwise it is likely to damage the organisation's image. Please be transparent when interviewing a particular personality.

When you broadcast an interview, please do not tamper with the opinions expressed by the concerned individual.

Please do not impose your own views onto the interview.

While presenting the news, the main concern should be of ensuring you are being responsible and ethical and you should always place the balanced truth before the audience.

If your source is giving false information, it is our responsibility to intimate our viewers of the exact situation.

We assure our audience that we have placed before them the arguments made by all concerned parties and there has been no attempt to silence a particular voice.

While conducting an interview if you feel as if you are unable to comprehend a particular point, ask the concerned individual directly and publish it only after your doubt is clarified.

If an individual or a company is facing legal proceedings, you must put forth the exact facts and circumstances rather than attempt to declare the person guilty by yourself.

While covering legal matters, please try and tell your readers and followers that the accused/respondent/convict/defendant has appealed in court and the matter is subjudice.

Please use legal terms such as arrest, accused etc carefully.

Keep a close watch on the angle taken by other media houses in covering a particular story, but at the same time trust your own judgment as well.

You can consult with your editor or senior colleagues about flaws in your coverage of a particular news story, so that such errors are not repeated in the future.

4. Accuracy of Data

Always ensure that data used in charts and info graphics is accurate.

Check the data (numbers) carefully so that your readers get the correct information.

While covering political statements, please check the same at your level or mention it according to the concerned politician.

It is your moral responsibility to provide your readers and followers the full and complete news.

The public has a right to know what is going on in the society as well as around the world.

In order to present the complete picture of the world, we cover all kinds of news that the public is keenly interested in.

We converse with people of various social and economic backgrounds, of different religions and ideologies all over the world and cover them for the consumption of the public.

While covering a news item, you must keep all aspects of the story in mind.

This ensures that the correct picture of events occurring in the country and abroad is presented before readers.

If you cover the story from different angles, the public will be able to view the news from different perspectives.

The biggest advantage of Online Media is that you can edit your story instantly.

You can add new insights immediately after you get them and also remove errors when they are discovered.

5. There is space for all opinions

Always keep in mind that different people have diverse viewpoints.

If somebody has denied the allegations then this point must find a mention in the article.

Always keep this basic principle of journalism in mind.

It is incumbent on the Editor to ensure that the viewpoints of all the parties involved are taken on board and presented, because very often reporters do not do so.

There are some situations when the affected persons are afraid to speak out of fear.

It is an added responsibility in such cases for us to understand their point of view and specifically mention as much in the article.

It is essential to make the effort to ensure the reporting is impartial.

The sole aim of jagran.com and its associated publications is to ensure that consistent and unbiased news is published.

6. Field reporting

It is essential to take extra precautions while covering stories from war/unstable/terrorism affected areas.

Every journalist covering stories in areas with unrest must ensure that their identities remain hidden or else it may be dangerous for their wellbeing.

In such cases the concerned individual shall be at liberty to conceal their identity while covering the news.

The news as well as safety of our employees is equally important for us.

If a country at war decides that no journalist should cover news, then the Visa shall not mention your profession of journalism and that you are going to cover the news.

It is necessary to take such decisions in advance and both the organisation and the Editor should have prior knowledge.

We have faith in our journalists and we take the best decision necessary in adverse circumstances.

If you have decided not to disclose the name of your source in the report, please use a pseudonym or code name instead.

Our job is to present news based on facts. It is not our job to manipulate and twist stories and publish them.

If at all it is necessary, we will describe the source in such a way that readers will be able to figure out who we have spoken to.

7. Original Source

Always use a primary source and given it priority. It is necessary in this context to use internal mail and seek the help of the source.

Please verify the source providing you the information or news. If you are unable to verify your source, please do not publish the news or information on jagran.com

In the Internet age, some people pass off other organisations' coverage as their own facts and this can cause serious problems.

If you do not have any other source of information or news, please mention the place where you are obtaining information from on Jagran.com

8. Security of the Source

The reporter must ensure that the organisation's image is kept uppermost in their minds and should never publish information obtained illegally.

If you do publish illegally procured information, it may lead to legal proceedings against the organisation as well as the reporter.

This includes information obtained by illegally entering a campus without permission (unauthorised entry), phone hacking, wiretapping, theft and bribery.

Information obtained by such means must be discussed with the legal department and the Editor before it is published.

If a third party has broken the law at their level and provided you with the news, it is essential to urgently intimate the legal department and the editor.

There are some cases where an anonymous person or source gives important information or leads to reporters.

In such a case, before publishing the news it is necessary for reporters to discuss with their senior colleagues and the Editor and to verify the information provided by such a source.

If you are unable to independently verify the information then it should never be published.

9. List of trusted sources

ANI PTI, local language, UNI correspondents

IANS Writers

Only for curation of material and verification

Times of India Aaj Tak

Indian Express The Hindu

Image specific resources

JNM Image library Please don't use Google images

(Priority) (Non-copyrighted)

10. Credit to news sources

The source must be given full credit for news published on the site. For instance – ANI/PTI/IANS and JNN.

The image source must be given full credit. For instance - Getty Images/Image Bazaar or File Photo.

Full credit must be given for editorial/guest column/features/exclusive stories when published online.

Content stars, freelancer and citizen journalist must be given credit while publishing news online.

Our readers have a right to know the source for the information and news we publish.

Readers must also be able to know where the news/information has been obtained from.

We will work online exactly in the same manner as we work in the real world.

We are in the business of reporting news, not hiding it.

In case the Government or its agencies prohibits the publication of certain news stories due to reasons of national interest, security and others, please inform the Editor and the legal department immediately.

Political parties, leaders, lawyers and other professionals have a presence on Facebook and other social media sites. We should follow them or include them in our friends list.

Please note while doing so that we maintain that presence only in order to monitor the news feed and not to engage in debates and arguments.

The organisation does not publish information that has the even the slightest hint of bias or has conflict of interest.

Example:

A reporter is removed from the Health or Railways Ministry beat in order to avoid conflict of interest and so that the organisation is not accused of being partial.

11. Caution on using other sources

We value our reporting sources. We verify our various sources before reporting news.

In situations where we are able to be personally present while covering news or events, we confirm the news/events/information from several other sources, so that mistakes are avoided.

