

About AP

Our story — For 170 years, we have been breaking news and covering the world’s biggest stories, always committed to the highest standards of objective, accurate journalism. We were founded as an independent news cooperative, whose members are U.S. newspapers and broadcasters, steadfast in our mission to inform the world. From delivering the news via pony express in 1846 to working in virtual reality today, we are always innovating.

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DEMONSTRATION ONLY



Associated Press (AP)

Description:

The Associated Press is an independent, not-for-profit news cooperative headquartered in New York City. Our teams in over 100 countries tell the world's stories, from breaking news to investigative reporting. We provide content and services to help engage audiences worldwide, working with companies of all types, from broadcasters to brands.

Stakeholder(s):

AP Audience :

Audience reach — More than half the world's population sees our content every day.

AP Journalists :

Depth of expertise — Two-thirds of our staffers are journalists.

AP Teams :

Global coverage — Our teams operate in over 250 locations worldwide.

AP Departments :

Our success is dependent upon the collaboration of staffers across departments. Our essential operation is comprised of three primary areas: News, Business Operations and Technology.

AP News Department :

The AP has news operations in 250 locations around the world. Our team of news leaders oversees all areas within the department, including specialty coverage areas such as sports, entertainment, investigations, photos, video, social media and interactive graphics. Our news operations also include the Nerve Center, which is at our headquarters in New York. Editors at

the Nerve Center work with editors of our regional hubs around the world on all aspects of coverage.

AP Business Operations Department :

Talented professionals in our business operations contribute to making the AP more profitable and ensure it functions efficiently all across the globe. Key areas in our business operations include Revenue, Sales & Marketing, Product Development, Strategic Planning, Corporate Finance, Human Resources, Legal and Corporate Communications. These areas play a significant role in development of our product portfolio while also supporting daily operations enabling AP to compete in a fast-changing business environment.

AP Technology Department :

Technology is the largest non-News division at AP. Our products are all technology driven, so this department is inherently part of producing the news and getting our products delivered to customers. Technology's field team and the AP's global support desk provide valuable support for AP employees. Our technicians, application developers, security engineers and a wide array of other technology specialists work in departments such as Application Development, Business Technology, Quality Assurance, IT Security and Technology Solutions.

Vision

Excellence, inside and outside the newsroom

Mission

To inform the world

Values

Excellence: From New York to London, from Beirut to Bangkok, our teams around the world strive for excellence, inside and outside the newsroom.

Standards: We are committed to our news values and hold ourselves to the highest journalistic standards.

Timeliness: Our journalists go to great lengths, often overcoming tremendous obstacles, to report the news quickly, accurately and honestly, with the utmost attention paid to AP's high standards.

Accuracy

Honesty

Objectivity

Service: Outside the newsroom, our teams provide outstanding service, with a focus on customer care, ensuring AP meets the needs of our diverse client base.

Innovation

Transparency: We are fierce advocates of transparency and accountability in government, ensuring the public gets the information that it has a right to know.

Accountability

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1. News & Information

Ensure the public has access to objective, accurate news and information.

Stakeholder(s)

News Outlets :

More than 15,000 news outlets and a range of businesses worldwide connect with their audiences using our multi-format content.

Businesses

United Nations Security Council :

From the United Nations Security Council to the United States Congress, we take our message where it needs to be heard. Leading the way since 1846.

United States Congress

1.1. Stories

Provide engaging stories.

We work with companies across all industries to provide engaging stories that resonate with their target audiences and customers.

Stakeholder(s):

Companies

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2. Causes

2.1. FOIA

Ensure the public gets the information that it has a right to know.

Freedom of information and access ... It's a core component of journalism in a democracy: making sure the public gets the information that it has a right to know. We are committed to this principle and are a leading and aggressive advocate of the importance of transparency and accountability in government.

Stakeholder(s):

FBI :

In 2016, in response to a lawsuit by AP and several other news organizations, the FBI released the full transcript of the 911 call made by the Orlando nightclub shooter.

East Chicago, Indiana :

Also in 2016, our document dig revealed decades of neglect by local, state and federal agencies in East Chicago, Indiana, which allowed residents of the town to be exposed to lead.

Coca-Cola Co. :

In 2015, we obtained stunning emails that showed Coca-Cola Co. was a guiding force behind a non-profit group founded to fight obesity.

Eugene Pulliam First Amendment

Award :

AP's FOIA work in 2009 and 2010 has been honored with the Eugene Pulliam First Amendment Award, which recognizes a person or organization that has fought to protect and preserve one or more of the rights guaranteed under the First Amendment.

2.1.1. Denials

Address the growing number of Freedom of Information Act (FOIA) denials in the U.S.

In the U.S., we have taken definitive steps to address the growing number of Freedom of Information Act (FOIA) denials.

