

THE CADRE POLICY BOOK

Last Reviewed: November, 2017

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GOVERNANCE POLICY		
Adopted:	Last Reviewed:	Review Date:

1. Purpose

1.1. The purpose of this Policy is to outline the framework for how *The Cadre* governs itself, pursuant to the University of Prince Edward Island (UPEI)'s Student Union's policy no.4 "*The Cadre*".

2. Definitions

- 2.1. "Board of Directors" and "Board" mean The Cadre Board of Directors.
- 2.2. "Editorial Board" means The Cadre's Editor-in-Chief and Section Editors.
- 2.3. "Director" means a member of The Cadre Board of Directors.
- 2.4. UPEISU means "University of Prince Edward Island Student Union"

3. Mandate of The Cadre

- 3.1. *The Cadre* is an editorial autonomous, student-run, not-for-profit multi-media online publication at UPEI. It is a place of learning where students can sharpen their written and oral communications, and their critical thinking skills. *The Cadre* endeavours to promote dialogue and pursue stories that resonate with UPEI students.
- 3.2. *The Cadre's* primary mandate is to act as the voice for students' thoughts, ideas, and concerns. *The Cadre* shall produce fair, timely, and accurate content that focuses mainly, but not exclusively, on issues that directly affect students, whether they are local, national, or international. *The Cadre* will cover events and news related to the UPEI community, and is responsible for covering and examining UPEISU, and UPEI affairs.

4. Board of Directors Composition

- 4.1. The Cadre Board of Directors will consist of the following voting members:
 - 4.1.1. The Editor-in-Chief of The Cadre (ex-officio);
 - 4.1.2. One Section Editor;
 - 4.1.3. One UPEI Staff or Faculty Member, preferably from a department wherein writing is emphasized;
 - 4.1.4. One active or retired Journalist from the external community; and
 - 4.1.5. One Student-at-Large.
- 4.2. The Cadre Board of Directors will consist of the following non-voting members:
 - 4.2.1. The UPEISU Vice President Finance (ex-officio), who shall also serve as the Chair of The Cadre Board of Directors
 - 4.2.1.1. In the case of a tie, The Chair may act as the deciding vote.
- 4.3. Any person who is less than eighteen years old, or who has been convicted of an offense under the *Criminal Code* (Canada) in connection with the promotion,

formation, or management of a corporation, or involving fraud, is disqualified from serving as a Director.

- 4.4. Directors shall be appointed as follows:
 - 4.4.1. The UPEI Staff or Faculty Member will be selected by the other members of The Cadre Board of Directors, and will serve a two-year term. The Board will review this member at the end of the two-year period and may vote on whether to offer another two-year-term, or to declare the position vacant.
 - 4.4.2. The Student-at-Large will be selected by the Editor-in-Chief for a one-year term, and may be reappointed for an additional term at the discretion of the Editor-in-Chief.
- 4.5. The Board shall appoint the Directors of the Board no later than the first meeting.
- 4.6. The Cadre Board of Directors may appoint additional directors not listed in sections 2.1 and 2.2 if it believes their participation on the Board of Directors would be in the best interest of The Cadre. Any vote to add additional members shall require a $\frac{2}{3}$ majority.

5. Declaration of Membership

- 5.1. All members of The Cadre Board of Directors must sign a Declaration of Membership document stating that they will follow the Cadre Policy Book.
- 5.2. If the Declaration is not signed after the first two board meetings, the position is considered vacated.
- 5.3. The Declaration shall be administered by the The Cadre Board of Governors Chair and signed by the Editor-in-Chief or returning member of The Cadre Board of Governors.