If we are unable to verify the report published by another organisation, but if the news/information appears to be important, we cover the news and additionally, tell our readers/viewers that we are unable to independently confirm or verify the news/information being provided.

Sometimes it is possible that some mistakes may be broadcast and we should endeavour to always avoid such situations.

When publishing breaking news provided by other organisations, it is necessary to credit the other organisation.

While publishing statements made in press conferences held by Government departments, it is not necessary to give them credit for the same.

If quotes from an interview obtained by another organisation are available, then it is necessary to provide credit to the source of the quotes.

When publishing news about the private life of private individuals, it is always essential to avoid publishing gossip pieces.

The reporter must ensure that the news being supplied is relevant and necessary for the story or narrative. You must consider if a person accused of a crime wants their name to be revealed to the public.

We must be especially careful while covering stories to do with minors, victims of crime and grieving families.

While covering stories on persons in public life, it is necessary to consider the relevance of the information to your story or narrative.

For instance, does the news of the involvement of a politician in a sex scandal have any relevance to the story you are writing?

Have similar allegations been levelled against that politician in the past? Be careful when asking such questions and always be fully prepared with information.

12. Agreement with a Source

While conducting an interview with a source, please recheck the words used so that there is no dispute in the future about the context in which those words were uttered and facts are not distorted.

Of course, this does not mean the source can go back on the words uttered by them or can change them, if the reporter is confident that they have noted the information correctly.

In an ideal situation the reporter should share the meaning behind the words used, so that the exact quotation may be published.

However, there are cases where the source wants to take another look at the quotes or the interview and if the same is not provided the source will not be in contact with you in the future.

In such cases it is essential for both parties to cooperate and work together.

In case a promise made to a source is broken, then the publication house may be subjected to legal proceedings. The organisation has encoded several rules in order to protect the identity of the source.

Never make the following kinds of promises to the source – promise a cover story, positive or favourable treatment, viewing the draft of the article before publication etc.

Wherever necessary, with the knowledge of the Editor, an agreement with the source should be entered into.

Such an agreement should be shared with readers.

The live interview should be in the form of question and answers in presence of a lawyer or news gathering/journalist/prominent personality.

13. Sources who are minors

It is not easy for all and sundry to talk to a journalist. Before speaking with a minor child, it is necessary to seek their parents' permission, even if the conversation does not pertain to a controversy.

If the subject is of a controversial nature and there is no choice but to talk to a minor, then it is essential to hide the identity of the minor, so that no damage is caused to the minor in the future.

It is essential to consult with the legal department in such matters.

Always remember that school, camp or institute are not permitted to grant permissions in the place of the minor's parents.

While interviewing a grieving family or one subjected to a crime, you must maintain decorum. Please do not publish the name of the deceased or affected person unless you have the permission of the family members.

14. Anonymous source

The organisation understands that several articles are published citing anonymous sources.

Such articles cannot be printed if the anonymous sources are revealed because in most cases the source does not want to be identified.

The organisation considers the value of the source and the circumstances and prints the story without mentioning names, so that the source is not inconvenienced in any way.

Before publishing the information, the veracity of the source is cross checked by the organisation and the reporters.

So much so that even if the reporter has promised to keep the source anonymous, the Editor must be aware of the identity of the source.

A journalist may not be compelled to reveal their source and legal protection has been accorded in such cases.

Despite this, keep the above in mind and do not assume a guarantee of protection.

If such questions are raised then senior colleagues, Editor and legal department should be notified.

During legal proceedings, most electronic records and emails may have to be revealed.

Even hand written notes can be a cause for summons.

In such cases it is virtually impossible to prove in Court that the hand written or journalistic notes are not the property of the organisation.

There are many situations in the current times where the information provider does not want to reveal their name and so the story is carried by referring to unknown sources.

It is essential for journalists to keep a recording of conversations so that the same may be placed in the event of any proceedings.

Journalists should always consider if such anonymous sources are worth trusting. Editors and others should be consulted in order to ascertain if the information so obtained is worthy of trust or otherwise.

Sometimes you have no choice but to trust the information coming from such sources. However you must verify if the information being provided is factually correct or not.

You should cover such information only after being fully satisfied as to the contents. You must try and understand the motivation of the person providing the information.

All these aspects must be kept in mind. We have a responsibility to the readers to verify the information that is being presented to them.

For instance suppose there is an official involved in a high level meeting where the Prime Minister, President, senior leaders of the ruling party or opposition are present. While coverage of such a meeting is vital, we do not refer to the Official in the story, but use "according to sources" instead.

We do not make any personal comments on anybody, such that their social standing is impacted or they are defamed in any way.

Other than for rare exceptions, we do not make any personal comments on an individual.

If a person is accusing another of sexual harassment, we will mention the name of the said person.

2. News Development

1. Content Quality

It is the responsibility of the Editorial team to ensure that they cross check the news or information before publishing it, so that the authority of the publisher in the online environment is maintained and improved.

Always follow SEO guidelines so that your news is seen at the top of Google search results.

It is the Editor's responsibility to ensure that they review the content and writer regularly. They must also from time to time guide employees who are under performing.

It is the shift head's responsibility to ensure that they cross check the stories on the homepage for content quality and accuracy.

The story and content should always be unique, because Google gives priority to sites with original stories.

Stories must be at least 300-500 words in length.

An update on breaking news must have at least 120 words and it is necessary to provide periodic updates and follow-ups after breaking news is published.

While writing an intro for news it is necessary to keep in mind that it should serve as a bridge between the title and story.

The intro should be such that compels the viewer to read the entire news story.

There should be no grammatical or sentence construction errors in the story.

Bullets and Tables should not be used in the body content of the story.

(Please refer to the manual for more information)

Social Media Curation

In today's world, social media has become a big hub for preparing user generated content. Large amount of news from all sections is constantly updated on social media. The main function of the social media team is to recognize news suitable to the reader's needs and choices and to verify the sources of the news.

☒ Social media has turned everyone into a storyteller. People all over the world express their opinion on social media and are thus providing content to us.

☒ The content being updated on social media is sometimes only funny content, and sometime it is such that it compels us to think. Many times content is updated when we are celebrating it.

