

JAGRAN NEW MEDIA (JNM)

&

MMI's

Handbook on work ethics

Authentic

Inspired by the world's best journalism

ENGLISH

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“Put your point across briefly so they will read it, clearly so they will appreciate it, in a picturesque manner so they will remember it and, above all, accurately so they will be guided by its light.” - **Joseph Pulitzer**

(Joseph Pulitzer had a stellar role to play in Journalism in America in the 19th century. Pulitzer was the first person who attempted to train Journalists in Universities. In honour of his contributions to society, Pulitzer Prizes are awarded for excellence in the fields of Journalism, Literature, Music and Theatre.)

“A Journalist must use their discretion as to what to report and when. Journalism is not merely about the presentation of content and facts. Journalism is the art of presenting events and incidents in a proper manner.” – **Mahatma Gandhi**



Please read the handbook carefully

JNM/MMI News Network Handbook of Work Practice and Procedures details the work practice and procedures to be adopted by journalists employed with the organisation. There are two parts to this document. The first part has a detailed description of the work practices while the second part covers the procedures. Every member of the staff must read this document carefully, so that they may adhere to the guidelines therein.

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/MMI 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.

2. Story title

The title should always be clear.

The title should not be overly fancy, nor purposely sensationalist or misleading. It should not unnecessarily exaggerate/overstate facts.

Summary (Do's and Don'ts)

The summary should be a synopsis of the story.

It should not be the first line of the story.

While writing the summary of the story, the permitted character limit must always be kept in mind.

3. Breaking news

When it comes to breaking news, accuracy and urgency of timelines are in direct conflict.

We have to match the others at every step. Readers also have the right to receive important breaking news.

It is essential to be especially alert while covering emergencies like those related to weather.

Reporting by other news organisations and press releases by accredited agencies should also be kept in mind.

It is often the case that by the time we are able to confirm the news, other channels have already run with it.

We are also required to broadcast the news, but we want to remain transparent.

We will not cover news related to accidents which have caused deaths, till such time as the news is not verified.

Only very few of our readers keep an eye on which channel was the first to break the news.

Wrong or incorrect news does a lot of damage to the organisation's image.

We will not cover news until we have full confirming of its veracity.

We might be late or imperfect in some people's view, but we will not cover wrong news.

While reporting press releases, please make sure the relevant agencies are given due credit. There is no need to copy such stories verbatim.

Every reporter and Editor should be capable of identifying the source of the information.

It is often the case that the news is changing every minute and organisations are not in a position to confirm it.

In such situations caution must be observed and it must be clearly mentioned that we have been unable to confirm the veracity of the particular news break.

As soon as breaking news is published on the website, the mobile app must be updated and Facebook and Twitter mentions must be notified as well.

The breaking news template must be employed while sharing it on Twitter and Facebook.

The team operating the JNM/MMI News handles on Facebook and Twitter will verify if the breaking news has been published on the Twitter handle at the same time.

The interviews during live reporting or events with speakers are shown to readers in the original language employed.

4. Guidelines for writing accurate stories on Political Polls

It is not easy to write news stories on politics. You will always find somebody or the other trying to mislead you. Writing on Political Polls is similar in nature. The main responsibility of the writer in Political poll reporting is to ensure that the reader has accurate and complete information. Otherwise the writer can be accused of prejudice or having an ideological bent. After all, politicians always seek to derive mileage by attacking the media.

The following 4 steps are recommended for accurate reporting of Political Polls:

Reference to the polling details

It is important to include the following fundamental principles:

Who has conducted the poll

What is the sample size of the poll, that is how many persons have participated in it

When was the poll conducted

What were the questions asked in the poll

Who conducted the poll: Was the agency conducting the poll an independent one or was it affiliated to a political party so that a particular candidate may be shown to be leading.

You will have to ascertain if the survey was conducted by a research agency, news outlet or university in a scientific manner or if it was in fact a campaign.

What was the sample size: At the state level, a sample size of 500 is considered to be quantitatively significant, but a sample size of 50 will be deemed to be inadequate with respect to accuracy.

When was the poll conducted: It is seen that when an important event occurs, it has naturally a huge impact on the outcome. A candidate maintains a lead in the polls as long as there is no allegation against them. If a candidate is involved in a sex scandal, their position is weakened considerably. If the poll or survey is conducted before the news of the sex scandal emerged, then it does not represent the current reality of the situation.

What were the questions asked in the poll: Very often the surveyors keep their own vested interests in mind and deliberately ask questions which are intended to influence the participants in the poll. For instance the surveyors will keep their own agenda in mind and ask the respondents- would you vote for a candidate who is implicated in a sex scandal? This is an example of how survey results can be manipulated.

Understand the margin of error: The error rate is a very significant factor in Political polls. There are several examples of the significance. The author must consider the accuracy of the polls as well.

For example: Candidate A is leading Candidate B by 51:49 or 2 points. The error margin in the survey is 4 points.

When we say Candidate A is leading Candidate B, it is also essential to mention the error rate of the survey. It is important to do so because it is possible that Candidate A might be in the range of 47-55 and Candidate B might be in the range of 45-53. It is conceivable therefore that Candidate B might lead Candidate A in the poll. For purposes of accuracy, you can say that the two candidates are statistically

very close together in the poll. Either Candidate A is ahead of Candidate B by 2 points but it is possible that the error margin might prevail. Thus mentioning the error margin in a survey makes political polls somewhat more precise.