6. Board Meetings

- 6.1. The Cadre Board of Directors must meet at least once every month during the school year (September-April, excluding December). Two meetings per month are preferred, but not required. The actual dates will be proposed by the Chair and approved by The Cadre Board of Directors at the first meeting of the academic year.
- 6.2. Any member or individual student who wishes to have an item put on the agenda must bring the item and any relevant information to the attention of the Chair at least one week in advance of the meeting.
- 6.3. A quorum of The Cadre Board of Directors shall be two thirds ($\frac{2}{3}$) of the voting members.
- 6.4. No member may vote by proxy.
- 6.5. If The Cadre Board of Directors feels that a Director's continual absence is detrimental to the Board, the Board may put forward a motion to terminate that Director's membership on the Board of Directors. The Director in question will be notified of the motion, and will have the opportunity to address the Board of

Directors at the next meeting, followed by a vote on the motion. To pass, the vote requires a two-thirds (2/3) majority vote.

- 6.6. A member who is present for less than 50% of a meeting will be considered absent for that meeting.
- 6.7. Meetings shall be open to the public except by a two-thirds (2/3) majority vote of The Cadre Board of Directors. At such times, The Cadre Board of Directors shall go into an "In Camera" session. All non-members of The Cadre Board of Directors are to vacate the meeting room with the exception of those approved by the The Cadre Board of Directors.

7. Powers Responsibilities of The Board of Directors

- 7.1. It shall be the duty of The Cadre Board of Directors to:
 - 7.1.1. provide continuity between transitioning members of The Cadre.
 - 7.1.2. ensure the integrity of the material published by The Cadre.
- 7.2. The Board of Directors will not partake in the day-to-day operations of The Cadre.
- 7.3. In exercising their powers and discharging their duties, each Director and The Cadre Board of Directors as a whole shall:
 - 7.3.1. act honestly and in good faith with a view to the best interests of The Cadre;
 - 7.3.2. exercise the care, diligence, and skill that a reasonably prudent person would exercise in comparable circumstances; and
 - 7.3.3. give full consideration in all decisions to the goals of The Cadre;
 - 7.3.4. maintain integrity and independence and freedom of the press.
- 7.4. The Cadre Board of Directors will conduct performance reviews and address formal complaints.
 - 7.4.1. The Board will have control over the performance review of all employees.
 - 7.4.2. The Business Manager in cooperation with The Cadre Board of Directors will review the Editor-in-Chief on a bimonthly basis, and the Editor-in-Chief in cooperation with The Cadre Board of Directors will review the Business Manager's performance on a bimonthly basis.
 - 7.4.3. Discipline taken against the Editor-in-Chief will be administered by the Business manager and The Cadre Board of Directors.
 - 7.4.4. The Board shall receive and consider complaints concerning content, employees, or volunteers of The Cadre, and will take or recommend appropriate action to the employee(s) concerned as per Human Resources Policy.
- 7.5. The Cadre Board of Directors shall receive and consider:
 - 7.5.1. updates from the Editor-in-Chief regarding the operations of The Cadre since the last meeting, including, but not limited to, the number and content of articles published;

- 7.5.2. monthly reports regarding the website and social media engagement and analytics.
- 7.6. The Cadre Board of Directors shall ensure the efficient and responsible management of The Cadre, especially in financial and legal matters.
 - 7.6.1. The Board shall monitor the financial status of the Corporation throughout the year.
 - 7.6.2. The financial affairs of The Cadre may or may not be made public at the discretion of The Cadre Board of Directors. The financial affairs and budgeting will be the responsibility of the Business Manager and the Editor-in-Chief.
 - 7.6.3. The Cadre Board of Directors will review all financial transactions for the month at each meeting of The Cadre Board of Directors.
 - 7.6.4. Further specifics of the financial procedures of The Cadre are described within The Cadre Finance By-Law.
 - 7.6.5. The Board shall possess general jurisdiction and final authority over the financial, legal, and administrative affairs of The Cadre except where specified otherwise in the by-laws of The Cadre.

8. Composition of the Editorial Board

- 8.1. The Editorial Board shall consist of the Editor-in-Chief and the Section Editors.
- 8.2. The Editorial Board shall determine the content published in The Cadre.