☒ Since there is a large amount of news generated continuously, the big challenge for the social media team is to separate out the news according to the needs and choice of its viewers, to verify it and present it to the viewers.

6. Election Commission of India: General Guidelines

Rights of the Election Commission against corrupt practices being implemented during elections

1. Campaigning or attempting to campaign on the basis of enmity or hatred between Indian citizens of different religions, castes, communities, groups or language

Punishment under section 153A and 125 of the Public Representation Act 1951 and IPC:

Cognizable offence, 3 years imprisonment or fine or both

2. Prohibition on any kind of public meetings during the period of 48 hours after the end of voting:

No person: (A) Shall organize a public meeting or procession or address a meeting related to voting within 48 hours of the end of voting; (B) Shall display any kind of election related material through cinematograph, television or other similar equipment for the public; (C) Shall attempt to influence voters by broadcasting publicly any matter related to elections by organizing music, music festivals, theatre, dramas, exhibitions.

Non cognizable offence under section 126 of the Public Representation Act 1951

Two years imprisonment, or fine, or both

3. Attempt to obstruct a public meeting

Punishable offence according to section 127 of the Public Representation Act 1951

Polling station or near it on the day of voting

A. Campaigning on behalf of any candidate; or B. provoking someone; or C. asking someone not to vote for some particular candidate; or D. asking voters not to vote at all; or E. display any sign or notice other than the official notice of the Election Commission shall be considered a punishable offence.

It is considered a punishable offence under section 130 of the Public Representation Act 1951

Punishment -Cognizable offence, fine upto Rs. 250/-

Threatening or bribing voters

1. If a person asks a voter belonging to the SC/ST community to not cast their vote or to vote for a particular candidate, it is considered a punishable offence.

This is a punishable offence under the Prevention of Atrocities Against Schedule Caste and Scheduled Tribe Act.

1. Bribe

Bribing any voter so that he votes in favour of a specific candidate or influences other voters to vote for that candidate is a punishable offence.

This is a punishable offence under section 171B/171E of the Indian Penal Code.

Non cognizable offence, up to 1 year imprisonment or fine or both.

3. Using illegal methods to influence elections:

1. If a person intentionally prevents another citizen from voting, then it is a punishable offence.

It is a non-cognizable offence under section 171C/ 171F and there is imprisonment of up to 1 year or fine or both.

4. If a voter casts a vote in the name of another living/ dead person or using a false name, then it is a punishable offence.

Under section 171D/ 171F India Penal Code, there is imprisonment of up to 1 year or fine or both.

5. If a person intentionally conducts a false campaign, or publishes false matter or makes a false statement against a candidate, and it affects the reputation of the candidate, then in that case, it is a punishable offence.

According to section 171G of the Indian Penal Code, it is a non cognizable offence, and there can be a fine for the same.

6. If a person campaigns for a candidate without his permission by arranging meetings, or advertising or publishing pamphlets or any other way, then it is a punishable offence under section 171H of the Indian Penal Code.

Non cognizable offence, fine which can be increased upto Rs. 500

7. If a person intentionally makes or publishes or circulates a statement which encourages the feelings of enmity, hate or misunderstanding between citizens of different religions, ancestry, language or regional groups then it is a punishable offence. Such an accused can be sentenced to 3 years imprisonment, or fine or both.

According to section 505(2) of the Indian Penal Code, it is a cognizable offence and there is punishment of up to 5 years or fine or both.

1. Improper influence

If the candidate, his agent or any other person with the permission of the candidate, directly or indirectly pressures the voters or interferes, or scares or threatens voters then it is a punishable offence.

According to section 123(2) of the Public Representation Act, the accused can be imprisoned, or fined or both.

Section 123(2) of the Public Representation Act

2 If a candidate or his agent or a third person, with the consent of the candidate, spreads or attempts to spread or encourages hate or enmity between citizens of different religions, castes, communities, groups, languages, then it is a punishable offence under section 123(3) of the Public Representation Act 1951.

A petition can be filed against this in the High Court

3. If a third person campaigns with the consent of the candidate or his agent regarding the practice of Sati, so that election can be influenced, then it is a punishable offence under section 123 (3B) of the Public Representation Act. A petition against this can be filed in the High Court.

4. Any candidate, his representative or another person who publishes a statement with the consent of the candidate which makes false or if he believes to be false allegations about the personal character of another candidate, and if the election is affected due to it, then it is considered a punishable offence.

According to section 123(4) of the Public Representation Act, the criminal can be punished.

Regarding publishing pamphlets/ posters/ handbills/ placards

Whoever prints election pamphlets, posters, handbills, or placards, without the information of the printer, address on it, then it is considered a punishable offence.

According to section 127A of the Public Representation Act, it is a punishable offence. Non cognizable offence, six months imprisonment or Rs 200 fine or both.

Note: Non Cognizable offence: Offence for which punishment is fine or less than 3 years.

Bail is granted.

Cognizable offence: Offence for which punishment of 3 year or more is given.

There is no bail.

7. Election Commission and Social Media

The Election Commission had received complaints about different political parties and candidates misusing the social media for their campaigning. Considering these complaints, in order to ensure transparency during elections, the Election Commission decided to issue some guidelines. Social media is completely different from the traditional media.

People share their thoughts on the social media. Once it is posted, it very quickly becomes viral across the world. Thus, one should be careful about it. The quality, reach, frequency, usage, permanency of social media is completely different from traditional media.

Considering the spread of social media in the recent times, there is an increasing demand from political parties for making laws for controlling web and social media just like print and electronic media.

Social media is divided into 5 types

Cooperative projects (Example: Wikipedia)

Blogs and micro-blogs (Example: Twitter)

Content community (Example: YouTube)

Social Networking Sites (Example: Facebook, Mooshak)

Imaginary Game Worlds (Example: Apps)

The provisions of the laws connected to election process are also applicable to social media just like other media. Social media is a new kind of media, and hence the following directions should be clarified to concerned people.

