

***The Gateway's* Publishing and Editorial Guidelines for the 2024 DFU Campaign**

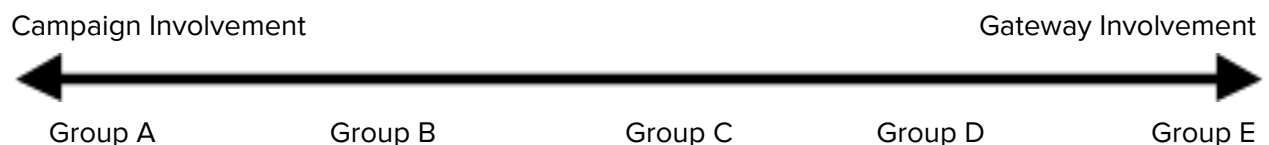
In historic DFU campaigns, *The Gateway* has elected to not cover ourselves in an effort to promote impartiality. However, the result has been a lack of information for students and transparency when it comes to our coverage. This is unfair to students, because *The Gateway* is students' number one source of information regarding UASU elections. By not covering ourselves, students miss out on any information regarding our campaign, as we are often the only ones who cover student governance. As well, by not acknowledging the fact that we're running, there are inconsistencies in the reporting record.

Because of this, we have decided to cover our campaign in a strict environment that still strives to promote impartiality, transparency, and fairness. To achieve this, we have created this document that encompasses our Conflict of Interest Plan, editorial and publishing guidelines, and our more general coverage.

This document was written by current Editor-in-Chief Katie Teeling and Managing Editor Lily Polenchuk.

Campaign Conflict of Interest Plan

The campaign Conflict of Interest plan comes into effect February 19 — this marks the start of *The Gateway's* election coverage with the publication of the first report card. This plan ceases to apply after Results Night, which is currently scheduled for March 7, 2024, when the final articles are published. Some guidelines, which are specified below, only apply during the campaign period itself, which is from February 26, 2024 to March 7, 2024.



Group A: Full Campaign Involvement

- Core campaign team
 - Staff on the campaign team
 - Marketing and Outreach Coordinator
 - Executive Director
 - Campaign volunteers and managers
- **CAN:**
 - Help with DFU campaigning.
 - Staff will continue doing small, day-to-day *Gateway* tasks when necessary.
 - Post about the campaign on their social media.
 - Can endorse *The Gateway* on social media.

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- Interact with Group D in light of corrections, clarifying information, etc during the campaign period.
- **CAN'T:**
 - Write any Gateway coverage during the campaign period.
 - Interact with members of Groups C and E during the campaign period.
- **Suggestions:**
 - Should not sit next to or engage with members of Groups B, C, and D during forums or election events, like Results Night.
 - Should avoid the office during the election period.
 - When interacting with other campaigns, don't answer editorial questions pertaining to elections coverage. When possible, make it clear that the DFU team and the coverage team are separate.
 - When interacting with other campaigns or speaking at forums, members of Group A should introduce themselves as campaign volunteers.

Group B: Non-Election Gateway Volunteers

- *Gateway* volunteers that are not involved in the election coverage or DFU campaigning.
- **CAN:**
 - Post about the campaign on their social media.
 - Endorse *The Gateway* on social media.
 - Like or repost other campaigns' media.
- **CAN'T:**
 - Can't have any *Gateway* articles, either elections coverage or regular content, published during the campaign period.
 - Come into the office during the campaign period.
- **Suggestions:**
 - Volunteers can pick up pitches, but articles won't be published during this time. Staff will let volunteers know before the campaign period begins.
 - Should avoid the office during the election period.

Group C: Opinion Section Writers Covering the Election

- Volunteers for the Opinion Section, including the Opinion Editor, that are writing on the election.
- Are not directly or officially connected to the campaign, and do not coordinate with the campaign.
- **CAN:**
 - Engage with Group D.
 - Share campaign content on their personal social media accounts if they choose, including that of *The Gateway*.
 - Come into the office.
 - Livetweet forums.

- **CAN'T:**
 - Interact with members of Groups A and E during the campaign period.
 - React, clap, etc to any candidates or campaigns but especially *The Gateway* DFU campaign during forums and other elections activities.
- **Suggestions:**
 - The Deputy Opinion Editor will be responsible for covering *The Gateway* DFU campaign. Leading up to Elections, the Deputy Opinion Editor should not engage with staff members or volunteers on the campaign. During Elections, the Deputy Opinion Editor should not engage with Group E, excluding the Opinion Editor, in any capacity. The Deputy Opinion Editor should only interact with Group D.
 - Group C should sit and travel separately from Group E, both during forums and in the office.
 - Group C should add 'opinions are my own' or something similar, if they're choosing to engage online during the election period.
 - The Opinion Editor can write editorials on *The Gateway* and upcoming elections issues ahead of the campaign period starting, but should avoid doing so during the campaign.
 - The Opinion Editor can express opinions about *The Gateway* and other candidates and campaigns on social media, but should avoid interacting with these campaigns to encourage objectivity.

