

# PRINTED MEDIA

# PUBLISHING PRINCIPLES

## Doğan Media Group: Our Shared Values

Doğan Media Group is a leading media provider offering exclusive, topical news stories, content and services that engage its audience in active dialogue and add value to their daily lives across all channel forms and at a global, 24/7 level.

Our “Shared Values” are the most important shared asset between publisher and employee, and constitute the foundation of our publishing principles.

Our Shared Values also form the basis of the intangible yet critically important contract between Doğan Media Group and its readers, viewers and listeners.

We promise our readers, viewers and listeners a top-quality publishing activity – one that’s creative and in line with professional and ethical principles, and one that at times breaks the mold and traditions, but is ever-respectful of its audience.

### 1. Trust

Earning society’s trust through our general attitude and our audience’s trust through what we print and broadcast is our most important value. The very foundation of Doğan Media Group today, as well as in the future, is comprised of trust.

### 2. Independence

**a)** The independent nature of Doğan Media Group, its management and employees, is what forms the basis of the trust we have established in society as well as with our audience.

Doğan Media Group employees and management respect their professional position above and beyond any and all relationships based on interest and influence. They may not enter or partake in any activity or organization that could tarnish the Group’s, the Company’s or their own reputation, and should avoid any and all conflict-of-interest situations that would cast doubt on Doğan Media Group’s independent stance.

**b)** Among the most integral factors of the Group’s independence is the fact that Doğan Media Group’s activities are built upon economic realities and prudent management principles. We will not engage in activities that do not create economic value. This is because an activity that is not economic in nature is simply dependent on yet another source.

**c)** We separate and identify commercial elements appearing in our publications, such as advertisements, commercial messages and sponsorship matters, in a manner that leaves no doubt as to the commercial nature of such elements. We exercise care to not use commercial brand names of companies and commercial product names, provided that such names do not constitute the main story. We do not publish or broadcast any content whatsoever that is based on any suggestion or advice received from advertising sources.

### **3. Accuracy and Truthfulness**

**a)** The fundamental purpose of our publications is to relay facts to the public at large in an objective manner, without distorting, exaggerating or censoring said facts, and without being influenced by any external pressure or special interest groups along the way.

**b)** The element of speed should never overshadow truthfulness, and exaggeration and simplification should never stand in the way of the multi-faceted nature of truth. We should openly admit to what we do not know and make an effort to avoid speculation.

**c)** Our goal is to never mislead our audience knowingly and deliberately, while minimizing any misleading behavior that stems from a lack of information and diligence on our part, and take corrective action at the earliest possible moment.

### **4. Impartiality, Pluralism, Fairness**

**a)** Our publications should be pluralist in a manner that reflects different aspects of the truth, and be impartial in the face of ideas that represent different sides of the truth and social actors. Impartiality and pluralism means considering our publications in their entirety and within a reasonable time span, and reflecting all mainstream ideas existing within society, without ignoring any such ideas within the confines of proportional fairness.

**b)** We aim to be open-minded and free of prejudice in the course of evaluating opinions and elements of proof that either defend or oppose an idea, attitude or behavior.

We must act fairly in the face of different opinions, ideas, attitudes and behavior. We must be able to place ourselves in the shoes of those that are different, and measure whether or not we have been acting fairly.

### **5. Compliance with Social Values**

**a)** We live in a nation of many voices, within a society that is rapidly changing. We regard wealth in terms of the ideas, beliefs, attitudes and behaviors of our society, and consider it as a resource that feeds our publishing endeavor. We are respectful towards our democratic and secular system, and the Constitution and Laws that bind such diversity and wealth together.

**b)** We avoid publishing material that limits the freedom of speech, conscience and expression; is in violation of basic human rights; provokes hatred, brutality and animosity; fans hatred and animosity amongst communities and nations; and offends religious beliefs and sensitivities.

**c)** With regard to violence and criminal activity, we do not include details in our news stories that could a) adversely affect people, especially children, b) act as a motivational factor or c) divulge specific methods; this includes language and narration that glorifies violence in any publication that deals with violence and criminal activity.