A) Candidates have to declare their social media accounts. It is necessary for the candidates to file an affidavit in Form -26 at the time of nomination. Detailed guidelines about filing this affidavit have been issued by the Election Commission on 24 August 2012 through letter number 3/4/2012/SDR. The form also asks for email IDs of the candidates. The Commission has asked for truthful information about the social media accounts of the candidates. This information has to be given in the format in para 3:

Telephone number/ mobile number

Email: and social accounts ID:

B) Pre verification of political advertisements

Following the guidelines SLP (Civil) No 6679/2004 issued by the Supreme Court on 13 April 2004, the Election Commission has issued detailed guidelines through order no 509/75/JS-1/4572 on 15 April 2004. According to these, it is made necessary that every political party and candidate registered on the Central and State level will get every advertisement approved by the Election Commission of India/ Authorized Officials before broadcasting them on any television channel or cable network. This order was revised and consolidated on 27 August 2012. For this purpose, officials of the Commission at the state level have been authorized to inspect the media certificates and advertisements broadcasted during the election and also to take action against fake news. All the laws application to electronic media will be suitable amended for social media and website and made applicable to them. It is requested that before political parties/ candidates broadcast advertisements on internet based media/ websites, social media websites, they should take permission from competent officials according to the specified processes.

C) Details of election expenses through social media websites and internet

According to Representation Act 1951, section 77, subsection 1, every candidate has to be keep accurate accounts of all kinds of expenses done by him/her from the date of nomination to the date

of result declaration. The candidate shall give all the information to the Commission through his authorized agent. In Common Cause Vs. Union of India, 2005, Hon. Supreme Court held that all political parties should give details of election expenses to the Election Commission within 75 days of Vidhansabha elections and 90 days of Loksabha elections. Any expense done by the candidate for advertising on social media during election campaigning shall be added to the total election expenses.

53

In order to avoid confusion, the political parties and candidates are ordered that all costs borne by them for maintaining social media accounts and advertising on those accounts should be mentioned in the election expenses submitted to the Commission.

D) Election Code of Conduct for posting content on internet and social media

Election code of conduct is applicable to political parties and candidates during election period. This is applicable from the date when elections are announced to the declaration of the result. It is clarified that any code of conduct and related orders passed by the Commission from time to time shall also be applicable to the posts made by political parties and candidates on social media websites and internet.

E) As far as material posted on the social media, websites and internet by people other than candidates and political parties is concerned, the Commission in consultation with the Communication Ministry and Information Technology Ministry is considering practical ways for dealing with this issue, so that content posted by other people can be connected to the election campaigning of the candidate.

The above described guidelines should be informed to all political parties, candidates, media and election supervisors, so that necessary action can be taken well in time.

8. Press Council of India A: Principles and ethics 1. Accuracy and impartiality 2. Verification before publication 3. Precautions for defamatory writing 4. Rights of the press regarding commentary on the work of the public officials. 5. Criticism of a public figure/ music review 6. Right to privacy 7. Privacy of public faces 8. Interview recording and talking on the phone 9. Estimating, commenting, and facts 10. Pointers to newspapers for protection against crimes 11. Reporting procedure of legislature 12. Precautions while criticizing legal acts 13. Amendments 14. Right to reply 15. Letters to editor 16. Discretion of editor 17. Precautions against obscenity and indecency 18. Precautions against praise and encouragement of social ills 19. Violence should never be glorified 20. Covering communal disputes/arguments 21. The headline should not be provocative/sensational. The printed content of the story should justify the headline

22. Caste, religion or communal references 23. National interest is of utmost important 24. Connections to foreign countries 25. Newspapers can expose the misuse of diplomatic concessions 26. Investigative reporting, its rules and criteria 27. Recognizing self-confidence /courage 28. Newspapers should protect themselves from blind commercialism 29. Fraudulent work 30. Professional misconduct 31. Professional rivalry 32. Plagiarism 33. Printing/Broadcasting news in unauthorized manner 34. Using material again and again in an illegal manner 35. Not returning

unwanted material 36. Advertisement 37. Internal disputes 38. Fortune telling 39. Reporting on natural disasters 40. HIV/AIDS and media - dos and don'ts 41. Media trial

42. Rules of photo journalism Part B: Guidelines on specific issues a. Rules for the press to ensure that communal harmony is not disrupted. b. Rules for covering hiding places of terrorists/extremists - 1991 c. HIV/AIDS and media d. Financial journalism e. Election reporting f. Allotment of houses for journalists g. Improper bias of journalists h. Right to privacy - public figures and press i. Guidelines for publishing advertisements in foreign countries j. Immigration Act 1983 k. Study Report - Working Journalists Act and appointment of journalists on contract Part C: Laws related to press

Part D: Power, Activities and Procedures of Press Council Introduction 'Journalism', this effective method of expression has come to the fore very quickly. The original objective of journalism is to give information about public good in a non-partisan, accurate, decent manner while using parliamentary language, and also to analyze it. Today, media is not satisfied in being the fourth pillar of democracy. Taking note of its power, both the Government and the society give appropriate important position to it.

The power of media can be felt from the fact that it can make or break any person, organization or thought. Media has an extensive effect on the society, and it has become fairly powerful. Even though it has a lot of power and strength, the duties and responsibilities of media are also specified, and it cannot run away from these. However, in order to maintain the special rights given to the media, some ethics have been specified for its work right from gathering news to broadcasting it. For example: Ensuring the truthfulness of the news and to use controlled, socially acceptable language to broadcast it, to be impartial in reporting, effect of news on the society, specific people and concerned organizations. It is not only important for the protection of press freedom to stay away from external interference, but also from internal interference. Thus, it is necessary to implement an internal mechanism. Under this mechanism, a council should be made from the letters to the editor, internal Lokpal, media watch groups and respected people in the media. The main objective of the council should be to keep a watch on the wrongdoings of people employed in the media, journalists and management. A code of conduct should be prepared by the Press Council of India as well as organizations working in the media all over the world, so that standards in media can be encouraged. The main objective of specifying code of ethics for the media is to encourage ethical behaviour. This depends on the discretion of the journalists working in the media industry. Announcements made and directions given by the Press Council of India activate this discretion and principles provide the impetus for the journalists to become ethically stronger. 'Norms of journalistic conduct' have been prepared to maintain the ethics of journalists. These norms work as guidelines for the journalists in different situations.

