

THE GAMBIA JOURNAL — EDITORIAL POLICY (PUBLIC VERSION)

Last Updated: June 2026

1. Our Mission

The Gambia Journal is committed to delivering accurate, independent, and ethical journalism that informs, educates, and empowers the Gambian public and the global diaspora. We have the highest standards of integrity in all our reporting.

2. Accuracy & Verification

We strive for truth and precision in every story we publish.

- All information is verified before publication.
- Facts, statistics, and quotations are cross-checked.
- We correct errors promptly and transparently.
- We avoid speculation and ensure clarity when information is developing.

If you spot an error, please contact us at thegambiaj@gmail.com.

3. Fairness & Balance

We are committed to fair, impartial reporting.

- All subjects of reporting are given a reasonable opportunity to respond.
- We avoid bias, stereotyping, and misrepresentation.
- We present multiple perspectives on issues of public interest.

Our journalism serves the public and not political, commercial, or personal interests.

4. Independence & Integrity

Editorial decisions are made free from outside influence.

- We do not accept gifts, favors, or payments from sources.
- Staff must disclose conflicts of interest.
- We do not allow advertisers or sponsors to influence editorial content.

Our independence is central to our credibility.

5. Use of Anonymous Sources

We use anonymous sources sparingly and only when:

- The information is essential to public interest.
- The source faces personal, professional, or safety risks.
- The information cannot be obtained otherwise.

Anonymous sources must be verified and approved by senior editorial leadership.

6. Fact-Checking Standards

Our fact-checking process includes:

- Reviewing source documents
- Verifying claims with multiple sources when possible

- Authenticating digital content
- Ensuring context and accuracy in sensitive reporting

High-risk stories undergo additional editorial review.

7. Corrections & Transparency

We correct mistakes promptly and openly.

Corrections

Issued when factual errors, misquotes, or inaccuracies are identified.

Retractions

Issued only when a story is fundamentally flawed or violates our ethical standards.

All corrections and retractions are clearly labeled and publicly accessible.

8. Ethical Reporting on Sensitive Issues

We take special care with stories involving:

- Minors
- Allegations of wrongdoing
- National security
- Public safety
- Trauma or loss
- Vulnerable individuals

We avoid graphic content unless it is essential to public understanding.

9. Conflicts of Interest

To maintain trust:

- Reporters do not cover family members, close associates, or organizations they are affiliated with.
- Staff do not publicly endorse political candidates or participate in political campaigns.
- Financial conflicts must be disclosed and managed appropriately.

10. Cultural Sensitivity & Community Respect

We honor the cultural, linguistic, and social diversity of The Gambia.

- We avoid harmful generalizations.
- We respect privacy and dignity.
- We represent communities fairly and thoughtfully.

11. Social Media Standards

Personal Accounts

Staff must avoid:

- Political Endorsements
- Sharing unverified information
- Attacking colleagues or the Journal

Official Accounts

Only authorized staff may post on behalf of the Journal.
All posts must be accurate, respectful, and aligned with our values.

12. Multimedia Standards

- Photos and videos must be authentic and not manipulated to mislead.
- Audio recordings must be used with consent and not edited to distort meaning.
- Headlines must accurately reflect the content of the story.

13. Editorial Leadership Structure

The Gambia Journal's editorial independence is safeguarded by a shared leadership model:

- **Editor-in-Chief** – Leads editorial vision and major investigations
- **Managing Editor** – Oversees daily operations and workflow
- **Editorial Standards & Ethics Officer** – Ensures compliance with ethical standards

No single leader may override ethical or safety decisions.

14. How to Raise Concerns

We welcome feedback, corrections, and complaints from the public.

You may contact us at:

The Gambia Journal

24 Gloucester Street (Toro House), 4th Floor

Banjul, The Gambia

Email: thegambiaj@gmail.com

All concerns are reviewed promptly and respectfully.