Group D: Managing Staff

- Includes the Editor-in-Chief and the Managing Editor.
- Act as the middleman between the Opinion and News coverage teams. Managing Editor acts as middleman between *The Gateway* and the UASU, and the coverage team and the DFU campaign.
- **CAN:**
 - Engage with Groups B, C, and D at all times.
 - Only engage with Group A when pertaining to corrections and clarifying information.
 - Come into the office.
 - Interact with other campaigns and candidates.
- **CAN'T:**
 - Share campaign content on their personal social media accounts, including that of *The Gateway*.
 - React, clap, etc to any candidates or campaigns, but particularly *The Gateway* DFU campaign, during forums or Results Night.
 - Interact with other campaigns online.
 - Write elections coverage, unless there's no other alternative.
- **Suggestions:**

- Group D should avoid sitting with Groups A, C, and E during forums, but can sit with Group E during Results Night.

Group E: Core Elections Coverage

- Includes the News Editor, Staff Reporter, Deputy Editors, and any *Gateway* volunteers that are covering the election under the news section.
- These individuals may not be involved in the campaign in any capacity, and cannot share campaign content on their personal social media accounts.
- No discussion of campaign activities with members in Group A.
- **CAN:**
 - Come into the office.
 - Interact with Group D.
 - Livetweet forums.
- **CAN'T:**
 - Post about the campaign on their social media, including using campaign materials.
 - Endorse *The Gateway* on social media.
 - Like or repost other campaigns' media.
 - Interact with members of Groups A, B, and C during the campaign period.
 - Sit with members of the campaign team during the campaign period.
 - React, clap, etc to any candidates or campaigns, but particularly *The Gateway* DFU campaign, during forums or Results Night.
 - Discuss details or information relating to any candidates or campaigns, particularly *The Gateway* DFU campaign during the campaign period.
- **Suggestions:**
 - Members of this group should include their position in their bios on the website, and should make sure to introduce themselves as coverage volunteers during forums.
 - Staff Reporter will be responsible for covering *The Gateway* DFU referendum. Leading up to Elections, Staff Reporter should not engage with staff members or volunteers on the campaign. During the campaign period, Staff Reporter should not engage with Group C in any capacity.
 - Group E should sit and travel separately from Group C, both during forums and in the office.
 - Any clarifying information should be sought out by Group D. Members of Group E should not reach out to anyone for election and campaign information.
 - Members of this group should avoid interacting with other campaigns and candidates.

Publishing and editorial guidelines

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Every year, *The Gateway* covers the UASU elections. Coverage includes forum recaps, opinion columns, Q&As, and a results night article. Volunteers and staff write and edit this coverage, and include all pertinent information revealed and discussed during the campaign period, forums, etc.

Disclaimer

For ease of access and understanding, a disclaimer about *The Gateway's* involvement in the UASU elections will be provided at the top of coverage pertaining to *The Gateway's* campaign.

The disclosure will read as follows: “NOTE: *The Gateway is running a referendum to create a dedicated fee unit (DFU) in the 2024 UASU elections. The Gateway's DFU campaign and editorial coverage are separate. More information can be found here.*” This document will be linked in the disclosure.

News coverage

All news coverage pertaining to *The Gateway* will be covered by Aparajita Rahman, the 2023-24 Staff Reporter, as she is the least involved in the DFU campaign. *The Gateway's* current editing model — all news articles are edited by the News Editor, then the Managing Editor, then the Editor-in-Chief — will still apply to this coverage. All regular news content that other candidates, referenda, and plebiscites receive will apply to *The Gateway*, including a Q&A, forum recaps, and results night.

In this coverage, all pertinent information will be included, bearing in mind brevity, clarity, and time and space constraints, as is done for all other coverage. For referenda, forum recaps include fee amount, platform points if applicable, and details of the fee. Q&As have the same set of questions asked and included to all referenda and plebiscites.

Opinion coverage

All opinion coverage pertaining to *The Gateway* will be covered by Brooklyn Hollinger, the 2023-24 Deputy Opinion Editor. She is the least involved in the DFU campaign, as our Opinion Editor serves on *The Gateway* Student Journalism Society Board of Directors. *The Gateway's* current editing model — all opinion articles are edited by the Opinion Editor, then the Managing Editor, then the Editor-in-Chief — will still apply to this coverage. All regular opinion content that other candidates, referenda, and plebiscites receive will apply to *The Gateway*, which includes a Bite the Ballot article.

All opinions held or published by opinion volunteers are not held by *The Gateway*. As such, her opinion will not be edited or impacted by other members of staff or volunteers. To ensure this, Hollinger won't divulge her opinion leading up to the writing of this article.

Potential concerns and complaints

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Any concerns or complaints about *The Gateway's* election coverage should be directed to the Editor-in-Chief. Any concerns or complaints about the DFU campaign should be directed to the undergraduate campaign manager.