

# THE WALL STREET JOURNAL.

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## WSJ MEMBER MESSAGE

# About The Wall Street Journal Newsroom

An overview of our guidelines for employee conduct, sourcing, corrections and transparency.

November 1, 2018

## Contact the Newsroom

We take seriously all communications from our subscribers and readers about how we are doing our job. While we can assure you that your email will be read by an appropriate member of the News Department staff, we cannot guarantee that you will receive an additional response from us because of the volume of emails that we receive and because your email may concern a matter that is outside the purview of the News Department. Contact the Newsroom.

## Corrections

Readers can alert The Wall Street Journal to any errors in news articles by emailing [wsjcontact@wsj.com](mailto:wsjcontact@wsj.com) or by calling 1-888-410-2667. See recent corrections.

## The Wall Street Journal Leadership

*Published since 1889 by Dow Jones & Company*

**Matt Murray**, *Editor in Chief*

**Neal Lipschutz**, *Deputy Editor in Chief*

**Karen Miller Pensiero**, *Managing Editor*

**Jason Anders**, *Chief News Editor*

**Thorold Barker**, *Europe*

**Elena Cherney**, *Coverage Planning*

**Andrew Dowell**, *Asia*

**Louise Story**, *Strategy and Interim Product & Technology*

**Alex Martin**, *Writing*

**Michael W. Miller**, *Features & Weekend*

**Emma Moody**, *Standards*

**Shazna Nessa**, *Visuals*

**Matthew Rose**, *Enterprise*

**Michael Siconolfi**, *Investigations*

**Nikki Waller**, *Live Journalism*

**Stephen Wisnefski**, *Professional News*

**Gerard Baker**, *Editor at Large*

## **Code of Conduct**

This code is designed to provide all employees of Dow Jones—including newsroom employees of The Wall Street Journal—with guidelines for appropriate professional conduct. It is intended not as a statement of new beliefs or a codification of new rules of conduct, but as a reaffirmation of enduring values and practices. Please note that the code was revised effective January 2012 to clarify certain provisions.

As a News Corporation company, Dow Jones and its employees are also governed by News Corporation’s Standards of Business Conduct and other written policies and guidelines issued by Dow Jones and News Corporation. If News Corporation’s Standards of Business Conduct does not address certain topics covered by this code, or a specific provision in this code is more restrictive than the Standards of Business Conduct, then this code shall govern.

The central premise of this code is that Dow Jones’ reputation for quality products and services, for business integrity, and for the independence and integrity of our publications, services, and products is the heart and soul of our enterprise. Put another way, it is an essential prerequisite for success in the news and information business that our customers believe us to be telling them the truth. If we are not telling them the truth—or even if they, for any valid reason, believe that we are not—then Dow Jones cannot prosper.

**READ THE FULL DOW JONES CODE OF CONDUCT.**

## **Ownership Structure**

The Wall Street Journal is published by Dow Jones, a unit of News Corp. Read more about Dow Jones and its leadership structure.

## **Mission Statement/Coverage Priorities**

Matt Murray, editor in chief of The Wall Street Journal and Dow Jones Newswires, outlined specific areas of focus in a note to the newsroom. They include scoops, sourcing and unique, ambitious stories; accelerating digital progress; professional news, live journalism, engaging with members and other growth opportunities; newsroom employees; and trust. “Continued success—something we can never take for granted—requires all of us coming together as one team, resisting complacency and aiming to outdo ourselves every day,” he writes. [READ THE FULL MEMO.](#)

## Unnamed Sources Policy

We should always be pushing for on-the-record sourcing. “Be extremely judicious when we ask readers to take it on faith that the people whom we permit to speak anonymously are in a real position to know and that we have fully rounded sourcing,” says editor in chief Matt Murray. *(Originally published in the Style & Substance bulletin on Sept. 5, 2018.)*

As The Wall Street Journal stylebook says:

*ANONYMOUS SOURCES: Accepting a source’s request for anonymity sometimes is the only practical way to obtain important information, but we must be circumspect. On-the-record sources are always preferable because they may be held personally accountable for what they say and are therefore generally more certain to be scrupulously accurate. Also, readers are able to make judgments about the reliability of those whose identities are provided.*

*Make certain from the outset of an interview that you and the person being interviewed understand the ground rules, including whether or not he or she is talking for attribution. Terms such as on background and not for attribution tend to be misunderstood, so clarify them if you can. In cases where the person’s identity is to be protected, take pains to indicate where his or her biases might lie: an executive working for a competitor ... an executive who left the company in a management shake-up ... a laid-off employee ... or a close relative of the plaintiff.*

*Unattributed personal attacks are almost always unacceptable. But unattributed negative comments about policy or corporate practice are generally acceptable: “A senior administration official said the Democrats’ plan for Social Security is flawed and won’t guarantee its survival.” When in doubt, consult the standards group.*

## Diversifying Sources

We should intentionally seek to expand our source base to better reflect the broad diversity of views and experiences of people in the U.S. and globally.

In much of our reporting, the corporate or political position, expertise or professional stature of our sources does and should dictate whom we choose to reference in our reporting. This shouldn’t change. That practice isn’t in conflict with a goal to further diversify our source base.

This does mean, where appropriate, that we are conscious in our reporting of seeking out as sources people of different genders, races, religions, sexual orientation, geographic base and economic circumstance. *(Originally published in the Style & Substance bulletin on Oct. 3, 2018.)*

## **Additional Information**

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