Do not see unauthorised surveys:

In order to accurately write about political polls, you must be careful to avoid unauthorised surveys. Such surveys do not have any statistical significance. These are often conducted on a website where each visitor can vote multiple times or a user who has deleted the cookies in their computer can alter the survey results in their favour.

Just because a reputable newspaper conducts a survey on their website does not mean the result is of any material value. A website might ask in their survey – Would you be willing to pay more taxes? It is possible that out of 50,000 voters, 100% may have said no and 0% may have voted to pay more taxes.

Analysis of surveys is meaningless without a quantitative evaluation.

Write your own stories

You can get trapped in the web of numbers very easily. This can affect the accuracy of your story. For instance, it is not always correct to declare a particular candidate weak because it is possible that they might be trailing by a few points merely because of the survey error margin. The use of incorrect terminology may lead you of being accused by the liberal media as being prejudiced.

Please take precautions before copy-pasting campaign surveys. Press releases showing a particular candidate holding a massive lead tend to get distributed during campaigns. It is possible that the support for this candidate may have risen from 2% to 4% of the voters, but it is still likely that the candidate may be trailing far behind.

It can be understood from these examples that politicians manipulate the media in order to win elections. Cautious members of the press are well aware of the ways by which campaign surveys are altered to achieve the desired results.

5. SOP: Cricket news

Cricket events/trends: The name/nationality/team of players: Update your readers of the state of the game as soon as the play starts. Talk about which team has won the toss and who has chosen to bat, the names of the umpires and players. Breaking news/flash should be immediately published. Develop stories about the players outside of the ground. Provide information about the weather and pitch report.

1. Flash immediately: News in 100 words which has the key word/URL text

2. Headline: which has the Prime/Trending key word

3. It is necessary for the URL to contain 2-3 trending key words. The next update should be in 15 minutes

4. Who, What, Why, When, Where and How: write about events in 150 words

5. Rich media: use the latest photos/videos

6. Rich Copy:

A. Intro: This should be totally unique. A clear and interesting paragraph with the most powerful creative content. Please do mention source. Check the facts.

B. Second paragraph: in 150 words: Rich media: New spot photos/videos, Embed link: Relevant and new story/rich media

Focus on the main score in the match.

C. Third para: in 150 words: Take a glance at the major aspects of the match. Accurate and clear description of the match. Keep an eye on developments in the Social Media.

D. Fourth para: in 150 words: Focus on the charm of the game and connect with your audience while providing relevant quotes and comments.

E. Fifth para: 150 words: Write about the background of the players and their performance in previous games. Write about the earlier match between the two sides together with the result and data.

F. Sixth para: in 150 words: Write about the cricket game and the key players in detail. Keep checking the veracity of the facts.

G. Seventh para: in 150 words: Interesting facts, tad-bits about the game, timelines, data visualisation.

H. Eighth para: in 350 words: Analysis/opinion. Interesting facts and comments, timeline, data visualisation.

1. Users' interaction 1. This can be a teaser. Ask questions so that the interaction with audience/users over the relevant story is increased. 2. Poll/survey 3. Provide alternatives for sharing on social media.

New/Updated copy: Story update, completely new copy. New Heading with an intro, match photos/videos/comments and update facts and the source.

6. SOP: Political News

Political Events/Trends: Leaders/Parties : Flash/Publish breaking news immediately.

1. Flash immediately: flash the news in about 100 words, which contain key words/URL text.

2. Headline: Including Prime/Trending key words

3. URL Text: Include 2-3 trending key words in the URL. Provide the next update within 15 minutes.

4. Who, What, Why, When, Where and How: provide a brief introduction in 150 words of the politician/party

Rich media: use the latest photos/videos

6. Rich copy

A. Intro: This should be totally unique. A clear and interesting paragraph with the most powerful creative content. Please do mention source. Check the facts.

B. Second paragraph: in 150 words: Rich media: New spot photos/videos, Embed link: Relevant and new story/rich media

C. Third Para: 150 words: Party meetings/protest rallies and also a mention of the participating politicians and events.

D. Fourth para: 150 words: Focus on the initial coverage and clarify matters. Include relevant quotes and comments. Focus on past events too.

E. Fifth para: 150 words: Rallies organised by a political party or local political leader and focus on the reasons behind the protest rally or march. The official press statements, and mention speeches made by the ruling and opposition party members.

F. Sixth para: 150 words : Place the topic/events clearly. Keep checking facts.

G. Seventh para: 150 words: Interesting facts and comments, timeline, data visualisation.

H. Eighth para: in 350 words: Analysis/opinion. Keep checking facts. This is the author's primary responsibility.

1. Users' interaction 1. This can be a teaser. Ask questions so that the interaction with audience/users over the relevant story is increased. 2. Poll/survey 3. Provide alternatives for sharing on social media.

New/Updated copy: Story update, completely new copy. New heading with an intro, location photos/videos/comments and update facts and the source.

7. SOP: Gadgets

Gadgets events/trends: Product launch/review, review of gadget launches, reaction from users of photo/video, update your audience with the features and quality.

1. Urgent flash: 100 words with key words/URL should be flashed

2. Headline: Prime/Trending key words must be included.

3. URL Text: URL must contain a reference to 2-3 trending key words. Next update 15 minutes later.

4. Who, What, Why, When, Where and How: provide a brief introduction in 150 words of the Gadget company and their products

5. Rich media: use the latest photos/videos of launching products

6. Rich copy

A. Intro: This should be totally unique. A clear and interesting paragraph with the most powerful creative content. Please do mention source. Check the facts.

