



Government of Jersey media procedures

Accredited media

The literal definition of 'the media' is the means by which information is communicated. In practice, we generally take it to refer to mass communication methods like TV, radio, newspapers, magazines and websites, which employ trained staff who have signed up to independently-agreed guidelines.

We have no formal guidelines defining 'the media' but we send out our day-to-day news releases to the organisations traditionally defined as 'the media' – BBC, 103, Jersey Evening Post, Channel TV, Bailiwick Express, Gallery – who all employ professional journalists.

Codes and standards for journalists

Professional journalists operate in a regulated environment and are trained in media law and ethics, government and regulation, and in the accepted rules and procedures of journalism, such as verifying statements, respecting news embargoes and off-the-record briefings.

They and their employers are required to adhere to principles and standards set down by independent bodies – like the National Union of Journalists, Ofcom, the BBC Trust, or IPSO, the Independent Press Standards Organisation. If professional reporters transgress these standards they are answerable to their editors, and to these independent regulatory bodies.

The National Union of Journalists' Code of Conduct has set out the main principles of British and Irish journalism since 1936. It is part of the rules and all journalists joining the union must sign that they will strive to adhere to it.

- The [National Union of Journalists](#) lists the characteristics of a journalist.
- The [BBC](#) publishes editorial guidelines for all staff.
- [Ofcom](#) sets out guidance for broadcasters.
- The [Independent Press Standards Organisation](#) publishes an editors' code of practice by which all members are bound.

The Government of Jersey asks for media accreditation when arranging briefings where national media representatives are expected; and for conferences where security is an issue, like the British Irish Council, where an accreditation system is required by police and the BIC secretariat.

We will consider limiting attendance at media briefings when there are issues of security, sensitivity or space. For instance, we may allow just one camera into a news conference on the understanding that the pictures are pooled (shared with all interested media organisations).

‘Citizen journalism’ (bloggers)

‘Citizen journalism’ is participation by private citizens (not usually professional journalists) in gathering, analysing and distributing information and images, whether individually or by participating in online news sites or social media platforms. Those participating aim to provide an alternative viewpoint to traditional news organisations.

The most common way that individuals do this is through blogging (publishing written content on a blogsite or web page) and vlogging (publishing videos). ‘Citizen media’ is the content produced by these private citizens, distributed via the internet, as an alternative to state or corporately produced content

Government of Jersey and bloggers

The Government of Jersey does not accredit ‘citizen journalists’, or bloggers. We do not, therefore, directly disseminate press releases to them, invite them to press conferences or events, or provide a press office service to them.

While we recognise that some individuals might have an online or social media following, we do not recognise this as media communication – rather, it is the vehicle used by individuals to publish their opinions on matters in which they, and those who follow them, are interested. They are unregulated, they are not bound by codes of conduct, and are not required to undertake training or acquire qualifications.

However, the Government enables any member of the public with an interest in Government information to sign up for [notification of news releases](#) as they are published on the gov.je website, which gives them access to the same information we issue to the media. They can also follow us on Twitter, Facebook, Instagram and LinkedIn.

Communicating with the public is always a challenge and we are operating in a fast-changing world. We will consider any new means of communication that develop, but we have to be confident that such outlets operate within the same framework of professional and ethical standards as the well-established media.

Appendix: Accreditation of media by other Governments

The Government of Jersey operates similar procedures to other assemblies and governmental organisations, which also use systematic forms of accreditation when offering media access to both news briefings and parliamentary buildings.

The Scottish Parliament

Journalists and other media personnel whose work requires access to the [Scottish Parliament](#) may apply for media accreditation.

Accreditation

Accreditation will give all bona fide journalists (and media personnel) the same rights of access. The Parliament aims to promote wide accreditation which welcomes local and national media.

Accreditation applications from non-mainstream news organisations, including individuals working for online websites will also be considered if the applicant can demonstrate their work meets the Parliament's accreditation requirements. Such websites should provide sufficiently balanced, regular coverage of the work of Parliament with the right to reply within reporting.

Sites should not be party political or represent single issue campaigns.

Freelance media who require accreditation are required to demonstrate that their work is likely to be used by a news organisation. As such, a supporting signature of an Editor / Head of News / Pictures Editor / or equivalent will be required when applying for accreditation.

All journalists and media personnel are required to operate by the code of conduct:

United Nations

Eligibility for press accreditation

Media accreditation is strictly reserved for members of the press (print, photo, radio, television, film, news agencies and online media) who represent a bona fide media organization. No media badge will be issued to journalists whose application does not conform to the established procedure.

The Department of Global Communications must be satisfied that the individuals applying for accreditation are professional journalists and represent bona fide media organizations [formally registered as a media organization in a country recognized by the United Nations General Assembly]. Media organization must have demonstrable editorial oversight and a verifiable street address and telephone number (P.O. Box will not be accepted).

[Accreditation](#) will only be given on proof of a track record of reporting for media organizations on international affairs. Media accreditation is not accorded to the information outlets or advocacy publications of non-governmental organizations.

Northern Ireland Assembly

Media Passes

Upon arrival at Parliament Buildings, members of the media who do not have a permanent Assembly media pass should present themselves to staff on the reception desk in the

Great Hall. Proof of [media accreditation](#) must be presented at this time and this can include a current NUJ card, proof of employment with/or a letter of introduction from a recognised media outlet.

Media Day Pass applicants will be expected to complete and sign a Code of Conduct form at this time. Alternatively, applicants can complete, sign and email the form which is available in Section 12 of this handbook to info@niassembly.gov.uk in advance with evidence of media accreditation as outlined above. Please see sections 11 and 12 for further details.

Permanent media passes are provided to media personnel who attend Parliament Buildings on a regular basis and issue is at the discretion of the Northern Ireland Assembly Communications Office.

Applications for a permanent media pass should be made through the Communications Office, Room B4, Parliament Buildings. Permanent media passes are valid for one year from the date of issue. The expiry date will be printed on the pass and when this date has been reached the pass will become invalid. You will then have to apply for a new pass.

Permanent Media pass applicants will be expected to complete and sign a Code of Conduct form.

Code of Conduct

Parliament Buildings is a working environment. All media pass holders should treat Assembly Secretariat staff, MLAs, their staff and visitors to the Assembly with due courtesy and consideration and conduct themselves appropriately.

All media pass holders must observe agreed Assembly regulations about areas that are out-of-bounds and other agreed conventions. Impromptu 'door-stepping' interviews on camera, on tape or in person is strictly prohibited. Media pass holders are also reminded that they must observe and respect the privacy of Assembly Secretariat staff and visitors to the Assembly.

Media pass holders should not act as paid or unpaid lobbyists for any individual or organisation that might seek to influence the political process or benefit from inside knowledge of it and may not use their accredited status to do so.

NB: All media pass holders will be required to sign a 'Code of Conduct' form in which they will agree to adhere to the stated regulations. Alleged breaches of this code will be notified to the media pass holder's employer or in the case of freelance personnel, to their sponsoring organisation and to the Northern Ireland Assembly's Head of Communications.

The Head of Communications can enforce a penalty to withdraw media accreditation and his/her decision to do so will be final. All breaches will be recorded for monitoring purposes.