9. Defamation Law

Indian Penal Code, section 499-500

Insulting a person, attempting to humiliate a person in society, making false/wrong allegations against a person, calling him a liar or dishonest, abusing him are all forms of defamation and a person charged with defamation is classified as a criminal.

What is defamation?

Many times we say things to someone without thinking, but a sentence or word spoken without thinking can become a source of trouble for us. We should be aware of what speech, facts, gestures constitute defamation so that we think before we say anything to anyone.

Related to caste and community: Using derogatory words against a person's caste, community and religion in order to humiliate him constitutes defamation . If you call a person 'Chamaar', leper, untouchable during a fight, he can file a defamation suit against you. If a person's occupation is used to insult him, it is also defamatory. Eg: People of your community clean the night-soil, then in this case, the person can file for a defamation suit.

Destroying capability and credibility: If someone intentionally tries to prove that another's experience, capability, knowledge is false or spreads misinformation about this among people, then it is considered defamation. This kind of defamation can be personal, in a group or an organization.

If a person that is legally not declared a thief, dishonest, criminal, defaulter etc, is called such names, then that will be defamatory.

Saying or expressing something insulting regarding a person's personality, eg: illegitimate child, pimp, characterless, prostitute, sinner etc.

Calling someone lame, blind, mad, ugly based on physical characteristics with the intention of hurting their reputation is defamation. Causing damage to a person's good reputation after his death and to hurt the person's family is defamatory.

If anyone is found doing any of the above, then he can be found guilty in a defamation trial.

Cyber defamation

Under section 66A of the Information Technology Act 2000, if a person uses computer, internet or mobile and applications like Facebook, Twitter, YouTube or other social websites in order to defame someone, then he can be sentenced to imprisonment of up to 3 years or a fine or both.

Necessary to prove defamation

A defamation suit cannot be filed against a person until it is proved that his intention was to damage the respectability of a person, destroy his credibility, to insult him in society, or to make false allegations. Thus, the victim needs to have all the proofs related to defamation.

Calling a person indecent, irritable, backward, uneducated does not constitute defamation.

If a person makes allegations against another for the good of the society and people, then he might be saved from defamation suit, but the person will have to prove that his intention was to do good for the people.

Note: Due to the complaints being received continuously about the misuse of the section 66A of the Information Technology Act 2000, it has been repealed.

Forewarning a person or people about criminals, thieves or dishonest people is not defamation.

Critical review of a book, film, drama, person, order when no personal interest is involved is not defamation.

Punishment in defamation:

According to defamation section 499 of the Indian Penal Code, every citizen of India has the right to protect his/her respect, fame, success etc. If a person is found guilty under section 499, he can be punished under the following sections:

Section 500 IPC: If a person defames another, then under section 500 he can be sentenced to imprisonment of up to 2 years or fine or both.

Section 501 IPC: If a person intentionally defames another, then under section 501 he can be sentenced to imprisonment of up to 2 years or fine or both.

Section 502 IPC: If a person defames another for his own financial benefit, then under section 502 he can be sentenced to imprisonment of up to 2 years or fine or both.

Under section 505, whoever makes, publishes or circulates any statement, rumour or report, with intent to cause, or which is likely to cause, any officer, soldier, sailor or airman in the Army, Navy or Air Force of India to mutiny or otherwise disregard or fail in his duty as such; or with intent to cause, or which is likely to cause, fear or alarm to the public, or to any section of the public whereby any person may be induced to commit an offence against the State or against the public tranquillity; or with intent to incite, or which is likely to incite, any class or community of persons to commit any offence against any other class or community, shall be punished with imprisonment which may extend to 3[three years].

Whoever makes, publishes or circulates any statement or report containing rumour or alarming news with intent to create or promote, or which is likely to create or promote, on grounds of religion, race, place of birth, residence, language, caste or community or any other ground whatsoever, feelings of enmity, hatred or ill-will between different religious, racial, language or regional groups or castes or communities, shall be punished with imprisonment which may extend to three years, or with fine, or with both.

It does not amount to an offence, when the person making, publishing or circulating any such statement, rumour or report, has reasonable grounds for believing that such statement, rumour or report is true and makes, publishes or circulates it in good faith. All the above expressions have been classified as crimes which are based on the freedom of speech and expression.

Compensation in case of defamation being proved:

If a person has suffered financial damage as a result of the defamation, then he can appeal in court for obtaining compensation from the person who defamed him. In this case, the victim shall have to tell the compensation amount, and also present solid evidence of the other person having defamed him.

Cyber defamation law:

Under section 66A of the Information Technology Act 2000, if a person uses computer, internet or mobile and applications like Facebook, Twitter, YouTube or other social websites in order to defame someone, then he can be sentenced to imprisonment of up to 3 years or a fine or both.

Necessary to present proof of defamation

A defamation suit cannot be filed against a person until it is proved that his intention was to damage the respectability of a person, destroy his credibility, to insult him in society, or to make false allegations. Thus, the victim needs to have all the proofs related to defamation.

Calling a person indecent, irritable, backward, uneducated does not constitute defamation.

If a person makes allegations against another for the good of the society and people, then he might be saved from defamation suit, but the person will have to prove that his intention was to do good for the people.

Note: Due to the complaints being received continuously about the misuse of the section 66A of the Information Technology Act 2000, it has been repealed.

Forewarning a person or people about criminals, thieves or dishonest people is not defamation.

Critical review of a book, film, drama, person, order when no personal interest is involved is not defamation.

10. Copyright Act

Copying or broadcasting a person's original work is considered infringement of copyright. It is not easy to copy a composition written, made or filmed by another person. There is a copyright act in place and people have now become aware about it as compared to earlier. If a person uses material without the copyholder's permission or without obtaining a license from the Copyright Registrar, or violates the terms of the license, or makes infringing copies of the material with the intent to sell them, rent them or displays them for business, such that the copyright owner is adversely affected then it is considered as infringement of copyright.

If a person expresses his thoughts, experiences in any form, then in that case he is creating material. This person has special rights on this material (it may be an article, or poem, or any other form).

In order to stop infringement of copyright, a civil suit can be filed for obtaining a stay order, compensation, demanding accountability etc.

Infringement of copyright is considered a crime.

If the charges are proved, then the accused can be imprisoned up to three years or fined.