B. Second para: 150 words:

Rich media: Photo/Video of gadgets and products. Embed links: Write even the most insignificant information about gadget industry in simple words, so that consumers feel a direct connection. Mention the source definitely.

C. Third para: 150 words:

Recent launchings of gadget industry, response received for the product, comparing the product with others in the market, mention all details. Refer to the comments made by the company's consumers on social media.

D. Fourth para: 150 words

Announcements made by the Government in the budget pertaining to the gadget industry and their impact on the industry. Write about the benefit to consumers and new product launches. Write about various offers and product promotions being made by different companies.

E. Fifth para: in 150 words: Write about comments made by gadget industry experts. Write about discounts and offers being given to consumers by gadget companies.

F. Sixth para: 150 words: Write about the current situation of the gadget industry and focus on the prospective changes to the industry. Keep checking facts regularly.

G. Seventh para: in 150 words: Interesting facts, tid-bits about the gadget companies and products, details and important information, timelines, data visualisation.

H. Eighth para: New photographs/videos of Gadgets, mention the source as well as facts.

1. Users' interaction 1. This can be a teaser. Ask questions so that the interaction with audience/users over the relevant story is increased. 2. Poll/survey 3. Provide alternatives for sharing on social media.

New/Updated copy: Story update, completely new copy. New Heading with an intro, photos/videos/comments of gadgets and update facts and the source.

Disclaimer: We have tried to provide information to our audience/users to the best of our abilities by doing research. You are requested however to independently recheck the information provided on the respective company's website. We shall not be held responsible for errors/misleading information provided by the company, deliberately or otherwise.

8. SOP: Crime news

Crime news/trends: The criminal/their criminal history: Provide information about crimes immediately to your audience. The follow-up to crime stories should be done accompanied by a special tag. Such as – the PNB Scam. Nirav Modi scam. Mass murder etc.

1. Flash immediately: Flash immediately with news key words and text in 100 words. Do not use key words prohibited by Google. Doing so will have a negative impact on the site ranking.

2. Headline: Use prime/trending key words.

3. URL text: mention 2-3 trending key words in the URL. The next update should be after 15 minutes.

4. Who, What, Why, When, Where and How: write about the reasons for the crime and background of the criminal in 150 words. Is there a link with any political party or politician?

5. Rich media: use the latest photos/videos of the incident location

Do not post photos of the female/minor victims and do not mention their name or address. This could lead to penal action.

6. Rich Copy:

A. Intro: This should be totally unique. The full information about the crime together with the most powerful creative content. Please do mention the source. Check the facts.

B. Second para: 150 words: Rich media: Photos/videos of the incident spot. Embed Link: The truth and background about the incident. Provide your audience with all the information related to the crime. The history of the criminals, the crime records of the area, the impact on the local populace.

C. Third para: 150 words: The accurate and clear description of the events in the crime. Keep an eye on developments on Social media.

D. Fourth para: 150 words: Establish all the linkages of the crime while covering the incident from the very beginning, especially in relation to past disputes. Provide space wherever possible for the affected families (victims), administration officials, quotes from local politicians and comments from the public.

E. Fifth para: 150 words: Have crimes of a similar nature taken place before and if so, what action did the local administration take and the results thereof. Write about the history of crimes in the area, backed by data.

F. Sixth para: 150 words: Mention all important developments, small and big, so that the voice of the public can reach the administration. Keep checking facts regularly.

G. Seventh para: 150 words: Try and find out public opinion about the recent incidents in a particular area, timelines, data visualisation

H. Eighth para: 350 words: Analysis/Opinion. Keep checking facts. Interesting facts, quotes from administration officials, victims, timelines, data visualisation.

I. Users interaction: 1. This can be a teaser. Ask questions of the audience/users in order to increase your interaction with them over the story. 3. Provide alternatives for sharing on social media.

New/Updated copy: Story update, totally new copy. New headings, photos/videos/comments of the incident spot together with intro and also update the source.

Disclaimer: This news story has been based on information from police/media sources/eye witnesses. The news will be updated from time to time. Our objective is to update the common citizens of all the aspects of the incident. It is not our intention to defame any particular individual.

9. SOP: Bollywood

Bollywood events/trends: Provide your audience with information about films/ from actors-actresses till the release of the film. Follow up on the story with a special tag.

1. Flash immediately: Flash the news in 100 words containing key word/URL text. Mention key words that are related to the story. Do not use words prohibited by Google. Doing so will have a negative impact on the site ranking.

2. Headline: Use prime/trending key words.

3. URL text: mention 2-3 trending key words in the URL. The next update should be after 15 minutes.

4. Who, What, Why, When, Where and How: Provide your readers with information on the actors in the film, and about the music industry, so as to establish a connection with them.

5. Rich media: use the latest photos/videos of the film. Do not use obscene photos.

6. Rich Copy:

A. Intro: Use creative but straight and interesting photographs to connect with your audience. Please do mention the source. This should be a differentiator. Check the facts.

B. Second para: 150 words: Rich media: photos/videos from the location of the film shoot or interview: Embed links: Current and relevant story.

Write interesting stories about the shooting of the film or interview.

C. Third para: 150 words:

Write about the performance of the actors/actresses. Write about the exhibition of earlier films. Share small and big incidents about the film with your audience. Keep an eye on the updates in Social Media about the roles being portrayed by the actor/actress.

D. Fourth para: 150 words

Write about incidents in the film or interview that people will be hearing for the first time. Do share the relevant quotes and comments.

E. Fifth para: 150 words

The discussions about the films of actors/actresses in Bollywood. Write about much-discussed scenes from recently released films and also connect them to previous films.

