

READ ALL ABOUT IT?

People Cards	"News" Cards	Evidence Cards	Regulation/ Code of Conduct/ Ethics Cards
The Queen	An affair	CCTV Video	NUJ 1: Freedom of the press/ Right of public to know
Prince Charles	Drugs	Hidden Camera Video	NUJ 2: Strives to ensure that information disseminated is honestly conveyed, accurate and fair.
Prince William	Sexuality	Hidden Camera Still Photos	NUJ 3: Corrects inaccuracies.
Prince Harry	Sexual offence (arrested)	Hidden Recording	NUJ 4: Differentiates between fact and opinion.

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Cheryl Cole	Sexual offence (rumour)	Recorded Interview	<p>NUJ 5: Obtains information honestly except when in overwhelming public interest or unable to obtain any other way.</p>
Simon Cowell	Died	Tip off from a known source (paid for)	<p>NUJ 6: Does not intrude into private life, grief or distress unless justified by public interest.</p>
Tulisa	Partner arrested	Anonymous tip off	<p>NUJ 7: Protects sources.</p>
Jessie J	Debt	Confidential letter	<p>NUJ 8: Resists threats or influence to suppress stories, and makes no gain from information before it is public.</p>

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David Cameron	Forgery	email	<p>NUJ 9: Produces no material likely to lead to hatred or discrimination on the grounds of a person’s age, gender, race, colour, creed, legal status, disability, marital status, or sexual orientation.</p>
Alex Salmond	Tax evasion	Twitter	<p>NUJ 10: Do not endorse/advertise except for own work/media (employer)</p>
England football team	Cruelty to an animal	Facebook	<p>NUJ 11: A journalist shall normally seek the consent of an appropriate adult when interviewing or photographing a child for a story about her/his welfare.</p>
Barak Obama	Offensive remark (racist)	Selfie	<p>NUJ 12: Avoids plagiarism.</p>

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<p>Archbishop Justin Welby (<i>Archbishop of Canterbury - The head of the Church of England</i>)</p>	<p>Offensive remark (sexist/mysoginistic)</p>	<p>YouTube video</p>	<p>IPSO: Clause 1 Accuracy</p>
<p>David Beckham</p>	<p>Offensive remark (religious)</p>	<p>Press Release</p>	<p>IPSO: Clause 2 Opportunity to reply</p>
<p>Victoria Beckham</p>	<p>Traffic offence</p>	<p>Tip off from a known source (not paid for)</p>	<p>IPSO: Clause 3 Privacy*</p> <p><small>*There may be exceptions to the clauses where they can be demonstrated to be in the public interest.</small></p>
<p>A backbench MP/MSP</p>	<p>Involved in/Causes a car crash with 2 fatalities</p>	<p>Eye-witness account (exclusive interview)</p>	<p>IPSO: Clause 4 Harassment*</p> <p><small>*There may be exceptions to the clauses where they can be demonstrated to be in the public interest.</small></p>

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A Cabinet/Shadow Cabinet Minister	Involved in/ Causes a car crash with NO fatalities	Eye-witness account <i>(on TV news report)</i>	IPSO: Clause 5 Intrusion into grief or shock
Paul McCartney	Drunk on an aeroplane		IPSO: Clause 6 Children
Jared Leto	Donates to a foodbank		<p>IPSO: Clause 7 Children in sex cases*</p> <p><i>*There may be exceptions to the clauses where they can be demonstrated to be in the public interest.</i></p>
A famous boxer	Cash for access		IPSO: Clause 8 Hospitals

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A premier league footballer (Scottish or English)	Health (minor injury/illness)		IPSO: Clause 9 Reporting of crime
A lower league footballer	Health (serious injury/illness)		<p>IPSO: Clause 10 Clandestine devices and subterfuge*</p> <p><i>*There may be exceptions to the clauses where they can be demonstrated to be in the public interest.</i></p>
Tiger Woods	Health (mortal injury/illness)		IPSO: Clause 11 Victims of sexual assault
Russell Brand	Wedding (Guest/particant)		IPSO: Clause 12 Discrimination




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<p style="text-align: center;">Kim Jong-un <i>(North Korean Leader)</i></p>	<p style="text-align: center;">Overheard private conversation in a public place</p>		<p style="text-align: center;">IPSO: Clause 13 Financial journalism</p>
<p style="text-align: center;">Vladimir Putin <i>(Russian Leader)</i></p>	<p style="text-align: center;">Overheard private conversation in a private house</p>		<p style="text-align: center;">IPSO: Clause 14 Confidential sources</p>
<p style="text-align: center;">A man <i>(member of the public)</i></p>	<p style="text-align: center;">Commit suicide with a chainsaw</p>		<p style="text-align: center;">IPSO: Clause 15 Witness payments in criminal trials</p> <p style="text-align: center;"><small>*There may be exceptions to the clauses where they can be demonstrated to be in the public interest.</small></p>
<p style="text-align: center;">A woman <i>(member of the public)</i></p>	<p style="text-align: center;">Abduction/kidnapping/missing</p>		<p style="text-align: center;">IPSO: Clause 16 Payment to criminals*</p> <p style="text-align: center;"><small>*There may be exceptions to the clauses where they can be demonstrated to be in the public interest.</small></p>

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Male teenager (15) <i>(member of the public)</i>	Robbery		
Female teenager (15) <i>(member of the public)</i>			
A boy (5) <i>(member of the public)</i>			
A girl (5) <i>(member of the public)</i>			

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Genre	Popular	Mid-market	Quality
Masthead	Red-tops at left with sans serif text	Across page (Old English or serif or sans serif)	Across page (serif or Old English)
Page size	Tabloid	Tabloid or broadsheet; broadsheets have ad(s) on front page	Tabloid (compact), Berliner or broadsheet; broadsheets/ Berliner have ad(s) on front page
			
Front page	1-2 stories with screamer sans serif headline &/or large photo(s); puffs to right of masthead	1-3 stories with screamer serif headline &/or large photo(s); puffs to above &/or below masthead	Text dominates (exc. Scotsman, i newspaper); headlines in serif (exc. Herald)
Front page body	One sentence paragraphs; kicker in bold	One sentence paragraphs; kicker in bold	Long sentences in paragraphs of more than one sentence
Tone	Fun, sensational, titillating, indignant, human interest	Indignant, serious, human/ public interest	Serious, public interest