



SCA NEWS EDITORIAL POLICY

Principles and Standards for Audio Journalists

This policy applies to all content produced, commissioned, acquired or otherwise obtained by SCA news personnel for broadcast or publication on our media platforms.

SCA recognises the importance of the role it plays in the gathering of news and public affairs information for our metropolitan & regional communities, and we value the responsibility of ensuring those communities are informed accurately and without bias. Our policy sets SCA's commitment to ethical practice in the creation and delivery of news content.

This Editorial Policy applies to:

- Linear Audio news broadcasts (FM, AM, DAB+)
- On Demand Audio news broadcasts (Online, Apps, Smart Speakers)

Our journalists and content producers endeavour to meet the following in the execution of their daily duties:

1. Serve our audience and communities to a high standard.
2. Meet our legislative responsibility on local content quotas for our licence areas.
3. Provide balanced and fair coverage, without political, ethnical, commercial or personal agenda.
4. Maintain a thorough knowledge of media law and Broadcast Codes of Practice.
5. Avoid plagiarism and always be mindful of copyright.
6. Seek guidance from SCA legal counsel on the reporting of court and other matters that carry legal risk.
7. Deliver locally significant and breaking news stories in an engaging format that fits our brands.
8. Exercise editorial independence and accept responsibility for it.
9. Produce content with integrity and accuracy.
10. Acknowledge and correct or clarify any errors as soon as reasonably practicable, as guided by the next most senior person or SCA legal counsel.
11. When questioning editorial matter, the journalist/producer must refer the issue up to the next most senior person for advice or decision.
12. Ensure advertising is readily distinguishable from editorial content, and content selection is not influenced by SCA commercial interests.
13. Approach the reporting of graphic or confronting news events with sensitivity and respect and be mindful of key periods when children or young people are more likely to be listening/watching.
14. Understand SCA's reputation is its most valuable asset, as is the trust of our audiences and clients.