F. Sixth para: 150 words

Provide information about the film stars and their movies. Keep checking facts regularly.

G. Seventh para: 150 words

Interesting facts and quotes, data visualisation

H. Eighth para: 150 words: Photos/Videos of the shooting location. Mention viewers' comments/Source. Re-check your facts.

I. User interaction. This can be a teaser. Ask questions so that the interaction with audience/users over the relevant story is increased. 2. Poll/survey 3. Provide alternatives for sharing on social media.

New/Updated Story: Story update, completely new copy. New Heading with an intro, photos/videos/comments from the shooting location/ interview. Update facts and the source.

10. SOP: Auto

Auto events/trends: New launch review, state of the auto market/major producers and suppliers. Share important developments at auto events with your audience. Provide adequate space for the users' reaction.

1. Immediate flash: Write key words/URL text in 100 words

2. Headline: Include prime/trending key words

3. URL Text: Do mention 2-3 trending key words in URLs. Provide the next update in 15 minutes

4. Who, what, when, where and how: Explain the current situation of the auto industry in 150 words.

5. Rich media: With the latest photos/videos.

6. Rich copy:

A. Intro: the current state of the auto industry, information about new launches, write about comparisons with others in a clear and concise manner. Do mention the source. Check facts regularly.

B. Second para: In 150 words: Latest photos/videos

Provide information about existing products launched by companies in a particular range so that consumers are benefited.

C. Third para: In 150 words: Provide information about the future products (car/bike) of the Auto industry. During this time, keep an close eye on the social media page of the Auto companies.

D. Fourth para: In 150 words:

While discussing the state of the auto industry, write about the entry of new companies into the sector and new product launches, the positioning of products by existing companies and keep a close eye on quality of the service provided to the consumer.

During this time, keep an eye on exhibitions held by auto companies.

E. Fifth para: In 150 words:

Write about the impact of the facilities provided by the Government on the auto industry, the benefits to consumers, and also on the future of the auto industry. Provide information about offers made available by companies to consumers- loans, EMI payments, duration of such loans etc.

F. Sixth para: In 150 words:

The performance of the main auto companies, comments and observations by experts and industrialists. Keep checking facts regularly.

G. Seventh Para: In 150 words:

Write about interesting facts and quotes on the auto industry as well as on the minutest detail.

H. Eighth para: Include photos/videos of new product launches in the auto industry and talk to consumers for their comments. Re-check your facts.

1. Users' interaction 1. This can be a teaser. Ask questions so that the interaction with audience/users over the relevant story is increased. 2. Poll/survey 3. Provide alternatives for sharing on social media.

New/Updated copy: Story update, completely new copy. New Heading with an intro, photos/videos/comments of new products and update facts as well as the source.

Disclaimer: We have tried to provide information to our audience/users to the best of our abilities by doing research. You are requested however to independently recheck the information provided on the respective company's website. We shall not be held responsible for errors/misleading information provided by the company.

11. Editorial writing.

An Editorial is an article that expresses the newspaper's opinion on a particular subject. The Editorial represents the majority view of the Editorial board. It is generally kept unsigned. Like a lawyer, an editorial writer argues his case in such a way that it represents the opinion of the readers of the newspaper. An Editorial attempts to shape public opinion, promotes thinking on critical issues, and often exhorts the public to take action on a particular topic. In brief, it helps shape opinion about a particular news story.

An editorial has:

1. Introduction, body and conclusion like other news stories
2. An objective explanation of the issue, especially for complex issues
3. A news angle
4. Opinions from the opposing viewpoint that refute directly the same issues the writer addresses
5. The opinions of the writer delivered in a professional manner. Good editorials engage issues, not personalities and refrain from name-calling or other petty tactics of persuasion.
6. Alternative solutions to the problem or issue being criticized. Anyone can gripe about a problem, but a good editorial should take a pro-active approach to making the situation better by using constructive criticism and giving solutions.
7. A solid and concise conclusion that powerfully summarizes the writer's opinion. Give it some punch.

Four Types of Editorials

1. **Explain or interpret:** Editors often use these editorials to explain the way the newspaper covered a sensitive or controversial subject. School newspapers may explain new school rules or a particular student-body effort.
2. **Criticize:** These editorials constructively criticize actions, decisions or situations while providing solutions to the problem identified. Immediate purpose is to get readers to see the problem, not the solution.
3. **Persuade:** Editorials of persuasion aim to immediately see the solution, not the problem. From the first paragraph, readers will be encouraged to take a specific, positive action. Political endorsements are good examples of editorials of persuasion.
4. **Praise:** These editorials commend people and organizations for something done well. They are not as common as the other three.

Writing an Editorial

1. Pick a significant topic that has a current news angle and would interest readers.
2. Collect information and facts; include objective reporting; do research
3. State your opinion briefly in the fashion of a thesis statement
4. Explain the issue objectively as a reporter would and tell why this situation is important
5. Give opposing viewpoint first with its quotations and facts
6. Refute (reject) the other side and develop your case using facts, details, figures, quotations. Pick apart the other side's logic.
7. Concede a point of the opposition — they must have some good points you can acknowledge that would make you look rational.
8. Repeat key phrases to reinforce an idea into the reader's minds.
9. Give a realistic solution(s) to the problem that goes beyond common knowledge. Encourage critical thinking and pro-active reaction.
10. Wrap it up in a concluding punch that restates your opening remark (thesis statement).
11. Keep it to 500 words; make every word count; never use "I"

Sample Structure

1. Define the issue/ dispute with intention

Include the five W's and the H. (Members of Parliament, in effort to reduce the budget, were looking to announce a cut in government subsidies through the medium of public television. Hearings are ongoing...)

