



EDITORIAL GUIDELINES: REEF TODAY

The following editorial guidelines provide the framework for salaried, freelance, and volunteer journalists, photographers / videographers, and other personnel involved in the production of Reef Today content.

Reef Today content aims to provide, accurate, timely and balanced reportage of news, issues, and educational information relating to the Great Barrier Reef and linked environments.

Accuracy and clarity

Reef Today will never falsify a quote, invent a source or embellish details in our coverage. Similarly, our photography or videography will not be altered or enhanced to distort the truth of the subject captured in the image.

We will ensure that factual material contained in content is accurate and not misleading, and is distinguishable from opinion.

We will provide a correction or other adequate remedial action if published material is significantly inaccurate or misleading.

Fairness and balance

Reef Today will ensure that factual material is presented with reasonable fairness and balance, and that expressions of opinion are not based on significantly inaccurate factual material or omission of key facts.

We welcome feedback on our content and encourage our audience and interview subjects to raise any concerns about potential factual errors. Our policy is to investigate and correct such errors as soon as possible after we are made aware of the error.

Privacy and avoidance of harm

We will avoid intruding on a person's reasonable expectations of privacy, unless doing so is sufficiently in the public interest.

Integrity and transparency

Reef Today's content will always be original work produced by Reef Today personnel. Where content from other sources is required for stories, full attribution will be applied.

Quotes from interview subjects are signified by quotation marks within stories. Small lapses in grammar, pronunciation or speech may be smoothed out provided the original intent, meaning and context of the quote remains intact. For video interviews, Reef Today may edit the interview provided the original intent, meaning and context of the interview remains intact

We will ensure that conflicts of interests are avoided or adequately disclosed, and that they do not influence published material.