

ekolist.cz

Editorial principles of nonprofit medium



Structure

- **Strictly divided financing and publishing policy**
- Head of the NGO have financing responsibility
- Editor in chief has responsibility for content
- Topics are chosen by editors/editor in chief
- Overall goal is popularization of environmental issues

Working principles

- **Impartial processing of information (no advocacy)**
- Understanding of the subject (redactors have master degree in field of ecology)
- **Articles must be understandable for average readers**
- Citation of sources of information (NGO, government etc.)
- Licensing policy (public copyright licenses)

Without editorial comment

- Press releases (NGO, companies, officials)
- Commentaries and documents (open letters etc.)
- Journalistic articles (reports from abroad, expert texts)
- Paid PR texts in special sections
- Include information that the text was not written by Ekolist.cz staff

Commentaries and documents

- We support public debate about green topics
- Readers have to follow internal ethics codex
- No other restrictions (only quickly registration)
- The discussions are edited by the redactors
- it takes a lot of time (and money)

- 2012
- 22. 11. 2012 | **Jen další důkaz debility EU.** Novák
- 22. 11. 2012 | **Jen další důkaz debility EU.** Arnošt
- 22. 11. 2012 | **nesmysl** Pavel Cincera
- 22. 11. 2012 | L **nesmysl** Jan Šimůnek
- 22. 11. 2012 | L **nesmysl** Jakub Kašpar
- 22. 11. 2012 | | **nesmysl** Jan Šimůnek
- 22. 11. 2012 | | **nesmysl** Kalous
- 23. 11. 2012 | | L **nesmysl** Jakub Kašpar
- 22. 11. 2012 | | L **nesmysl** Šafařík
- 24. 11. 2012 | | L **nesmysl** fesoj
- 26. 11. 2012 | | L **nesmysl** Šafařík
- 22. 11. 2012 | **Jen další důkaz debility EU.** SMĚJÍCÍ SE BESTIE 2
- 22. 11. 2012 | L **Jen další důkaz debility EU.** Otter
- 23. 11. 2012 | | **Jen další důkaz debility EU.** Šafařík
- 25. 11. 2012 | | **Jen další důkaz debility EU.** Pokorný
- 26. 11. 2012 | | L **Jen další důkaz debility EU.** Šafařík
- 25. 11. 2012 | | L **Ty si přemnoženej** LB - pro kriptofašisty
- 23. 11. 2012 | | L **Jen další důkaz debility EU.** anonymm
- 23. 11. 2012 | | L **Jen další důkaz debility EU.** Otter
- 24. 11. 2012 | | L **Jen další důkaz debility EU.** Jarek Schindler
- 23. 11. 2012 | L **Jen další důkaz debility EU.** Korbel
- 23. 11. 2012 | L **Jen další důkaz debility EU.** Goro
- 23. 11. 2012 | L **Jen další důkaz debility EU.** thr
- 22. 11. 2012 | **Rybářům nezbude nic jiného.** fesoj
- 23. 11. 2012 | L **Rybářům nezbude nic jiného.** Jan Šimůnek
- 24. 11. 2012 | | **Rybářům nezbude nic jiného.** fesoj
- 25. 11. 2012 | | L **Rybářům nezbude nic jiného.** Jan Šimůnek
- 25. 11. 2012 | L **Rybářům nezbude nic jiného.** Pokorný

[BOZP a PO - dokumentace](#)

Zpracování, aktualizace, školení. Přehledně, podle procesů ve firmě.

[Kup regionální potraviny](#)

a hrajte o skvělé ceny! Dovolená, která chutná.

["Loni jsme díky E.ON](#)

ušetřili na topení skoro 5000 Kč." Zkuste si vypočítat úsporu i vy!

[Internet v nové lokalitě](#)

Stěhujete se? Zjistíme dostupnost na nejlevnější internet - zdarma!

[Sháníte topení na chatu?](#)

Zkuste přenosná kamna Zibro! Účinná, tekuté palivo, bez splodin.

Spreading the news

- **Main mission is spreading news about environmental issues**
- All the content is free 24/7
- Accepting the content with quotation of the source
- **Using all existing communication channels**
- Cooperation with other media (Euractiv.cz, Our Nature etc.)

In public

- NGO status is just a way to financing our mission
- **In public we are acting like normal medium/journalists (no advocacy)**
- Commentators of actual topics for other media (Czech Radio, TV etc.)
- "Talking heads" in the field of the environment (education videos etc.)
- Moderators of public debate (Green Party, film festival etc.)

Ethics

- **Effort to maximal objectivity**
- **No support for one decision, attitude or organization**
- All stakeholders have the same access to the web content
- **We want to create a free space for all of points of view**
- We want stimulate public debate

“Nuclear village” problem

- **Very limited number of environmental experts**
- State officials
- Non-government organizations
- Private enterprises
- Scientists

2003 – Editor in chief of Ekolist.cz

2005 – Head of press unit of The Ministry of the Environment

2010 - A deputy director of Krkonoše Mts. National Park (KRNAP)



Problem of distance

- **Long term cooperation leading to friendship**
- Better access to the information x distance problem
- The closest (and most stabile) are NGOs
- The political arena is changing the most
- Strong personalities are passing from one sphere to another



Activists and politicians



Activists and scientists – they have their
(different) roles

Common media ethics problems

- **Roles** – journalist x activist x politician x scientist
- **Ethics is matter of individual mediums**
- Publishing houses are being bought by big businessman
- **Print media importance declining x growing web media**
- **Online media usually doesn't have a transparent ethics codex**

Thank you for your attention

If you have any questions, please feel free to ask

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Journalist in environment