Bring in facts and quotations from the sources which are relevant. Additional research may be necessary.

2. Present your opposition's view first.

As the writer you might disagree with viewpoints expressed by the opposition. Identify the people who oppose you. Some parties may be on your side and they might agree with your views on cutting the budget.

Use facts and quotations to state objectively their opinions and why you disagree with the opposition. Provide space for the opposition's views. You gain nothing in refuting a weak position.

12. Data visualisation

A. **Search:** Search data on web media

B. **Editing:** The process of filtering and modifying data, and preparation of visualisation.

C. **Visualise:** Exhibit pattern, in animated and static visual form.

D. **Publishing:** Editing of images, stories and data

E. **Distribution:** Facility to access data on the web, tablets, mobile, desktop, laptop

F. **Measure:** Compilation of Data use numbers through various mediums, so that information on time access and spectrum can be obtained.

G. **Tools:**

13. Use of photographs

Graphics and images are used to properly present stories on online and print media. It is necessary for all of us to follow certain guidelines.

- We should be careful in using captions for the graphics and images being employed. Use only those images that aid in understanding the story.
- If you have doubts about a certain picture or video, then do not publish news about them.
- It is very easy these days to manipulate images. Old videos can be edited and presented in a way that makes them look brand new.

It is possible to tamper with certain parts of a photo or video. Blur pictures only if absolutely necessary. Never mislead your readers.

In order to avoid such situations, always keep the following issues in mind:

- a) When it has been published first
- b) Whether the image or video has been published by a professional news network or agency
- c) It is an original work or has been copied/pasted from somebody else's work?
- d) Does this person have the legal rights and has the person made them available for use by others?

The story image must be of a proper file size and dimensions (pixels).

Images should be clear and clean. You must ensure at all times that under no circumstances should the image tampered with and that it should not be blurry.

Always use an image in a story. If you fail to do so, it is possible that Google might use an image from another site instead.

Use pictures in .jpg or .jpeg format which are of the stipulated size (file size and dimensions).

The width and height of the image should be in a ratio of 3:2

14. Image Bank

- When using an image, give priority to the JNM/MMI image library. Every image must have a proper caption.
- In case you are using third party images, please specifically mention so and provide credit to the relevant agency or individual.
- While using a photo keep the legal rights in mind. Do not use photos where the copyright belongs to another agency.
- Very often photographers take pictures of public properties which are out of bounds for them. This increases the responsibility on the editor who must take special precautions in dealing with such matters.

Example-1 Sometimes pictures of the Government meetings involving national security aspects are inadvertently used without permission. We should avoid such instances.

Example-2 If we use pictures of say a celebrity waiting outside a school to pick up their child. Publishing such pictures means revealing the name and location of the school and this might have a direct impact on the child.

- It is necessary to remove details of celebrities' children from photographs, in the interest of their security so that they may not be easily recognised. If it is absolutely necessary to use the pictures, then the name of the school and other details should be blurred.
- Social media sites have created a new challenge for photo editors. Please consult with the legal team before using pictures which have gone viral on Facebook, Twitter or other social media sites.
- Issues of rights, permissions and fair use guidelines apply to Pictures/videos too and are a part of standard practice.
- Please exercise due caution while using pictures when writing about a medical subject. Are we invading somebody's privacy inadvertently?
- We will follow stipulated standards even while using pictures from photo agencies. It is essential to check the context in which the photos were shot and then determine if that context is applicable to our needs.
- Do not alter photographs used in news without an explanation (clarification). Provide the correct caption beneath the image so that users may be attracted to it.
- The caption with the image should be such that it may provide correct information about the event to the user. In a way a caption is like a short title for the event.
- Use a hyphen between two words while naming an image. Never use numbers while naming images.
 - If you alter a photo for the editorial process, it is necessary to inform readers that you have altered (tampered/cropped/edited) the photo for comic purposes or that the photo was necessary for illustrative purposes.
 - It is necessary to consult the Editor before using disturbing images such as dead bodies/corpses or of violence.

15. Video guidelines

1. News collection- sourcing- reporting to publication

- a. Information or news which has not been obtained from trusted (reliable) sources shall not be published on JNM/MMI Video under any circumstances.
- b. Every possible attempt should be made to verify the source of information. If it is not possible to establish the accuracy and origin of the information, it will not be published.
- c. It is essential to mention the source in every story/video.

2. Producers during the scripting process

- a. 5 Ws necessary in a video script – it should be able to answer who, what, when, where, how
- b. The script should be segmented into the introduction, middle and end.
- c. In first 30 to 15 seconds of the video it is important to establish the fundamental basis of the story.
- d. A good script will be able to tell you if it will influence opinion and why.

3. The tone and text should be kept in mind while repeating words in the title and text.

- a. Prohibited words and unedited contents shall not be used in JNM/MMI Media.
- b. The use of insulting language and legally forbidden words shall not under any circumstances be used while reporting,
- c. The title and script of the coverage of crimes against women and children shall always be sensitively written. Such coverage must never be negative or cynical.
- d. While writing titles and script for crime news, avoid the negative aspects. The emphasis should be on why rather than how the crime occurred.
- e. Press Council of India guidelines and regulations must be used when producing videos during the coverage of crimes.

4. Discussion on the Title.

- a. Keep the title unique, so that it can narrate the story well.
- b. The title should not be fancy, misleading, exaggerated or sensationalist.
- c. Always begin the title with the most important key word and use 2-3 key words in the title if possible.