2.1.2. Training, Appeal & Negotiations

Increase internal FOIA training and strengthen our approach to filing appeals, responding to denials and negotiating with government agencies.

Beginning in 2009, we increased our internal FOIA training and strengthened our overall approach to filing appeals, responding to denials and negotiating with government agencies.

Stakeholder(s):

Government Agencies

2.1.3. Investigations

Takes on investigative projects that are heavily reliant on FOIA and state open records requests and works with reporters internationally on cases that deploy both U.S. and foreign-based laws.

AP takes on investigative projects that are heavily reliant on FOIA and state open records requests and works with reporters internationally on cases that deploy both U.S. and foreign-based laws. AP's use of the Freedom of Information Act has led to the release of critical information that the government would have preferred to keep secret.

2.1.4. Actions

Take key actions around Freedom of Information.

Along with our in-house counsel, our reporters and editors take three key actions around Freedom of Information:

2.1.4.1. Legal Rights

Assert relevant rights under federal and state constitutions and Freedom of Information laws to obtain access to news—going to court, if necessary, to enforce those rights.

2.1.4.2. Compliance

Monitor compliance by government agencies and officials with FOI laws and report infractions and shortcomings.

Stakeholder(s):

Government Agencies

2.1.4.3. Defense

Defend the statutory and constitutional rights of journalists to do their work free of government interference or intrusion.

2.1.5. Training

Train outside groups.

In addition, AP stepped up training for outside groups, advocated for the strengthening of FOIA and engaged the services of the new Office of Government Information Services for the resolution of certain appeals that were denied by agencies.

2.1.6. Advocacy

Advocate for the strengthening of FOIA.

2.1.7. Appeals

Engage the services of the new Office of Government Information Services for the resolution of certain appeals that were denied by agencies.

Stakeholder(s):

Office of Government Information Services

2.2. Safety

Protect journalists.

Journalist safety — Covering the news is more dangerous than ever before. We work hard to help protect journalists worldwide, regardless who they work for... Protecting journalists worldwide is important to us. With AP's global footprint, gathering news in more than 100 countries, our reporters face dangers every day. We take the safety of our staff very seriously — our global security team continually visits and updates security at all of our worldwide locations, particularly those in conflict zones. Reporters covering dangerous situations, from Afghanistan to areas facing a medical crisis, carry the latest safety equipment and receive intensive hostile environment training. There always will be certain risks to covering news firsthand, but there are further legal steps that can be taken to protect journalists. Under existing international law — the Geneva Conventions and additional protocols since then — journalists are considered civilians in conflicts between states... While steps have been taken toward improving journalist safety, AP believes there needs to be a new international legal mechanism for protecting journalists — one that makes killing journalists or taking them hostage a war crime. The growing challenges to journalists' ability to gather news should be a worldwide cause for concern. When independent media cannot provide firsthand original reporting, freedom suffers.

Stakeholder(s):

Journalists :

Once welcomed as the voice of truth and fairness, and the public eyewitness to history, journalists today are targets, with attacks no longer limited to conflict zones.

United Nations :

In 2013, the United Nations adopted a resolution condemning attacks on journalists and underlining the obligations of nations to bring perpetrators to justice. But as the nature of both war and media have changed dramatically in recent years, these protocols no longer address the increasingly perilous challenges facing journalists. With each country responsible for investigating and prosecuting those who kill journalists, it is a patchwork system at best.

Committee to Protect Journalists :

Only 10 percent of journalists' killers are ever brought to justice, according to the Committee to Protect Journalists. Impunity for those who kill journalists only empowers them.

Pentagon :

In 2016, in response to objections filed by AP and other news organizations, the Pentagon revised its Law of War guidelines to remove wording that could permit U.S. military commanders to treat war correspondents as "unprivileged belligerents" if they think the journalists are sympathizing or cooperating with enemy forces. The amended manual also dropped wording that equated journalism with spying. These revisions intended to clearly identify journalists as civilians and protect journalists under the law of war.

U.S. Military Commanders

War Correspondents

Governments :

A free press is the most powerful bulwark between tyranny and democracy, holding governments accountable and providing trustworthy eyewitness news that lets people make informed and responsible choices.

Eyewitnesses

2.3. IP

Protect original, authoritative news.

Intellectual property — We are committed to providing comprehensive, original, authoritative news from around the world. Our reporters are at the scene whenever major stories are breaking—sometimes at great risk to

themselves. Our audience also counts on them to cover news at the local level. For example, we have a reporter in every statehouse in the U.S. This level of journalism is expensive. AP, which is a not-for-profit cooperative, invests hundreds of millions of dollars every year in news-gathering and distribution. Revenue from licensing this content, across formats (including digital), is our main source of funding. When a user licenses content from AP, it obtains permission to use that content in a specific way. Thousands of organizations across the world license AP content for legitimate use in their businesses, understanding the value inherent in this content and the investment that went into its production. When our content is used without authorization, it undermines our ability to support our news operations. Like any other content creator, we must protect our intellectual property rights against unauthorized exploitation. Protecting our journalists' work from misuse and illegal use is of primary importance to the organization, and we are working to develop new ways to safeguard our rights.