9. Job Duties and Expectations

- 9.1. The Editor-in-Chief shall:
 - 9.1.1. Provide the day-to-day guidance and oversight for the The Cadre;
 - 9.1.2. Be responsible for the overall quality and consistency of the published material;
 - 9.1.3. Be responsible for the overall editing of the paper, including, but not limited to, libel, spelling, grammar, clarity, accuracy, and completeness;
 - 9.1.4. Be responsible for ensuring that material is being published is consistent with The Cadre's Editorial Policy and Code of Ethics;
 - 9.1.5. Act as the primary liaison between The Cadre and the Canadian University Press, and other external parties as needed;
 - 9.1.6. Devise and implement recruiting strategies for new volunteers throughout their term;
 - 9.1.7. Serve as a member of The Cade Board of Directors;
 - 9.1.8. Serve as a member of every hiring board for The Cadre staff;
 - 9.1.9. Write an end-of-term transition report, to be submitted by May 10th;
 - 9.1.10. Keep office hours of 10 hours per week during the fall and winter semesters.
- 9.2. Section Editors shall:
 - 9.2.1. Create unique and engaging content on a consistent basis;

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- 9.2.2. Write and submit a minimum of two, but preferably three, pieces of writing per each two-week pay period;
- 9.2.3. Obtain feature images for all pieces submitted;
- 9.2.4. Set up and conduct interviews with external parties when necessary;
- 9.2.5. Aid the Editor-in-Chief in devising and implementing recruiting strategies for new volunteers throughout their term;
- 9.2.6. Encourage volunteers to submit articles for editing;
- 9.2.7. Edit submissions from volunteers;
- 9.2.8. Ensure that the content volunteers write and edit conforms to the standards established in The Cadre's Editorial Policy;
- 9.2.9. Be responsible for story assignments and supervision of writers within each section, and to edit finished stories for content, accuracy, and relevance;
- 9.2.10. keep office hours of 5 hours per week during the fall and winter school sessions.

9.3. The Business Manager shall:

- 9.3.1. oversee all duties as outlined in the Finance Policy;
- 9.3.2. manage The Cadre's funds on an ongoing basis;
- 9.3.3. record journal entries for all transactions;
- 9.3.4. prepare a budget for the following business manager to follow in the next school year;
- 9.3.5. prepare a balance sheet and income statement to be posted to The Cadre's website and social media outlets at the end of the fiscal year;
- 9.3.6. pursue new revenue producing opportunities;
- 9.3.7. sell advertising space on The Cadre's website;
- 9.3.8. maintain and develop *The Cadre* brand with the Editor-in-Chief.

10. Hiring

- 10.1. The Cadre Board of Directors shall assist with the hiring and firing of all individuals.
- 10.2. The Cadre shall follow the hiring process established by the University of Prince Edward Island Student Union.

11. Amendments to Policies

- 11.1. Notice of the proposed policy amendments shall be presented at a meeting of the The Cadre Board of Directors at least one meeting before the proposed amendments are brought to The Cadre Board of Directors.
- 11.2. An amendment to policy must be passed by a three-fourths majority vote in favor by The Cadre Board of Directors.
- 11.3. Quorum for The Cadre Board of Directors for voting on proposed amendments to policy is 3 voting members.

11.4. The changes, if passed, must be publicized on The Cadre's social media outlets and a news article.

Failure to make the changes public will render the changes void.

EDITORIAL POLICY		
Adopted:	Last Reviewed:	Review Date:

1. Purpose

- 1.1. The purpose of this policy is to establish
 - 1.1.1. clear parameters for what will and will not be published by *The Cadre*;
 - 1.1.2. a way of handling interactions with outside parties;
 - 1.1.3. a framework for publishing different genres.

2. Scope

- 2.1. This policy will apply to all content published by The Cadre, including, but not limited to, articles, editorials, letters, photographs, and videos.