The Copyright Act was formed with the intent of preventing usage of a material of a copyright holder without his permission by another person or organization, so that the rights of the original copyright holder can be protected.

Some usage of material is specified which does not constitute copyright infringement.

Other than computer programs, if literary, dramatic, musical or art material is used for personal or research purposes, or for criticism or review of the material then this usage is not considered infringement of copyright.

Appropriate use of material in newspapers, magazines, photos or films is also not an infringement of copyright.

Copyright is not a natural or civil right. It is controlled legally.

A 'licensing of press act' was first passed by the British Senate in 1662.

Due to the development and proliferation of printing press and machines, the concept of copyright spread across the world and slowly other countries also implemented laws in this respect.

Copyright in India

Copyright in India started with the Indian Copyright Act 1914, which is a revised form of England's Copyright Act 1911.

There was a need to form a complete and independent law for copyright in India after its independence.

Due to new communication mediums like broadcasting and litho photography and to fulfil the international responsibilities accepted by Government of India, the Indian legislature passed Copyright Act 1957, and it has been amended from time to time. The original objective of this Act was to protect the original copyright holder from his work being copied in an unauthorized manner and to prevent others from illegally benefitting from it.

Copyright begins with the material being ready or after it is first published. There is no need to specifically register the right.

In the S R Jayalakshmi v. Meta Musical case, the Hon. Madras High Court held that the original objective of the Copyright Act was to ensure that no one can copy the work, effort and skills of another person. The basic intent is to protect from copying. In another decision, the Hon. Mumbai High Court held that the basic aim was to prevent the unauthorized use of copyrighted material by another person, and to protect the copyright holder.

The Copyright Board and Copyright Office was setup in order to ensure that Copyright Act was successfully implemented. The Copyright Office is under the control of the Copyright Registrar and works under the supervision and directions of the Central Government. The Central Government appoints a Registrar of Copyrights and also one or more Deputy Registrar of Copyrights.

There is provision in section 11 for setting up a Copyright Board. The Chairman of the Board is a person who has served as a Judge in High Court or who is eligible to be a Judge in High Court.

Section 12 of the Copyright Board mentions the powers of the Act. The Copyright Board normally initiates action under the Act in the area where the concerned person lives or works since the beginning of the action. The Copyright Board has all the powers of the Civil Court granted under the

Civil Procedure Code 1908, like issue summons, ask presence, examining person under oath, record testimony on affidavits, set commission for examination of witnesses and documents.

Members of the Copyright Board cannot take part in any action in which their personal interest is involved. There is also a provision for punishing a person for not following the orders of the Presiding Office, which is considered as being in contempt of a public service officer. If the Copyright holder so wishes, he can constitute a Copyright Society, which should have a minimum of seven members.

Do you have to file a First Information Report (FIR) for a complaint?

Very often, we hear the question, what is copyright infringement? Publishing, or taking advantage of work belonging to someone else without their permission, or showing it in public places etc is copyright infringement. If copyright infringement occurs, then an FIR can be filed in the nearest police station, and the Registrar Copyright gives complete cooperation in the investigation.

According to section 63, abetment of copyright infringement has been declared a cognizable offence. If the charges are proved then the minimum punishment is 6 months imprisonment and a fine of Rs. 50000/-. The maximum punishment can be three years imprisonment and up to Rs. 2,00,000/- fine. If a person commits the offence again, then the imprisonment and fine can increase.

Fact: Two authors, Krishna Sobti and Amrita Pritam were involved in copyright dispute in 1984 about the word "jindaginama".

Copyright (amendment) Act 2012

Copyright (Amendment) Act 2012 gives information about the amendments done in section 2, 11, 12 and 14 of the Copyright Act 1957. Users can get information about the Act, its short title, objectives, and implementation details. Information is provided about the sections of the Act and the amendments therein.

5. Ethics and conducts

1. Responsible journalism

It needs a group effort from reporters, editors and producers to achieve good quality journalism. It is the responsibility of the editors to present an error-free and highest quality report to the public. A successful editor tells the reporters about every aspect of the report, so that the reporters can think in a broad way. Reporters, sub-editors, content writers and desk shift in-charge in all centers should carefully check all editorial material before publication, and only then it should be sent to publication.

In cases where it is needed, the shift in-charge shall publish copy only after consulting the editor and getting his approval.

2. Non-partisanship

Many stringent standards are ensured by the observance of our comprehensive Editorial Policy that lays down the code of conduct and guidelines for its journalists. We stand by its ethical stand of 'no

Influencers policy' which ensures that its stories are not influenced by any external bias. No one working with us engages in partisan political activity and never makes any contributions to candidates or advocacy organizations.

Our main objective is to provide non-partisan and independent coverage of news. The editors can consult the legal team as and when needed.

We should maintain the quality of our news content at the highest standard, be it web, print, radio or any other form, which strengthens our credibility.

Responsible journalism here means accurate, fair and complete information as far as possible.

Our journalists are honest and carry out their responsibility with honour. They do their work without any fear or partisanship. It is expected from the working staff that they will not act in any manner which will damage the image of the organization.

Any staff which does not follow above can face legal action and their contracts may be cancelled.

3. Fairness

It is possible that some of your close relatives or friends (eg: wife, colleague, close friend, children) are in politics or legal profession.

In such cases, always make sure that no one should be able to point a finger at your reporting or news coverage.

It is the responsibility of a journalist to keep an eye on public events/ rallies, even if they do not cover the beat assigned to you.

While publishing any political news, any quote of a leader should always be taken along with its context. Always remain neutral.

Always give equal space to all parties without any favour when reporting political news.

During election period, write content which follows the election code of conduct.

Do not misquote leaders or parties while reporting political news.

Never quote statements which spread hate and violence.

Always follow the guidelines of the Election Commission while publishing election surveys or pre-poll surveys.

JNM publishes detailed analysis of major political events occurring on the national and international events in order to make the readers aware of them.

Always be honest towards your work, so that no one can accuse you of biased reporting/ coverage.

In case such a situation arises, please inform your editor, so that you can avoid being involved in any untoward situation such as conflict of interest.

In such cases, the organization changes the work area or beat of the concerned journalist. He/She is removed from the political desk (if the concerned journalist is already covering it) and moved to another desk, so that public trust is maintained, which is the foremost consideration for us as an organization.

