

PCC publishes guidance on online prominence

The Press Complaints Commission has today published guidance to the newspaper and magazine industry about the prominence of the publication online of PCC-negotiated corrections and apologies. It also issues guidance on the prominence of critical adjudications issued by the PCC. The guidance covers a number of practical points that editors should take into account when considering the prominence of online corrections and apologies. Some of the points covered by the note include giving consideration to linking back to the original article, the length of time that the correction or apology should remain online, tagging, and the amendment of URLs if necessary. The guidance also gives some more specific guidance about the publication of upheld adjudications issued by the PCC.

The guidance has been published following work undertaken by the PCC's Online Working Group, a sub-committee of the Commission set up in 2010 to look at policy issues arising from online publication.

PCC Director Stephen Abell commented: "As with offline publication, the test for the Commission will be whether the requirement by the Editors' Code for "due prominence" is met. The online environment is fast-moving, and there are a wide range of differing practices regarding publication. The PCC's guidance is intended to provide a sensible framework for both editors and the PCC, within which appropriate decisions about prominence can be taken."

ENDS

Notes to editors

1. The PCC is an independent body which administers the system of self-regulation for the press. It does this primarily by dealing with complaints, framed within the terms of the Editors' Code of Practice, about the editorial content of newspapers and magazines (and their websites, including editorial audio-visual material) and the conduct of journalists.
2. To read the guidance on online prominence, [click here](#).
3. Clause 1 (Accuracy) of the Editors' Code of Practice was amended in January 2011, and now states "in cases involving the Commission, prominence should be agreed with the PCC in advance".
4. In terms of print publications, research conducted by the PCC shows that in 2009, 84% of PCC-negotiated corrections and apologies appear on the same page or further forward - or on a dedicated corrections column - as the original transgression. For more information about this, [click here](#).
5. For more information, please contact Jonathan Collett on 020 7438 1246 or 07740 896805.

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