3. Editorial Rights and Responsibilities

- 3.1. The Cadre editors will have editorial autonomy over content publishing.**
- 3.2. The Cadre will work to provide extensive, fair, and balanced coverage of issues and ongoing events both on and off the UPEI campus.
- 3.3. The Cadre will give full credit to the author(s) and source(s) of content.
- 3.4. The Cadre editors will act in accordance with its Code of Conduct and its Code of Journalistic Ethics.
- 3.5. The Cadre will include disclaimers for the following types of content:
 - 3.5.1. All humour pieces, to clarify that content is not meant to be taken as fact.
 - 3.5.2. All letters and opinion pieces, to clarify that the views and opinions expressed in the article are those of the authors and do not necessarily reflect the official position of The Cadre.
- 3.6. Ultimate responsibility for ensuring frequent and quality content rests with the Editor-in-Chief.

4. Letters

- 4.1. The Cadre aims to publish all letters to the editor it receives, striving to reflect all sides of an issue.
- 4.2. The Cadre may request evidence to support claims made in Letters prior to publication.
- 4.3. The Editor-in-Chief may edit letters for grammar and/ or length without changing the tone of the letter.
- 4.4. The Cadre employees should not write responses to letters submitted by contributors.
- 4.5. The Cadre reserves the right to not publish a Letter.

- 4.5.1. If a Letter is not published, the Letter and the reasons for not publishing shall be brought to The Cadre Board of Directors for review.
- 4.6. Any request for anonymity must be evaluated in accordance with the principles outlined in section 5 of this policy.
- 4.7. A disclaimer shall be placed at the end of a Letter to note that the views expressed in a Letter are those of the author and are not necessarily shared by The Cadre.

5. Anonymity

- 5.1. The reporter must always know the identity of their sources, regardless of whether or not the source's name is used in the print.
- 5.2. The reporter should make every effort to get the source's name in print.
- 5.3. The reporter must evaluate if granting anonymity is justifiable, evaluating the source's motivations and reasons for anonymity.
- 5.4. Anonymity shall only be granted when printing the source's name would result in detrimental effects on the personal or professional life of the source.
- 5.5. The reporter must discuss using an anonymous source with the Editor-in-Chief. The Editor-in-Chief must be satisfied as to the credibility of the source and justification given for granted anonymity.
- 5.6. Published articles must explain why the source was granted anonymity.
- 5.7. The Cadre will not grant anonymity to those who attack or engage in speculation about the character or reputation of another individual or organization.
- 5.8. When a source is granted anonymity, the reporter must protect the anonymity of the source.

6. Corrections and Retractions

- 6.1. In the event that The Cadre publishes an article which contains a factual error or an error in understanding, The Cadre will correct the mistake as soon as it has been discovered.
 - 6.1.1. All corrections will be approved by the Editor-in-Chief.
 - 6.1.2. A correction notice will be published at the conclusion of the article.
 - 6.1.3. The last date of alteration will be changed at the top of the page.
- 6.2. In the event that The Cadre publishes an article which contains a mistake serious enough to merit a retraction, a retraction will be written by the Editor-in-Chief.
 - 6.2.1. The retraction will state the reasons the piece was retracted, and will express The Cadre's regret over the error.
 - 6.2.2. The retraction will run in the Opinions section on The Cadre's website.
 - 6.2.3. The article in question will be removed from the website and The Cadre's social media pages.
- 6.3. The Cadre Board of Directors will be notified of any corrections or retractions at the earliest scheduled meeting.

7. Intellectual Property

- 7.1. Ownership of works submitted to The Cadre for publication remains the intellectual property of the author.
- 7.2. By submitting works to be published in The Cadre, the author grants The Cadre a non-exclusive, royalty-free, irrevocable license to publish and reproduce such works.

8. News Releases

- 8.1. A news release is any official written or video statement on a particular matter that is sent by an organization or individual to The Cadre for the purpose of announcement.
 - 8.1.1. The Cadre may write an article based on the information provided, but The Cadre will not the publish news release as it is received.
 - 8.1.2. The Cadre will determine what information is relevant to students and seek out more information and clarification from the organization or individual.

9. Sponsored Works

- 9.1. A sponsored work is any work that is explicitly supports, advertises or promotes an event, company or person.
- 9.2. The Cadre will make an effort to ensure that sponsored works are presented in a way that increases our audience's ability to distinguish such content from news content.
- 9.3. The Cadre reserves the right not to publish sponsored work.