2.3.1. Copyrights

Oppose copyright infringement in courts of law.

Stakeholder(s):

U.S. District Court for the Southern District of New York :

In a victory for AP, the U.S. District Court for the Southern District of New York ruled in AP's favor in a copyright infringement suit against Meltwater News.

Meltwater News

British Supreme Court :

The British Supreme Court has decided partially in favor of news-clipping service Meltwater in its long-running dispute with UK newspaper publishers. Read more about the case here: <https://www.ap.org/ap-in-the-news/2013/uk-court-news-clipping-service-must-obtain-licenses-from-newspaper-publishers>

2.3.2. Newsgathering

Protect original newsgathering.

Since its founding in 1846, The Associated Press has been at the forefront of the news industry on issues like freedom of the press, the public's right to know, intellectual property rights and journalistic ethics and practices.

2.3.3. Claims

Enable reporting of unlawful use of AP content.

Submit an intellectual property claim — Report the unlawful use of AP content or file a copyright infringement notification with AP regarding the content contained on this site. We want to hear from you: <https://www.ap.org/terms-and-conditions/intellectual-property>

3. Ethical Standards

Set the industry standard for ethics in journalism.

Stakeholder(s)

Melville Stone :

“I have no thought of saying The Associated Press is perfect. The frailties of human nature attach to it,” wrote Melville Stone, the great general manager of the AP. But he went on

to say that “the thing it is striving for is a truthful, unbiased report of the world’s happenings. ... ethical in the highest degree.” He wrote those words in 1914. They are true today.

NEWS VALUES AND PRINCIPLES — We are The Associated Press. We have a long-standing role setting the industry standard for ethics in journalism. It is our job — more than ever before — to report the news accurately and honestly... For more than a century and a half, men and women of The Associated Press have had the privilege of bringing truth to the world. They have gone to great lengths, overcome great obstacles – and, too often, made great and horrific sacrifices – to ensure that the news was reported quickly, accurately and honestly. Our efforts have been rewarded with trust: More people in more places get their news from the AP than from any other source. In the 21st century, that news is transmitted in more ways than ever before – in print, on the air and on the Web, with words, images, graphics, sounds and video. But always and in all media, we insist on the highest standards of integrity and ethical behavior when we gather and deliver the news... The policies set forth in these pages are central to the AP’s mission; any failure to abide by them is subject to review, and could result in disciplinary action, ranging from admonishment to dismissal, depending on the gravity of the infraction.

3.1. Inaccuracy, Carelessness, Bias & Distortion

Avoid inaccuracies, carelessness, bias or distortions.

That means we abhor inaccuracies, carelessness, bias or distortions.

3.2. Falsity

Do not introduce false information into material intended for publication or broadcast.

It means we will not knowingly introduce false information into material intended for publication or broadcast; nor will we alter photo or image content. Quotations must be accurate, and precise.

3.3. Sources

Identify sources of our information.

It means we always strive to identify all the sources of our information, shielding them with anonymity only when they insist upon it and when they provide vital information – not opinion or speculation; when there is no other way to obtain that information; and when we know the source is knowledgeable and reliable.

3.4. Plagiarism

Don’t plagiarize.

It means we don’t plagiarize.

3.5. Conflicts of Interest

Avoid conflicts of interest.

It means we avoid behavior or activities that create a conflict of interest and compromise our ability to report the news fairly and accurately, uninfluenced by any person or action.

3.6. Misidentification & Misrepresentation

Do not misidentify or misrepresent ourselves to get a story.

It means we don't misidentify or misrepresent ourselves to get a story. When we seek an interview, we identify ourselves as AP journalists.

Stakeholder(s):

AP Journalists

3.7. Payments

Do not pay newsmakers.

It means we don't pay newsmakers for interviews, to take their photographs or to film or record them.

Stakeholder(s):

Newsmakers

3.8. Fairness

Be fair and correct mistakes.

It means we must be fair. Whenever we portray someone in a negative light, we must make a real effort to obtain a response from that person. When mistakes are made, they must be corrected – fully, quickly and ungrudgingly.

3.9. Compliance

Ensure that these standards are upheld.

And ultimately, it means it is the responsibility of every one of us to ensure that these standards are upheld. Any time a question is raised about any aspect of our work, it should be taken seriously.

Administrative Information

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Submitter:

Given Name: Owen

Surname: Ambur

Email: Owen.Ambur@verizon.net

Phone:

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