

New Scoop's Ethical Foundations

Scoop.co.nz's current [Mission statement](#) adopted in 2005 reads as follows:

Scoop's Mission:

freedom, expression, ideas, information, empowerment, transformation

The [scoop.co.nz](#) publication is a new media, born of the internet and populated by material of the internet. It delivers news in a totally new way – unprocessed and raw “from the horse’s mouth”. Scoop.co.nz is transforming the news environment – providing an open forum for a variety of perspectives to co-exist *just as the sources intended*.

In the paper you read digested news - usually late. On the radio and TV you receive sound-bite news - compressed to fit demographic formats that must select and discriminate. Censor.

The majority of internet based news services are based on feeds of news from the old – real-world – media, transcribed and regurgitated online. *Scoop.co.nz is not* – it’s raw news as it gets released.

On Scoop you can read the news at the same time that the media are reading it. It is all here.. the good oil.. the whole story..the whole speech..what the Prime Minister really said, not what the reporter heard them say. Better yet you get to hear it *when the Prime Minister said it*. Not tomorrow.

Scoop believes in the power of information to transform lives. It believes in the power of the internet to resolve conflict. And it believes in the power of compelling ideas to propel themselves into political consciousness if they are able to get exposure and be debated. Scoop is, necessarily, a forum that is neither censored through its own prejudices nor controlled by a multinational media conglomerate.

Therefore Scoop's mission is: “To be an agent of positive change.”

In being *an agent of positive change* Scoop aims to maintain a very high level of inclusiveness . Our publishing policy ([which can be read here](#)) sets out how we go about deciding what to publish. The general rule is that we aim to provide a very big tent able to include all points of view.

The Scoop Foundation is committed to maintaining a high standard of ethical behaviour in all of its dealings. We are also committed to being accountable and transparent . Anyone who wishes to raise an issue about something on the website or something that one of our staff or representatives has done or published should in the first instance contact the Editors at editor@scoop.co.nz.

In the event the answer provided by the editors is unsatisfactory matters may be escalated to the board@scoop.co.nz and editorial panel panel@scoop.co.nz.

Scoop's editorial conduct is governed by the principles of the Press Council which also provides an additional avenue of appeal for those who feel their complaint has not been adequately dealt with. Scoop has recently applied to join the Press Council

The press council's principles can be viewed here: <http://www.presscouncil.org.nz/principles> .

Scoop's Editorial Panel is also committed to upholding the Journalists Union's code of ethics. The code of ethics can be viewed here: <http://www.epmu.org.nz/journalist-code-of-ethics/> . ENDS