10. Grievances

- 10.1. The editorial integrity of any article may be disputed by any person on the following grounds: biased reporting, misrepresentation of statements by sources, causing undue harm to individuals or groups, revealing anonymous sources or printing off-record comments, and any other conduct found not to be in accordance with The Cadre's adopted Code of Ethics.
- 10.2. Any such grievance will be addressed by the Editor-in-Chief and Section Editor serving as a member the Board of Directors.
 - 10.2.1. In the event that the Editor-in-Chief or Section Editor has a conflict or is implicated in the complaint, the review will be brought to The Cadre Board of Directors.
- 10.3. The grievances will be reviewed by evaluating whether or not the article in question aligns with The Cadre's Code of Ethics.
- 10.4. If it is determined that the subject matter for which a grievance was filed does not meet the standards outlined by The Cadre's Code of Ethics, a statement of apology may be published at the discretion of the Board of Directors.

SOCIAL MEDIA AND COMMENTS POLICY		
Adopted:	Last Reviewed:	Review Date:

1. Purpose

1.1. The purpose of this policy is to outline the process for managing Comments and Letters.

2. Scope

2.1. This policy will apply to all Comments shared on the The Cadre website or The Cadre’s social media pages.

3. Definitions

3.1. “Comment” means any content posted by a user to a webpage or social media page or account managed by The Cadre.

4. Social Media Accounts

4.1. All The Cadre social media accounts will be managed by the Editor-in-Chief.

4.1.1. Section Editors may be given access to social media account passwords at the discretion of the Editor-in-Chief.

4.1.2. All individuals with passwords may post material to social media platforms.

4.2. If material posted on The Cadre’s social media accounts is deemed to be inappropriate by The Cadre Board of Directors, disciplinary action will be taken against the employee who posted the material. Any disciplinary action will be conducted in accordance with the Human Resources Policy.

5. Comments

5.1. Comments that appear on the website or a social media page managed by The Cadre are not the opinion of The Cadre, but only of the Comment writer.

5.2. Personal attacks, unsubstantiated allegations, and discriminatory comments are not allowed.

5.3. The Cadre reserves the right to delete comments that breach these terms.

CODE OF ETHICS		
Adopted:	Last Reviewed:	Review Date:

1. Purpose

1.1. To guide the conduct of The Cadre staff and writers in a way that ultimately serves the public interest.

2. Scope

- 2.1. This code applies to any content published by The Cadre.
- 2.2. This code must be followed by anyone involved in creating, editing, or approving any content (hereafter referred to as journalists) for The Cadre.
- 2.3. This code may not apply to circumstances in which the public interest overrides certain provisions of this code.
- 2.4. This code is intended to serve as the minimum standard for responsible and ethical behaviour for every Varsity journalist.
- 2.5. Nothing in this code limits other moral, ethical, or legal standards, constraints, or obligations, not mentioned herein, that journalists ought to adhere to.

3. Principles

- 3.1. The Cadre will endeavour to uphold the following guiding principles:
 - 3.1.1. Accuracy and Fairness: ensuring that reporting reflects the truth in fact and in context
 - 3.1.2. Independence and Transparency
 - 3.1.3. Keeping Promises to Sources
 - 3.1.4. Diversity
 - 3.1.5. Accountability

4. Accuracy and Fairness

- 4.1. To ensure accuracy in our reporting, The Cadre will :
 - 4.1.1. make every effort to verify all facts it publishes;
 - 4.1.2. make every effort to verify the identities and backgrounds of our sources;
 - 4.1.3. seek documentation to support the reliability of those sources and their stories, and be careful in distinguishing between assertions and fact. The onus is on The Cadre to verify all information;
 - 4.1.4. retain the original context of all quotations or clips, striving to convey the original tone. Reporting and editing should not change the meaning of a statement or exclude important qualifiers;
 - 4.1.5. correct any mistake, whether in fact or in context, promptly and in a transparent manner, acknowledging the nature of the error;

