

Conflicts of Interest

Communications & Media

Interests that could be thought to affect judgement — disclose or avoid.

Common conflicts and the standard response.

Conflict	Response
Shares in a company you cover	Recuse, or sell and declare it
Paid speaking for a sector you cover	Declare in writing; usually decline
A family member in the story	Hand the story to someone else
Gifts, trips or hospitality	Decline or return; log the offer
A campaigning role on the issue	Disclose to readers, or step back

The test is appearance, not intention. A conflict a reasonable reader would want to know about must be disclosed or removed.