**d)** We are mindful of the public's right to be informed and how this right must be carefully balanced against furthering terror propaganda in our publications dealing with terrorism. As such, we exercise care to not aggrandize the consequences of terrorist activities in an excessive and disproportionate manner, and we use language that is not ethnically discriminatory.

**e)** Our publications cover every aspect of global human life, and we are aware of the fact that this could at times prove to be disturbing, uncomfortable and/or regarded as out of place. While we engage in such reporting, we take pains to not cause deliberate harm to people – especially those groups that need special attention such as children, disabled people and minorities; and we avoid offending community values in an unnecessary, excessive and unjustified manner.

**f)** We abstain from defining individuals by their race, nation, social class, religious belief or lack thereof, professional group or physical or mental disabilities, as long as such elements are not an integral part of the story being reported, and we avoid creating a setting where such individuals could be subjected to mockery, belittlement, indignity or humiliation due to who or what they are.

**g)** We do not engage in “outing” a certain group or individual through various adjectives, assessments or methods, and render them subjects of hatred. We certainly and most definitely do not allow expressions that promote hate crimes.

**h)** We do not use monikers or references that mock or humiliate individuals and entities beyond the boundaries of fair criticism.

**i)** We are keenly aware of the fact that our audience expects that their children are protected. We exercise special care so that children and juveniles who appear in or constitute the subject matter of our publications and broadcasts are protected both physically and emotionally.

## **6. Right to Privacy and Protecting Privacy**

**a)** Our publications respect the privacy of individuals. We do not disclose individuals' private lives, communications, correspondences or documents unless there is a compelling reason to disregard the requirements of the principle of privacy in order to serve the greater good.

**b)** We do not use an individual's lifestyle, attitude or behavior as a pretext to disclose their private life unless for the greater good.

**c)** We do not publish secretly-obtained images and sound recordings that violate the sanctity of privacy, or any recordings that violate the freedom of communication, unless required for the greater good, even if such recording was obtained through legal means.

**d)** We exercise care to not accuse any individual of actions that are considered a crime by the law unless concrete facts exist to that effect, or pronounce individuals and entities guilty as charged in the course of legal investigations unless proven so. We provide equal coverage to the prosecution and the defense, avoid impacting investigations in a negative manner, and take care to not influence our audience.

## **7. Transparency and Accountability**

**a)** We are obligated to be accountable to our audience in every endeavor we undertake, starting with our publications. Owning up to our errors openly, if that is the case, and remedying such errors in the most expedient manner is our priority. We respect the right to respond and correct elements that are borne out of false stories and portrayals, and news and articles that infringe upon constitutional rights.

**b)** All publishing and broadcasting entities within Doğan Media Group take structural measures and establish mechanisms designed to avoid repetitive errors in printing and broadcasting, and facilitate prompt follow-up on the opinions and complaints stated by our audience.

## **8. Corporate Dignity**

**a)** If it is the public's respect we strive to earn, we must first respect our own organization and colleagues.

**b)** Regardless of their position within Doğan Media Group, every employee exercises care to avoid behavior that would compromise the dignity of the company or their colleagues, or cause harm to the reputation of the companies under the Group's umbrella.

# PUBLISHING PRINCIPLES FOR PRINTED MEDIA

## Printed Media

### PUBLISHING PRINCIPLES

1. The basic function of journalism is finding and reporting facts to the general public in an objective manner, without distorting or subjecting such facts to censorship, , and without being influenced by any external pressure or special interest groups.
2. A journalist upholds his/her professional work above and beyond any and all relations based in special interest or influence, does not engage in actions that would tarnish the newspaper or his/herself, and may not actively serve with any professional sports club or political party.
  - a) Newspaper and magazine employees may not influence readers by announcing how they will vote before an election and may not take a stand that would be construed as binding the newspaper to a specific political viewpoint.
  - b) Outside contributors will inform readers of conflict of interest matters and institutional alignment by way of disclosing persons or entities with whom they are involved in a relationship.
3. Employees working in the economy and finance sections, as well as columnists commenting on these sections, may not own stocks and may not engage, directly or indirectly, in trading on the stock market. No newspaper or magazine employee may hold a post in an advisory board or Board of Directors in a commercial establishment.
4. No gifts, material interest or privileges that would infringe upon professional ethics and traditions may be accepted from persons or entities that are, or are considered to be, the subject matter of a publication.
5. The company assumes the travel costs for newspaper and magazine employees traveling for business purposes. As for trips made upon an

invitation, taking such trips is contingent upon the Unit Manager's permission. In cases where a trip made upon an invitation is reported as a news item, the fact that the trip was an invitation must be clearly stated in the news story or article.