- 4.1.6. publish or broadcast corrections, clarifications, retractions, and apologies in a consistent way; and
- 4.1.7. avoid “unpublishing” or removing digital content, despite public requests, or “source remorse.” Exceptions could include matters of public safety, an egregious error or ethical violation, or legal restrictions such as publication bans.
- 4.2. While news and ideas are there for the taking, the words used to convey them are not. If we borrow a story or even a paragraph from another source we either credit the source or rewrite it before publication or broadcast. Using another’s analysis or interpretation may constitute plagiarism, even if the words are rewritten, unless it is attributed.
- 4.3. To ensure fairness, The Cadre will:
 - 4.3.1. respect the rights of people involved in the news.
 - 4.3.2. give people, companies or organizations that are publicly accused or criticized opportunity to respond before we publish those criticisms or accusations. We make a genuine and reasonable effort to contact them, and if they decline to comment, we say so;
 - 4.3.3. abstain from referring to a person’s race, colour, religion, sexual orientation, gender self- identification or physical ability unless it is pertinent to the story;
 - 4.3.4. avoid stereotypes of race, gender, age, religion, ethnicity, geography, sexual orientation, disability, physical appearance or social status, and take particular care in crime stories;
 - 4.3.5. take special care when reporting on children or those who are otherwise unable to give consent to be interviewed. While some minors, such as athletes, may be used to being interviewed, others might have little understanding of the implications of talking to the media. So when unsure, or when dealing with particularly sensitive subjects, we err on the side of seeking parental consent. Likewise, we take special care when using any material posted to social media by minors, as they may not understand the public nature of their postings;
 - 4.3.6. not allow our own biases to impede fair and accurate reporting;
 - 4.3.7. respect each person’s right to a fair trial;
 - 4.3.8. not pay for information, although we may compensate those who provide material such as photos or videos. We sometimes also employ experts to provide professional expertise, and pay for embedded activities. We are careful to note any such payments in our stories; and
 - 4.3.9. not manipulate people who are thrust into the spotlight because they are victims of crime or are associated with a tragedy. Nor do we do voyeuristic stories about them. When we contact them, we are sensitive to their situations, and report only information in which the public has a legitimate interest.

- 4.4. The public has a right to know about its institutions and the people who are elected or hired to serve its interests. People also have a right to privacy, and those accused of crimes have a right to a fair trial. However, there are inevitable conflicts between the right to privacy, and the rights of all citizens to be informed about matters of public interest. Each situation should be judged in light of common sense, humanity and relevance.
- 4.5. When individuals post and publish information about themselves on social networking sites, this information generally becomes public, and can be used. However, journalists should not use subterfuge to gain access to information intended to be private. In addition, even when such information is public, we must rigorously apply ethical considerations including independent confirmation and transparency in identifying the source of information.

5. Independence and Transparency

- 5.1. We serve the public interest by reporting the truth. This sometimes conflicts with various public and private interests, including those of sources, governments, advertisers and, on occasion, with our duty and obligation to our employer.
- 5.2. Defending the public's interest includes promoting the free flow of information, exposing crime or wrongdoing, protecting public health and safety, and preventing the public from being misled.
- 5.3. To ensure independence, The Cadre will:
 - 5.3.1. not give favoured treatment to advertisers and special interests;
 - 5.3.2. pay our own way whenever possible. However, not all journalists have the means to do so. If another organization pays our expenses to an event that we are writing about we say so (there are some generally understood exceptions; for instance, it is common practice to accept reviewers' tickets for film previews, concerts, lectures and theatrical performances);
 - 5.3.3. not solicit gifts or favours for personal use, and should promptly return unsolicited gifts of more than nominal value. If it is impractical to return the gift, we will give it to an appropriate charity;
 - 5.3.4. not accept the free or reduced-rate use of valuable goods or services offered because of our position. However, it may be appropriate to use a product for a short time to test or evaluate it. (A common exception is unsolicited books, music, food, or other new products sent for review.)
 - 5.3.5. not accept payment for speaking to groups we report on or comment on;
 - 5.3.6. not report about subjects in which we have financial or other interests, and we will not use our position to obtain business or other advantages not available to the general public;
 - 5.3.7. not show our completed reports to sources – especially official sources – before they are published or broadcast, unless the practice is intended to verify facts. Doing so might invite prior restraint and challenge our independence as reporters;

