

## Trust Project

### Preamble

**Q5: What, if any, changes would you recommend IMPRESS make to this clause?**

Do publishers volunteer to adhere to the code or will you hold all publishers responsible? This should be made clear.

### Public Interest

**Q6: What, if any, changes would you recommend IMPRESS make to this clause?**

This clause should not be placed first, as it is hard to evaluate without knowing the other clauses. "Prevention and detection of crime and fraud" could be interpreted very broadly and could play into certain interests that do not necessarily align with the public. The analysis of artistic or cultural works seems an odd inclusion. What does this have to do with the public trust? If you intend to separate criticism or analysis from news reporting, that can be handled separately.

### Accuracy

**Q8: What, if any, changes would you recommend IMPRESS make to this clause?**

Publishers should state the source of significant facts.

**Q9: What recommendations would you make for guidance to this clause?**

Why differentiate between the subjective measures of "trivial" vs. "serious" inaccuracies? The statement that the placement and size be proportionate to harm seems to cover this idea - or you could define these terms more clearly.

### Attribution

**Q10: What, if any, changes would you recommend IMPRESS make to this clause?**

This clause seems aimed mainly at content collected from social media or other aggregators. It should be clear that content taken from another news site or publication should also be identified and credited.

**Q11: What recommendations would you make for guidance to this clause?**

Rather than solely call out social media, the guidance could state the ease with which any content can be copied and pasted.

Children

**Q12: What, if any, changes would you recommend IMPRESS make to this clause?**

This clause is silent on naming children who have been accused of crimes or are victims of assault or rape. In these cases, it is customary not to name the child, parental consent or not.

Discrimination

**Q14: What, if any, changes would you recommend IMPRESS make to this clause?**

This is all very good. I would add a clause that requires publishers to make a serious effort to include people in the various groups mentioned above in their general reporting processes and especially when a particular group is the focus of the story.

Harassment

**Q16: What, if any, changes would you recommend IMPRESS make to this clause?**

5.2.b should say, when making INITIAL contact. Some reporters have been known to ID themselves only after gathering information.

Justice

**Q18: What, if any, changes would you recommend IMPRESS make to this clause?**

6.1 is confusing because of the exception. It seems simply to state that publishers should follow the law. 6.2 addresses my earlier concern in the section about protecting children, but I think this should be stated in both places.

Privacy

**Q20: What, if any, changes would you recommend IMPRESS make to this clause?**

"School" is more effectively covered by the clauses focusing on age and should not be included here, because reporting on schools is in the public interest. The reasons behind "occupation" as a factor are unclear here. Do you mean that some occupations have less of an expectation of privacy built in? What are they?

Suicide

**Q24: What, if any, changes would you recommend IMPRESS make to this clause?**

I understand the thinking behind this clause, especially in regard to excessive details. Understanding a motive, however, may serve the public interest -- for example, if there has been a wave of suicides among high school students. Since the person has died, no one can do more than speculate as to the motive unless a note has been left behind.

Transparency

**Q26: What, if any, changes would you recommend IMPRESS make to this clause?**

10.2 Why specify "unfair" advantage? Is any advantage due a conflict of interest fair?

**Q29: Do you agree the IMPRESS draft Standards Code is a practical working tool which enables journalists, editors and publishers to do their jobs?**

strongly agree

**Q30: Do you agree that the IMPRESS draft Standards Code is easily understood by the public?**

agree