5. Photography

- a. While using photographs obtained from the public domain, carefully verify that the photo does not have a logo, name or watermark of a third party.

b. Secondary sources- It is necessary to give the source due credit when using photographs from Google or other such sites.

c. If the photograph has been obtained from some other source, it is especially important to remember that JNM/MMI Video will not use any copyrighted photos.

6. Opposing viewpoints

a. While covering public policy, political or industrial disputes or any controversial topic, opposite points of view must be included.

b. The video/story must adequately include all view points and opinions.

7. Editorial, Advertising, Sponsorship leanings for “JNM/MMI Online” as a brand

a. JNM/MMI Online does not support or promote any other corporate brand.

b. No Corporate organisation or specific brand shall be unnecessarily referenced/covered continuously or promoted on JNM/MMI Video.

c. The mention of companies or brands should be appropriate for readers rather than as a PR activity for specific a company/brand.

8. Disclosure and Interests

a. Sponsored videos/content shall be kept distinct from editorial videos.

b. The factors behind sponsored videos/contents or editorials must be disclosed.

c. It is necessary to provide source credit to ANI/PTI/IANS or JNN while producing content.

d. Similarly whenever a video clip or image source is mentioned, credit must be given where it is due. E.g. Getty Images/Image Bazaar, File photo or if the image or video has been obtained from a viewer/reader.

9. Court Matters, legal rules and regulations are permitted to be used.

a. You must be careful when discussing about matters that are being heard in a court or in the judicial process.

- b. While covering matters that are being heard in a Court, it is possible that the proceedings may get influenced or affected. This may lead to legal action under contempt of court.
- c. While reporting on court judgements, avoid using your own terminology.
- d. While reporting on matters, do not get excited and make changes or alter the rules used by officials.

10. Damage Control

- a. QC and Video Editor shall be responsible for any errors in the video.
- b. The content used in the video should be formally attested and fact checked by the Input Editor.
- c. If there is any doubt in an editorial matter, the reporting personnel should be consulted before a decision is made.
- d. The video input editor shall be responsible for controversies arising from content/video, and disciplinary action may be taken against them.
- e. Any controversial matter in videos shall be withdrawn from circulation after approval from the Editor. The Input and Video Editor should be immediately informed of such actions.

16. 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.

- There is no dearth of fake or planted stories on social media. Hence, advanced tools should be used, so that you will be capable of correctly identifying updated stories, photos, video, eye witnesses.
- Pay attention to discussion occurring on social media, it will help you focus on the needs and actual problems of common people.
- At the time of breaking news - like accidents, terror attacks, natural disasters, social media is very effective in connecting with eye witnesses and victims. The news team should immediately identify such people.
- Use advanced tools to monitor updated content on social media, so that you are aware of emerging stories and trends.
- The social media team should work together with the newsroom for breaking news, so that various social media platforms can be used to add value to the content.
- Keeping in mind the kind of audience on social media, write small, realistic stories, so that we are capable of reaching as many readers as possible.
- Use original content on your social media account and share the comments of your readers to reach out to maximum number of people.
- The expanse of social media is very vast and you can gain penetration into it by raising real issues.
- Train other journalists on how to work with social media.

3. News Publication and Distribution

1. SEO +URL+ Keywords

SEO Parameters

1. Key words- always use only the relevant key words in a story. Never use key words that have been prohibited by Google. This can have an impact on the organization's ranking.
2. URL text – Google title, URL text, focus on words used in Internal and External links
3. Word count – a story with 400-525 words is deemed to be perfect.
4. Back links- Related links, related topic URLs, link related celebs page.
5. Knowledge graph – If internal linking is done properly, it helps in the distribution of the story. This also increases the value of the story.
6. Social signals – share news on Facebook/Twitter/Google+. User likes, shares and comments help the story reach the maximum number of readers.

2. Story approval process

Certain important policies and clear procedures must be followed in order to work for JNM/MMI.

Work Flow process

Input plan

Input desk and their team will share the daily news with each other at 8 in the morning.

The input team will make available major political or other incidents on a real time basis.

The input team will make available exclusive news of various genres.

The input desk will share the news/videos/FB Live plan for the next day with the editor at 8pm.

By 9pm all the editors will share the news/videos/FB Live plan for the next day on the digital group mail.

Daily meeting: It is the shift in charge's responsibility after receiving the input plan to meet with their team members and brief them.

The real time desk shall be responsible for publishing news as quickly as possible on the website after the necessary verification.

As soon as the news is published on the website, it should also be posted on a real time basis on Facebook and Twitter so that it may reach the maximum number of users.

It is the responsibility of the desk to verify the news or information before publishing it.

The desk head should verify and cross check the facts/numbers/data-set used in the story.

Hindi-English titles, summary, image quality, key word and the captions below the images and facts should always be cross checked.

Output plan

Each desk is responsible to share an output plan after the daily meeting by 9pm on the basis of their respective daily output.

The output team will upload content within stipulated timelines according to different genres.

Editor/shift in charge shall keep an eye on news published by our competitors on Google Trends, Google News, Facebook, CrowdTangle so that it helps the team produce better content.

Before handover, every shift will update a Google document which will mention the work done till that time. The document should also have information on news to be broadcasted in the next few hours.

Colleagues on the night shift should schedule important news on CMS for the next morning in addition to updating the handover at the end of the shift.