6. No individuals may be defined by their sexual identity, language, religious belief or lack thereof, race, nation, professional group, social class or physical disabilities, as long as such elements are not an integral part of the story being reported, and no individuals may be subjected to mockery, belittlement, indignity or humiliation due to who or what they are.
7. Newspaper and magazine employees constitute a part of and are biased in the matters of women's and children's rights. No news items discriminating against women or children, and which harm or offend them emotionally or physically, are allowed to appear in print. Instead, news items and articles that aim to prevent violence against women and children are published.
8. No material may be published that limits the freedom of speech, conscience or expression, is in violation of democracy and human rights, provokes hatred, brutality and animosity, or offends religious beliefs and sensitivities.
9. No monikers and references may be used that would mock or humiliate individuals or entities beyond the boundaries of criticism.
10. It is paramount that individuals and entities are not declared guilty as charged during the course of investigations carried out by law enforcement and the prosecutor's office unless proven so, as the objective is to provide correct and complete information to our audience. There may be no intent to influence the public. Accusatory language is absolutely not permitted. As for active cases that are undergoing the legal process, equal and fair coverage is provided to both the prosecution and the defense.
11. Any and all news stories are published only when the story is thoroughly investigated using all available resources, and when the outcome of such investigations can be stated with absolute certainty and truthfulness of the story.

12. No individual may be accused of criminal actions unless concrete information and documentation exists to that effect.
13. An individual's privacy may not constitute the subject matter of any publication whatsoever, with the exception of consent from the concerned party or cases required for the greater good. Secretly obtained images and sound recordings that violate the sanctity of privacy, even if such recording was obtained through legal means, may not be published unless required for the greater good.
14. No news may be reported that employs methods which could be construed as an invasion of the concerned party's right to privacy, including the use of hidden cameras, secret or unauthorized sound recordings, monitoring electronic mail messages, and unauthorized intrusion into computers or private property.
15. Identities of relatives, friends and associates of suspects, defendants and convicts may not be disclosed, even in the form of aliases, unless such persons are involved in the incident that is the subject matter of the news item.
16. Information provided confidentially may not be published unless a significant necessity arises for the greater good. Embargo provisions are adhered to.
17. Confidentiality of news sources is respected and meticulously guarded with the exception of those cases where such sources are intending to mislead the public.
18. In the process of researching, preparing and publishing news stories, it is imperative to act in fairness, to stick to the facts so as to not distort the essence of the story, and to avoid using headlines that do not reflect the content of the story.
  - a) The opinions of the accused are absolutely included in a printed news item. In cases where the concerned party is unavailable for comment, or chooses not to comment, such a position must be stated in the news story.

**b)** Regarding statements and quotes, no summarizing or alterations may be made that would lead to a misunderstanding or mockery of an individual. The source as well as the date should be clearly stated when quoting an individual.

**c)** The name of the entity conducting the research, the identity of the requesting and financing party or parties for such research, the date and the number of individuals interviewed, and the research method are clearly stated in all news items covering matters of public research.

**19.** Material that might promote or provoke hatred, brutality, animosity, fan hatred or animosity amongst individuals, communities or nations may not be published. Certain groups or individuals may not be rendered subjects of hatred by engaging in “outing” them through various adjectives, assessments or methods. Expressions that constitute crimes of hatred are certainly and most definitely not allowed.

**a)** Using gory details when reporting violence and using pornographic language shall be avoided in news items covering matters of law enforcement and the legal process. Material that is sexual in nature and which could negatively affect children may not be published.

**b)** Photographs and images of individuals who are not public figures may not be taken and published without consent, unless such photos and images have tangible news value or are required for the greater good. Published photos and images must be clearly tagged to state whether they are archive material, animated illustrations, re-enactments, etc.

