

# Gi Media Limited

Annual Statement to the Independent Press Standards Organisation (IPSO)<sup>1</sup> for  
the year 2022.

---

<sup>1</sup> Pursuant to Regulation 43 and Annex A of the IPSO Regulations (The Regulations: <https://www.ipso.co.uk/media/1240/regulations.pdf>) and Clause 3.3.7 of the Scheme Membership Agreement (SMA: <https://www.ipso.co.uk/media/1292/ipso-scheme-membership-agreement-2016-for-website.pdf>)

## Contents:

1 Overview.....	3
1.1 Responsible Person.....	3
1.2 Gi Media Limited .....	3
1.3 Manuals and Codes .....	3
2 Compliance Process.....	4
2.1 Editorial Practice .....	4
2.2 IPSO Notices .....	4
2.3 Staff Training .....	5
2.4 Adjudications by the Regulator .....	5
3 Gi Media Size .....	6

## Overview

### 1.1 Responsible Person

Managing Director Matthew Stinson

Phone: [REDACTED]

Email: [matt.stinson@gi-media.co.uk](mailto:matt.stinson@gi-media.co.uk)

In his absence report to Operations Manager Kiera Cook

Phone: [REDACTED]

Email: [admin@gi-media.co.uk](mailto:admin@gi-media.co.uk)

Office Address: 4 Town Hall Street, Grimsby, DN31 1HN

Office Phone Number: 01472 362 777

### 1.2 Gi Media Limited

Gi Media is an online-only publication that produces multiple articles and videos daily. There is an equal split between local and national news per page which sees engaging and insightful stories published each day.

We are a small team of three reporters and an Operations Manager who live and work in the Grimsby area.

Over the past year, we have employed multiple kick-start employees, some of whom have been taken on in permanent roles.

All articles are shared on our website which are then distributed on the relevant Facebook and Twitter pages.

Our main operating pages are Gi Grimsby News, Gi Scunthorpe News, Gi Hull News, and Gi Doncaster News.

Multiple articles are published daily, with Monday – Friday seeing roughly twenty articles published, with a further ten across the weekend.

We also employ a jobs team who advertises currently available jobs across the country on our news pages and in our own jobs' groups. Available jobs for advertisement are sent to use by various companies such as Indeed and Adzuna.

### 1.3 Internal manuals used by journalists

Journalists adhere to the IPSO Editor's Code of Practice, a copy of which is on display within the office and at each team member's desk. We also adhere to the Samaritans guide to reporting suicide.

There is no individual company code, although journalists are expected to adhere to the highest possible ethical standards and consult standard materials.

Lists of reliable sources, fact-checking tools, and image databases are also available in the office and at all staff member's desks.

## 2. Compliance Process

### 2.1 Editorial Standards

Gi Media strictly follows IPSO's Editors' code of Practice as high editorial standards are at the core of Gi Media's business.

All editorial staff are given copies of the code to study thoroughly, with any questions on best practices raised and discussed with the relevant management.

All freelancers or agencies who have or may in the future deal with us are also expected to adhere to the code of practice.

Just one example of the Editorial team following the Code of Practice is through our accuracy.

Accuracy and fact-checking are crucial to any publication. As each member of the editorial staff approach a new story that they are to write, the validity of the story is first assessed. Any sources that have been submitted are checked. Media submitted such as images and videos are asked to be sent to editorial as raw files, if these are not available the media will be evaluated to find its original source.

Witnesses and sources are dealt with the utmost care, with interview questions being carefully constructed to gain a detailed and factual account of events. Witness accounts are cross-checked for any potential inaccuracies which are then followed up by the appointed reporter. Any accounts that are proven inaccurate will not be used in our publications.

Relevant authorities such as the police and the council are also asked to provide any information or statements that can provide further accuracy. When this information is not available, Freedom of Information requests are made under the Freedom of Information Act (2000).

All works are checked by an Editor for any inaccuracies. Should any be found then the responsible party must rectify the facts and conduct further research. When clarification is not available then the inaccurate factor may be removed from the publication, or the publication removed altogether should that be the case.

Comment, conjecture and fact are distinctly distinguished from each other. Should a comment be made, it will be clearly stated that this is not a fact and should not be interpreted as one. If this is not clear at publication then the piece will be unpublished, reviewed, and edited. If necessary, the publication will be removed entirely.

Should any inaccuracies be published by the Editorial team then the company will publish a sufficient and appropriate apology. Fair opportunity is given to reply to any inaccuracies and any actions taken for defamation will be reported on.

### 2.2 IPSO Notices

There have not been any formal complaints made in 2020, however, had there been, they would have been logged in a spreadsheet, with detailed records of conversations, emails, and dates. This would have been provided to IPSO had the need arisen.

### 2.3 Training of Staff

On employment, staff are made aware of which area they will be covering and are given lists of available and useful sources such as newsgroups, businesses, authorities, and image databases. Support is available from Editors and Operations Managers and staff are encouraged to build contacts and relationships with local sources and companies.

Weekly debriefings and meetings are held with the whole team to keep up to date on relevant news and topics. Each team member is given the opportunity to say what they feel we are doing well and the areas we need to improve on. Each staff member also has a personalised list of their current stories and regular meetings with the Editor to discuss research, findings, etc.

Additional training and courses are offered to staff to increase personal and professional skills such as the Meta Online Journalism course recently completed by staff.

Staff are also carefully walked through and informed of the interview process when talking to sources or witnesses. Professional standards are explained such as copyright law and media use for material such as images and video.

Those interested in video journalism and interviewing are taken through all the video and recording equipment and relevant training is offered for the development of video journalism skills.

### 2.4 Adjudications by the Regulator

None were made against Gi Media in 2021.

## 4. Size of Gi Media

### 4.1 Staffing Levels

Gi Media currently employs three full-time staff and two part-time staff.

### 4.2 Number of Publications

Gi Media does not create printed publications, all works are published to our website and shared via Facebook and Twitter.

The number of published articles on our website to date stands at 12,529.

### 4.3 Circulation

The Gi Media group currently has two million followers with an average reach of 500,000 per month.

Our jobs groups across the country have a total of 465,232 members.

### 4.4 Annual Turnover

██████████

Ellie Chase

Editor

April 2022