Editor: All Editors will join a conference call at 9am and they will discuss reporting by competitor who have done better than us. They will also discuss the plan for major events in the day. This call will be of only 15 minutes duration.

Daily-weekly review: The editor will review the daily performance of the site. They will have to consider the weekly and monthly target in addition to focussing on the quality of the content.

A weekly review of the entire site – will have to be done section wise. This will be done at the designated time in the weekly review meeting.

The editor will share at least one good and relevant work with their team every day.

Shift in charge: Will review their team numbers every day.

Section in charge/Chief sub editor/sub editor: Will review their numbers every day.

3. Content genre mapping

Every story has to be marked according to its genre in CMS. E.g. Political, City, National, International, business, sports, entertainment, tech-gadgets etc.

It is the shift head's responsibility prior to approving a story, to ensure that the genre mapping has been done.

4. Social media:

1. News gathering - Social media increases the value of the content many times. It gives an opportunity for all parties to present their opinions and suggestions, and to know and understand the eyewitnesses of an incident.

2. Audience engagement - Social media provides a platform in which we listen to our audience and present our thoughts. In other words, you can say that social media audience engagement is a very big platform.

3. Important role in content distribution - You can connect with the entire world through social media. This is a tool through which websites, TV or radio is provided a platform for more user engagement. Editors can use this medium to get acquainted with the entire audience and communicate with them.

Social Media tips:

1. Instead of repeating wrong information again and again, present true information on social media.
2. Use visuals to put across your view and to attract audience.
3. In order to fight the false propaganda being spread on social media, prepare fact based content which is appropriate for sharing.
4. Can you declare a lie as a lie? Think about this in your newsroom and stick to your views.
5. If a person spreads false propaganda on social media, use facts to unmask the lies, do not engage in a personal debate with the person.
6. Always focus on positive messages. You can use this to develop a positive mindset amongst people.

Reach out to influential people; engage them through your content. People believe in many false news and the groups keep the misunderstanding alive. The effective method of giving fact based information to people and groups, who believe in false news, is to give this fact based information to the influential leaders or influencers of the said group, who tweet prolifically, and make an impact on them.

The social media team should have skills and practice in the following:

1. Reach out effectively to your target audience.
2. Understanding the matrix.
3. Video editing
4. Have information about new tools and apps, so that they can edit their work effectively and skillfully.
5. Be able to handle Facebook and Twitter effectively, and obtain information about other new platforms.

Social Media: Idea

Following are a few ideas:

There are many groups on social media which have been made for helping newsrooms and academic programs. The American Press Institute's "Changemaker Network" has been working in the field of imparting training on different issues related to social media.

Organize meetings and talks between newsroom and different communities so that it will be easier to understand the current issues and problems of the common man and target audience.

There is a need of a bridge between experienced journalists and digital journalists, so that they can learn from each other. The experienced journalists are much more relevant.

4. Quality check:

1. Check Qualities: Parameters

1. Relevance – Near-Dear and...or Fear

A good story compels you to read it, because it is important and relevant for you and your community.

2. Context

The story should be written in such a manner that it seems more interesting than the incident itself. The news and profile in the story is important.

3. Freshness/Newness

It is important to see how updated your content is. While ranking sites, Google gives this point a great deal of importance. Google prioritizes fresh and updated news for its users.

4. Truth/Impartiality

Journalistic truth begins with the discipline of compiling and attesting to facts in a professional manner. The source and method of journalists (principles and procedure) should remain as transparent as possible.

5. Detailed/Complete

What do we mean by Detailed/Complete reporting? This means you must gather all the aspects and details of the story being covered.

6. Use of quotes (citation)

Quotes should have a point. These points introduce the reader to the other angles of the story. This is provided the voice is elaborately explained and the reader is cited.

7. Sentiments

A skilled journalist is one who is able to present a balanced view of sentiment and facts in their reporting.

8. Informative data visual journalism

Reporting based on data sets and the use of analysis helps readers understand even the most complicated stories.

9. Analysis/Opinion

The analysis of news is a very powerful ranking factor in Google news/search.

10. Life of the content

The longer the life of your quality content, the better it is. Your target audience will find your articles relevant even 10 years later.

2.Fact check process

Quality check parameters

1. Content

Relevant: Only relevant news will be covered

2. Updated/Fresh

National and international news can get updated immediately due to press agencies, electronic media and social media. However local and hyper local news will need to be updated on a real time basis.

3. Frequency: 3 Hours updation time for 30 cities

Online desk will have 30 minutes

Business, Technology and Auto – 1 hour

Sports and Entertainment- 1 Hour

4. Uniqueness- exclusive, special content, data and quotes

5. Copy

Heading – should be unique, related to the story and meaningful

6. Copy flow – Always keep a close watch on sentences, grammar and language. There should not be any errors.

7. Facts – Data and Photos

The name, place and other information in the story should be accurate. Always keep this in mind while updating Photos and videos.

8. Key words

Use key words that are related to the story. Never use key words that have been prohibited by Google. This has an adverse impact on the site ranking.

9. URL Text:

The URL text should have 2 word headings so that the story can be easily searched for.

10. Word count

500 words is appropriate for a story

50% copy from 30 cities

40% copy from the online desk

60% copy of Business, Tech and Auto is the standard.

Note: We check these parameters every hour, daily.

3.QC @desk

The shift head will check the facts and language used in every story and will make immediate rectifications as necessary.

The shift head will encourage the use of standard or normal words in a story.

Copy writers will read their own copy one more time without fail.

Please contact the copy editor if you have any doubts.

Always be careful while quoting names, places, legal terms.