You can marry whoever you wish to. However, always remember that it is not your right to cover the beat which you wish to. This is the right of the organization to decide which beat they will ask you to cover, so that there is no conflict of interest and no one can point fingers at the organization.

While doing this, do not attempt to be a part of a rally which is being organized with a specific political purpose and the organization will be reporting about the rally or campaigning.

There is very little difference between participating in a rally as an observer and to actually participate in it.

You should avoid holding placards or sloganeering along with other people involved in the rally.

When the journalists are covering political or other kind of rallies, it is expected that should always remember the responsibilities of being a journalists.

Always remember to behave ethically when you are expressing your views on the platform of another media house.

Do not talk about anything related to that day's news which has not been published by the organization or about which you are not allowed to speak on in the organization.

If you are present on a platform where questions related to political activity are being asked, you can present your points on the basis of facts.

We should always attempt to avoid being involved in groups where doubts can be raised about your impartiality and independence.

(Please refer to the detailed guidelines of the Election Commission given earlier)

4. Credibility

We are responsible towards our readers and hence always maintain the highest standards of journalism.

We have complete faith in our sources and skills. We collect news/ information from different sources and then independently verify it. Our journalists decide what we will cover and how we will work.

Please be aware of your responsibility when reporting. Accept criticism with an open mind. Listen to the common man carefully so that your story carries a punch.

Include the opinions of all parties in your story and never attempt to become one of the parties while reporting an issue.

It is common to make mistakes while reporting, these can be corrected. However, please remember that mistakes should not be repeated. Learn from your mistakes.

5. Transparency

We hire only those people who are transparent in their work. Journalism is an occupation in which the correct picture of the world is presented.

Our ever present principle encourages our employees to answer questions and also to raise new questions.

This principle always guides us to maintain uniformity in our thoughts and actions.

We always encourage discussion and debates, so that our work can shine brighter.

Always be transparent, right from reporting to publishing information.

The most valuable thing for us is the reader's opinion that we are non-partisan and transparent.

It is necessary to always confirm the death of a special person or the number of dead in a major accident from many sources.

If this is not done, major mistakes can occur.

One piece of wrong news is sufficient to completely destroy your image.

Always pay attention to facts and if you make an error due to any reason, correct it immediately. Correct your mistakes within reasonable time limits.

While doing a story on products, always include the opinion of experts and their quotes.

Always recheck the facts given in the article. The accuracy of the story depends on this. Never presume information about names, ages, locations, dates, historical figures, geography, company names etc.

In fact, one reporter in the Editorial Department should be given the responsibility of rechecking all the facts in every story.

Refrain from using phrases like "I think". They directly mean that you are presenting opinions which are different from reporting and you are not clear about what you want to write. Become trustworthy.

If you are asked about your opinion regarding what will happen in the future referring to particular news, please avoid making guesses.

Analyze every event on the basis of solid evidence, your knowledge and reporting.

When expressing opinion about news not connected to your beat, either be prepared with all the facts, or frankly state that you do not have any information about it.

Our main objective is to give the most relevant information to the public.

We analyze the events occurring around the entire world in detail.

It is also important for the editing process that we know the truth about our sources.

Photos, sound and words are used in such a way that the general public will understand, and do not present the information in a convoluted manner.

6. Freedom of Expression

All the journalists and managers working in the organization are given a chance to express themselves freely and present their opinion.

They can also present their views on news which they are not reporting.

A standard has been specified for that, and it is expected that the standard will be followed.

We have one objective for all our stories. As far as possible, do not hide any information from your readers, which you have obtained from your sources.

The readers will evaluate the truthfulness of the news/information themselves, though, if required, we will give an unbiased conclusion in our story as well.

Do not use words like "off the record interview, from unknown sources, on background" etc unless you know your source beforehand and the source does not wish to publicize his name or identity.

Some stories are checked by the writers who are field reporters themselves. In this case, the writer is responsible for any mistakes in the story.

Although, copy editors correct errors in names and other small mistakes, the reporters should inform the editor of the situation when submitting a self-checked story.

The quotes should always be accurate. If it is necessary to shorten the length of the quote due to some reason, please make sure that the meaning of the quote does not change.

If a quote contains historical data, financial numbers or some scientific theory, then recheck it through an independent source.

If the numbers or facts used in a story or quotes in an article has been deliberately changed, then the reporters can directly speak to the editor about it.

The decision of the editor will be final and he shall check each point raised by the reporter so that impartiality is maintained.

Always be careful while adding captions to the pictures used in a story.

While checking a story, always ensure that the heading, caption and content are correct and it does not mislead the readers.

Even if a photo has been given by an agency or source, it does not mean that it is legal.

It is possible that the person who has given you the photo does not have the copyright over it.

Use a photo only on legal basis and after informing the editor. Always maintain transparency.

We will not publish any photo which has been acquired using illegal means.

You should never make mistakes like announcing a person dead when he is actually alive, and if it does happen, then you should apologize immediately and correct it.

While covering news, it is the responsibility of every journalist to not act in a way which will create divisions within the society or harm someone deliberately.

Always respect your source and the subject you are covering.

7. Fake news/Counterfeit Content

Here we maintain a zero tolerance policy towards fake news/ Counterfeit Content. Following points must be kept in mind while doing a story.

- Our journalists must stay away from giving any opinion.
- We must let the proof and evidence speak for itself.
- Evidence must always be attached in a story.
- Must try and perform basic fact checking for every alert in the social media feed.
- Let our readers draw their own conclusions, though, when required, we will also provide a conclusion based on the facts.

8. Readers are our employers

You always have to keep in mind that our readers are our employers. We have to prepare every news story for them. We have to make them aware, give them appropriate information so that they can take appropriate decisions.

We should always, publicly and privately, be fair to our readers.

We should always give a respectable response to the readers when contacting them publicly, on telephone, through letters or emails.

We should always reply to the emails and letters of our readers within respectable period. Never ignore a mail from a reader.

Always be careful when commenting on social media. Always remember that you are giving a response as an employee of JNM, so think twice before writing any word to ensure that a wrong message is not sent to the public.

Whenever you make a political comment, please keep in mind that it should not adversely affect the image of the organization.

