

# *The Bakersfield Californian's greatest asset is its credibility.*

- TBC NEWS/EDITORIAL CODE OF ETHICS

Accuracy is our top priority and a basic expectation of any journalist. All journalists employed by *The Bakersfield Californian* are responsible for ensuring that information published by the newspaper – in print or online – has been verified. When mistakes appear, the journalist's own credibility is damaged, the readers' trust in us is shaken, and the ultimate outcome of an ensuing loss of readership could threaten our very existence. Therefore, we take all errors seriously – particularly avoidable verification errors – striving to correct them as soon as possible and taking steps to prevent them from recurring. Repeated or egregious errors may result in disciplinary action, up to and including termination.

Today's Date: \_\_\_\_\_

Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Number of Avoidable Errors Made by Employee During Previous 12 Months: \_\_\_\_\_

Date Error Appeared: \_\_\_\_\_

Page on Which Error Appeared: \_\_\_\_\_

Should the information have been CQed? (circle one)

YES

NO

(name, title, date, amount, phone number, address, Web site, odd wording in a quote, etc.)

Was the error CQed? (circle one)

YES

NO

Describe the error:

Explain how the error occurred:

Explain how you will avoid this error in the future:

*I have completed and reviewed this form with my immediate supervisor:*

NAME/SIGNATURE

DATE

Employee

Supervisor

Managing Editor (of AME)

Executive Editor

Attach an original copy of article/caption/headline in which the error occurred and an original copy of the FTR. Submit the attachments as well as the original signed copy of this form to Mary Fuller.

The supervisor and employee should each keep a copy for their own reference.