Please be wary of fake news spread on the Social and other media.

Various tools and websites can be used to check the news.

4.Fake News

In the age of social media, a story can go viral in no time.

Just because a story is being run at another place does not at all mean that the information may be accurate.

Always find out about the subject of the story and the source, if the concerned person has made the alleged comment or statement or if they have changed their comments after the news story went viral.

Reporters should always keep in mind that repeating or republishing a condemnable or scandalous statement is by itself a condemnable act.

5.The language, grammar and vocabulary

jagran.com is an international website.

Always use the proper language and grammar when writing on the website.

Language and grammar has an importance of its own.

Never write things that are immoral. Use words properly

Use standard words rather than colloquial ones, so that Hindi readers all over the world are able to understand your writing.

Form your sentences in a proper manner.

Write short sentences, so that there are fewer errors.

Re-read the story before submitting it, so that any mistakes can be immediately rectified.

Understand the subtle differences between words. Take special care when using words such as owner and honour, schedule and intention, operations and proceedings etc. There is a big difference in the meanings although they appear to be similar while writing.

Difference between Owner, Honour and Honours

Owner - ओनर - मालिक

Honour - ऑनर - प्रतिष्ठा

Honours - ऑनर्स- A university degree with honours

Price and **Prize** are different words and they have different meanings.

Price- value, cost, investment

Prize – award, gift, accolade, reward

Temper - टेम्पर

Temper - टेम्पर

Temperament - टेम्परामेंट

Temperature - टेम्परेचर

Difference between Karvai and Karyavahi

It seems at first glance that there is not much difference between these words but they have totally different meanings.

Karvai is Action and Karyavahi refers to Proceedings.

E.g. The functioning of Houses of Parliament or Assemblies is called Proceedings (Karyavahi) and the steps taken by the Government in certain matters is called Action (Karvai).

Some examples:

1. Government has instructed its officials to take strict action to stop the adulteration of medicines.
2. The police action against criminals was seen to be lenient.
3. The Government announced that swift action would be taken against tax evaders.

The 3 examples above related to Action. Please look at the following:

1. Proceedings in the Assembly were adjourned due to slogan shouting and uproar from the opposition benches.
2. The Supreme Court has asked journalists to exercise care when reporting on Court proceedings so that the facts may be accurately presented.
3. The enquiry commission has completed the proceedings in their enquiry into the matter.

The ex

amples above refer to Proceeding. The activity in the Assembly, Court and Enquiry commission is being referred to as Proceeding and therefore called "Karyavahi".

Let's look at another example:

The Court instructed the police to take immediate action against a youth who was interrupting Court proceedings.

This example shows the clear difference between Karyavahi and Karvai or Proceedings and Action.

Difference between Fixed schedule and Intention

While Niyat (Pre-decided) and Neeyat (Intention) are both correct, they have different meanings and are used in different contexts.

Example – A train is running on schedule or is 30 minutes behind schedule. He never intended to do this and we always doubted his intentions from the start.

Auspicious time, Ill omen and Gift given at a special time

Shakun- Auspicious time

Apshakun-III Omen

Shagun – Give somebody a gift on an auspicious occasion.

Shagun is Blessed union and Apshagun is inauspicious.

It is customary to give Shagun at weddings.

The style sheet has been attached for your benefit. You can take a look at the sheet.

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.

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 'Chamar', 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.

11. Restricted word list

Google policy for adult content

In addition to respecting the priorities of users, the content and advertisements in the story should also follow the rules of the law. Considering this, Google does not permit adult content/advertisements.

Google does not permit publication of following sexual content:

Text, image, audio, video, graphics which encourage sexual stimulation.

Use or analysis of these words/images/videos:

1. Pornography
2. Sex
3. Anal-Oral Sex
4. Masturbation
5. Cartoon Porn
6. Characters where images or graphics have been intentionally used to emphasize sex, whether the content/words/subject is imaginary or real:
7. Underage sex
8. Sex without consent
9. Illegal Sexual subjects
10. Rape
11. Incest
12. Brutality, bestiality
13. Necrophilia - physical relations with dead body
14. Lolita or young girls attracted towards sex
15. Teenage sex or pornography content
16. Relations between minors or dating
Promoting sexual act
17. Prostitution
18. Companionship services
19. Escort service
20. Intimate massage
Sexual exploitation/marriage with underage by foreigners
21. Child sexual exploitation images
22. Underage brides
23. Mail order brides - marrying for money
24. International marriage broker who smuggle women and get them married
25. Romance tourism

Adult content/image/video:

26. Swinger: Couples who exchange partners for sexual satisfaction
27. Hook-up - gay dating service, personal dating service, divorced women dating service
28. Setting up romantic relationships
29. Sexual body parts which can be made fuzzy
30. Strip club
31. Adult parties
32. Adult movies
33. Adult movie festivals
34. Sex toys

35. Sex lubricants
36. Aphrodisiacs
37. Libido enhancers
38. Copying sexual positions
39. Figures of sexual positions
40. Infidelity
41. Sexually suggestive text
42. Sexually suggestive photos
43. Sexually suggestive audio
44. Sexually suggestive video
45. Plastic surgery services for genitals
46. Plastic surgery services for enhancing breasts

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/MMI 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/MMI, 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/MMI 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/MMI 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/MMI 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/MMI on social media. Please ensure that your posting does not violate the legal guidelines for JNM/MMI confidentiality and external commercial speech.
5. Please write freely about the non-confidential matters of JNM/MMI 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/MMI 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/MMI 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 nonprofit 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.