

Annual Statement

The CANNAVIST Magazine [Orange Fox Media Ltd]

Submitted electronically on April 6, 2022

- Introduction

This annual statement pertains to one publication only. The CANNAVIST Magazine (print & digital).

The following pages will provide clarity on our editorial standards, training and procedures for handling complaints.

The responsible persons:

- Patrick Griffin, Editor
- David Turner, Managing Director

- A brief overview of the nature of The CANNAVIST Magazine

The publisher behind The CANNAVIST is a private limited company operating in England and Wales as Orange Fox Media Ltd. The registered address is Markeaton House, 3 Slater Avenue, Derby, England, DE1 1GT. The company number is 08522467.

The CANNAVIST, launched as an essential guide to CBD & medical cannabis, is the UK & Ireland's first ever cannabis publication and has now evolved to focus on general health and wellbeing publication.

The CANNAVIST emerged with a debut issue in print form in January 2019. Founded by Orange Fox Media Ltd, a small editorial and design unit create this bi-monthly publication for print distribution and online consumption.

One editor and two journalists work together with a design and marketing team to produce the magazine, its associated website and content for our social media platforms.

In August 2021, The CANNAVIST underwent its 'Turning a New Leaf in Health and Wellbeing' relaunch.

The new-look CANNAVIST focuses on the five pillars of wellness: Mind, Body, Nutrition, Relationships and cannabis-powered wellbeing.

We believe that each work together to create a foundation for wellness.

This formula allows us to explore beyond cannabis - while staying true to the incredible plant that started it all - and help contribute to the betterment of lives through the beneficial properties of CBD, medicinal cannabis and much more.

Orange Fox Media Ltd was formed in 2013 with the primary function of being local newspaper in the Derby city area, the Derbyshire Guardian. By 2015, production ceased on that publication as the company migrated to becoming a B2B publisher.

Towards the end of 2018, it became clear that a portion of the company's advertisers were showing an interest in something called Cannabidiol, or CBD. After months of research and development, the UK & Ireland's first cannabis publication emerged.

The publication was largely B2B focused in its infancy, until high street distributors began to take Notice and we now focus on the consumer market. By January 2020, The CANNAVIST has been available with a cover price of £4.99 from WH Smith and MMRG high street retailers. The print edition is also available in the Republic of Ireland from select Eason & Sons retailers.

Since the beginning of 2021, The CANNAVIST has appeared on two popular digital media platforms – Readly and PressReader.

- Editorial standards

Our approach to editorial standards is very much the same as most media organisations our size. We always verify our sources and authenticate materials before deciding to publish a story. We do this by maintaining direct contact with sources, recording all interviews in audio and video interviewing face-to-face where possible and recording well-informed notes. We utilise a transcribing tool which is built by artificial intelligence. This serves as an addition to our interview notes and allows for precise and accurate quoting.

Our two fulltime journalists, and myself the editor, each adhere to a policy of editorial accuracy, fairness, timeliness and balance. Our approach is always to question claims, verify sources and present a factual, balanced, informative piece of fact-checked copy.

All our editorial content is published in line with guidance and standards for best practice as set out in the Editor's Code. Our two fulltime journalists and myself, have a pdf copy of the aforementioned plus additional resources we have gathered over the years, such as the NUJ Code of Conduct, which we may consult as and when we feel is required.

Our policy has been to produce fair and accurate copy which is of interest to our readers and the editorial maxim instilled into our editorial team is 'if in doubt, leave it out' to ensure that if we cannot verify a claim then we do not publish it.

- Editorial training

All staff are trained in media law and are kept up to date of changes to any law or guidance as and when new information arises. We are fortunate not to have had any issues reported with regards to content which has been published in the magazine's short lifetime.

While we do not employ an in-house legal expert, should we encounter a story for which legal advice may be necessary, we know that we can turn to IPSO for guidance pre-publication.

We hold regular editorial meetings, in person or virtually, to generate and discuss new content ideas.

Each member of the editorial staff is familiar with the Editor's Code, media law and best practice for interviews and are encouraged to make themselves familiar with McNae's Essential Law for Journalists which is available in the newsroom.

Resources available to all editorial staff:

- IPSO Editor's Code
- NUJ Code of Conduct
- ASA Code of Practice
- McNae's Essential Law for Journalists

All editorial staff possess digital copies of the Editor's Code of Practice and we regularly discuss proposed content ahead of publication to ensure that any potential problems – whether legal or to do with accuracy – are ironed out at the earliest stage.

The team also subscribes to the Advertising Standard's Authority code. Any IPSO or ASA advisory notices are distributed to all staff as and when applicable to the job.

While working from home is not popular in our post-COVID world our journalist team all currently work from the office and prefer to do so. Not only does aid communication but it ensures that everyone is aware of what the entire team is doing.

- How we handle complaints

We will accept complaints from readers by phone or email. Any such report will be handled by the editor in the first instance.

We will try to resolve complaints at Editor level but have a process where senior managers, directors and the CEO can be involved in the process where necessary.

All complaints, even those which find an amicable conclusion, will be recorded by the editor.

We will always attempt to respond to a complaint in a timely manner, as soon as possible or within a working week. Our complaints handling process, including the IPSO contact information and is outlined on our Letter from the Editor page in every issue of the magazine (print & online).

We will always attempt to find an amicable conclusion satisfactory to all parties, which may result in a correction published in a position in the magazine as agreed with the complainant. This may involve an apology, or sometimes it may simply be that effective communication with both parties clears the air. If a mutually acceptable agreement cannot be reached, we will refer the complainant to IPSO and its complaints procedure, which we will then follow.

Patrick Griffin, Editor, The CANNAVIST.