9. Working outside the organization

It is expected from the journalists and employees that while being an employee of this organization they shall not work for any organization which is in direct competition with this organization.

Do not give any news to another organization which has not been published by your own organization.

Please remember at all times that our priority is our organization where we are employed.

Staff members are free to do creative, civic and personal work, so that they can work outside the organization.

It is expected from everybody working outside that they will safeguard the interests and prestige of the organization.

Journalists have the freedom to write books, articles in magazines and newspapers while they are employed with the organization, but only to the extent that there is no conflict of interests.

It is expected from the journalists that there should be no deficiencies in the beat to which they are assigned, and the organization should not be affected due to their personal work.

Journalists can take part in a debate panel. They can express their independent opinion. They can deliver lectures in Universities. All of these are helpful in developing one's personality.

We are required to take permission from our editors for freelance and outside journalistic work.

Always inform your editor about this in all situations.

10. Public Relations

Normally, we do not grant permission for public relations work, whether paid or unpaid.

The company can give permission for non-profit organization or non-partisan activities.

Especially in situation where the concerned journalist is part of the organization, and there is no conflict of interest.

Additionally, we do not give permission for publicizing any book, movie, performance or other products which does not belong to our company.

While working outside, always keep in mind that the interests of the company or your work should not be affected.

Prior to accepting invitation from such agencies and agents with whom the journalists are collaborating, they should take permission for the company.

If participating in an event or program of an organization raises questions about the work process or transparency of the company, then you should try and avoid participating in such events.

It is possible that the said group or organization has a hidden agenda.

Do not be a part of any political program or charitable event which has a questionable modus operandi.

11. Rules for social media handling

1. It is expected from the employees of JNM that they shall always be transparent. People look at your work on social media in detail. You shall always use your real name while writing for JNM or competitors and you will be careful about the role you are playing. If you have any interest in posting on social media, please mention it right at the beginning.
2. Do not misrepresent yourself or JNM on social media. All statements written by you should always be correct, never write misleading statements. Any claim/post/statement written by you should be proved.
3. Please post meaningful and respectful comments. In other words do not post a comment not related to the subject, or which is objectionable/ spam.
4. Always use common sense and manners while posting on social media. Never post confidential and internal messages of JNM on social media. Please ensure that your posting does not violate the legal guidelines for JNM confidentiality and external commercial speech.
5. Please write freely about the non-confidential matters of JNM and the subjects in which you have expertise. Please feel free to present your personal point of view.
6. If you think that you do not agree with another person's views, please present your point of view politely. If the opposite person has decided to oppose you, then do not become defensive, and do not stop your conversation suddenly.
7. If you want to write about competitors, be tactful and always present your content along with facts. Please take required permission from the organization prior to writing about it.
8. Do not comment on legal matters, cases connected to JNM or even about other parties in the matter.
9. If there is an ongoing discussion about a crisis situation on social media, then do not participate in it. Do not submit anonymous comments either because your IP and JNM IP address can be tapped.
10. Always be smart about matters related to your and the organization's security. People from all over the world can read what you have written and its effect can be seen for a long period of time. Please remember this and be careful. Please be reminded that Google and Facebook can store your content for a very long time.

12. Gifts and awards

Organizations and people respect your coverage and sometimes concerned journalists are given gifts. These gifts can be in many forms.

We do not give permission to our journalists to accept gifts or travel expenses from their sources or the events they are covering.

As an organization we pay our journalists well.

We will respectfully return such gifts and other benefits. Besides, we do not sell any material which is given to us for review.

The journalists are given leeway in some cases.

If we received any unexpected gifts, we shall respectfully return it to the concerned organization or person.

In order to ensure that the public trusts our reporting, we give clear instructions to our journalists to avoid any such situation. Our policy is very clear in this respect.

Many times while covering cultural programs, the concerned person is given a memento as a memory of the program and he is requested to stay for lunch/dinner.

In such cases, it might not be appropriate to refuse. So, it is up to the said journalist to take an appropriate decision.

There are situations in conferences and events when arrangements are made for meals for all the participants. In such cases, there is no harm in participating in it.

You can take the concerned journalism award or travel bill after the approval of the Editor, but only from educational or non-profit organizations which do not have a hidden agenda.

Please be careful of accepting any award or gifts from any political party.

13. Freelance selection process

It is expected from all employees (regular or freelancer) that they shall follow the law when gathering news.

Unauthorized access, hiding and overhearing conversations, recording conversations without permission, computer hacking, breaking into houses or stealing documents are all crimes in the eyes of the law.

If a reporter is involved in a legal dispute while gathering news, he should immediately contact the legal department so that timely help can be provided.

Using the work/content of another or even part of it is wrong according to the plagiarism law as well as ethics.

It does not matter if the source is a published book of an author or on a website.

It is not acceptable in any manner to take credit for another's work.

It will greatly affect the position/rank of the organization in the Google search engine.

It is important to mention the source in every story.

(Please read the attached directions regarding copyright.)

14. Precautions in personal life

We will not interfere with personal life. You can live the way you want.

In addition to being a journalist, we are also a part of the society. We guide the society's future.

Like other citizens, we can exercise our right to vote and no one should have objection to this.

Please keep in mind that you will not force anyone to vote for a particular person.

Avoid getting involved in any public activity which is selecting a political party leader or promoting his activities.

If there is a public situation where it is necessary to express your political opinions, then you should consult your editor, so that no one can accuse you of biased political campaigning.

The public expects that you have an independent and impartial opinion as a journalist.

Specially, journalists who cover politics have to beware of any work which will put their independence and impartiality as a journalist at risk.

Normally, our journalists are not involved in Government Boards and Commissions because we do not wish that anyone would point fingers at our impartiality and independence.

We grant the right to our reporters to be a part of Management Boards of Educational Institutes, because there is no conflict of interest.

We will not sign on any political petition/ campaigning. We will not donate any money to any candidate. These are some common examples which we can follow very easily.

Our colleagues can serve on the community advisory board, as trustee of educational institutes, and religious organization board and non-profit groups until they are not involved in any political activity or are not lobbying for a particular organization.

All of us have complete right to observe our religion and beliefs, but while reporting coverage, please make sure that you are not imposing your beliefs on others.