- 5.3.8. gather information with the intent of producing stories and images for public consumption. We generally do not share unpublished information – such as notes and audio tapes of interviews, documents, emails, digital files, photos and video – with those outside of the media organizations for which we work. However, sometimes such sharing may be necessary to check facts, gain the confidence of sources or solicit more information;
- 5.4. Columnists and commentators should be free to express their views, even when those views conflict with those of their organizations, as long as the content meets generally accepted journalistic standards for fairness and accuracy.
- 5.5. As fair and impartial observers, we must be free to comment on the activities of any publicly elected body or special interest group. But we cannot do this without an apparent conflict of interest if we are active members of an organization we are covering.
- 5.6. We carefully consider our political activities and community involvements and should refrain from taking part in demonstrations, signing petitions, doing public relations work, fundraising or making financial contributions if there is a chance we will be covering the campaign, activity or group involved.
- 5.7. If a journalist does choose to engage in outside political activity or espouse a particular political viewpoint, this activity could create a public perception of bias, or favouritism that would reflect on the journalist’s work. Any journalist who engages in such activities – including running for office – should publicly declare any real or potential conflicts.

6. Keeping Promises to Sources

- 6.1. We only promise anonymity when the material is of high public interest and it cannot be obtained any other way. When we make these promises to sources, we keep them.
- 6.2. Because we may be ordered by a court or judicial inquiry to divulge confidential sources upon threat of jail, we must understand what we are promising. These promises – and the lengths we’re willing to go to keep them – should be clearly spelled out as part of our promise. The following phrases, if properly explained, may be helpful:
 - 6.2.1.1. Not for attribution: We may quote statements directly but the source may not be named, although a general description of his or her position may be given (“a government official,” or “a party insider”). In TV, video or radio, the identity may be shielded by changing the voice or appearance.
 - 6.2.1.2. On background: We may use the essence of statements and generally describe the source, but we may not use direct quotes.
 - 6.2.1.3. Off the record: We may not report the information, which can be used solely to help our own understanding or perspective. There is not much point in knowing something if it can’t be reported, so this undertaking should be used sparingly, if at all.

- 6.2.2. When we are not willing to go to jail to protect a source, we say so before making the promise, and we make it clear that the deal is off if the source lies or misleads us.

7. Diversity

- 7.1. The Cadre provides a forum for the free interchange of information and opinion. As such, we seek to include views from all segments of the population.
- 7.2. We also encourage making room for the interests of all: minorities and majorities, those with power and those without it, holders of disparate and conflicting views.
- 7.3. We avoid stereotypes, and don't refer to a person's race, colour, religion, sexual orientation, gender self-identification or physical ability unless it is pertinent to the story.

8. Accountability

- 8.1. We are accountable to the public for the fairness and reliability of our reporting.
- 8.2. We serve the public interest, and put the needs of our audience at the forefront of our newsgathering decisions.
- 8.3. We clearly identify news and opinion so that the audience knows which is which.
- 8.4. We don't mislead the public by suggesting a reporter is some place that they are not.
- 8.5. Photojournalists and videographers do not alter images or sound so that they mislead the public. When we do alter or stage images, we label them clearly (as a photo illustration or a staged video, for example).
- 8.6. We use care when reporting on medical studies, polls and surveys, and we are especially suspect of studies commissioned by those with a vested interest, such as drug companies, special interest groups or politically sponsored think tanks. We make sure we know the context of the results, such as sample size and population, questions asked, and study sponsors, and we include this information in our reports whenever possible.
- 8.7. When we make a mistake,
- 8.8. stake, we correct it promptly and transparently, acknowledging the nature of the error.

9. Acknowledgement

- 9.1. The Cadre thanks the Canadian Association of Journalists for their ethics guidelines, which have been adapted to form this Code of Ethics.