**c)** Close-up photos or images of bodies, or those which contain elements of gore or violence, may not be used.

**d)** No details that could prove to be a motivational factor or divulge specific methods may be included in news stories covering acts of suicide.

**20.** The public’s right to be informed and the principle of not furthering terror propaganda are simultaneously heeded when publishing news items covering terrorism. Peace-time journalism and humanitarian concerns take precedence.

**a)** Bloody consequences of terrorist acts may not be aggrandized in a sensational manner, and language should be used that will not lead to ethnic discrimination.

**b)** As is the case in all other incidents involving death, the names of the deceased as a consequence of terrorist acts are absolutely not published before their respective families

are notified. News coverage of funerals is carried out in an even-tempered manner that shall not increase human suffering or cause fresh emotional trauma.

- 21.** Advertorials and commercial messages must be identified in a manner that shall erase any doubt as to their nature. Names and commercial trademarks of companies and commercial products are not used unless such names are an integral part of the news story or article. No news stories may be published under any advisement or with any suggestion by advertising sources.
- 22.** The right to respond and correct is respected, and necessary action is taken in that regard.
  - a)** Newspaper and magazine employees establish mechanisms designed to avoid repetitive errors in printing. The right to correction is closely guarded on websites as well, and legal decisions are published on the same page in a conspicuous manner.
- 23.** Doğan Media Group's Shared Values cover publishing activities across all digital platforms, including newspaper and magazine activities in social media, and outside contributors to its publications.
- 24.** Newspaper and magazine employees should be mindful of their professional and corporate identities in social media and abstain from behavior that would harm the company's reputation and cast doubts on his/her respectability. Employees should not make statements on the company's behalf unless authorized to do so, and should not share information on internal company matters.
- 25.** Newspaper and magazine employees should be aware of all professional rules, beginning with honesty and truthfulness, as well as ethics principles in digital platforms. Group employees should not engage in discrimination based on nationality, race, gender, language, religion, sect, class or faith, and should not provoke war, fan violence or hatred, or propagate content to such ends.
- 26.** Newspaper and magazine employees should abstain from providing misleading personal information on social media and should behave transparently. They should not mislead their followers by using assumed names when opening personal accounts; instead, they should use their own

names and photographs, and state the media organization they are employed by and their position.

27. Newspaper and magazine employees will submit content such as news stories, information, photographs and images only to the media organization they are employed by. Such content may only be shared via social media once it is published by the media organization they are employed with, or with their respective manager's approval. Such content should not be manipulated and individuals or entities should not be implicated through unconfirmed information.
28. Newspaper and magazine employees should not engage in advertising, public relations or propaganda in their tweets, blogs or messages; they should not write under advisement or for material gain from advertising sources. What a journalist writes in a new media platform should not be offered in a cluster of advertisements and commercial messages, and no misleading labels should be attached to journalism products.
29. Newspaper and magazine employees may also utilize social media as a means for gathering intelligence. Any information obtained through digital mediums needs to be verified, just as is the case with all other mediums. The information source obtained in a digital medium must be checked as well, and approval must be secured for publishing. The address for the website, account, blog or tweet in question must be stated when the news story is composed.
30. Newspaper and magazine employees have an obligation to verify the links they share, the messages they forward and the tweets they respond to for correctness and truthfulness, as well as indicate their sources and take corrective action with a follow-up message in cases where they find out that their sources are not correct or true.
31. Newspaper and magazine employees should be mindful of the fact that third-parties might take what they write in a digital platform out of context and forward it to others. In responses to their readers and followers, a journalist should abstain from using language containing insults, belittlement, mockery

and accusations. They must not interfere with individuals' private lives and they must remain constructive and receptive towards criticism.

- 32.** Any content such as a news item, video, photograph, article, comment, etc. whose source is a Doğan Group of Companies entity should be shared primarily by stating the appropriate Doğan Group of Companies entity as the source for such content.
- 33.** In cases where newspaper and magazine employees have doubts regarding specific content to be shared or an action to be taken in social media, they should seek advice from their respective department manager or the social media editorial office.
- 34.** Office matters and meeting contents may not be posted and shared in social media if they contain details that could potentially constitute a risk to the Group in terms of confidentiality, security or competition.