

FREE PRESS 101:

How do you ensure accuracy in your reporting?

In this current era of "fake news," with AI-generated content taking over our timelines more and more each day, it's important to understand what measures the *Free Press* takes to ensure our reporting is as accurate and truthful as possible. Here's a few examples of things we do every day so that you can feel good about the reliability of the information you are reading in our pages and on our website:

Verifying facts and claims

When our reporters receive news tips or information, the first thing they are going to do is try to verify it. In order to do this, they will reach out to a variety of people (also called "sources") that will help them discern fact from fiction; those people can include the original source, experts such as professors, researchers or other professionals, witnesses (if applicable), police, government officials, and really anyone who might be relevant to the topic at hand. Sources can also include reports and other official documents.

Try to find balance

Sometimes stories can be a "he-said-she-said" situation; in those cases, reporters will talk to people on both sides of the argument to try to find balance in their reporting, not favouring one side over the other.

Many eyes read each story

Copy editors will read each story before it gets published; they check for grammar and spelling mistakes, of course, but they also check for factual errors and ask reporters to clarify any part of their story that doesn't make sense.

Transparent correction policy

If a mistake is made, the *Free Press* will let readers know using a correction notice on page A2 of the print paper, as well as at the bottom of an online story. In addition, all reporter and editor contact information is freely available on our website, and at the bottom of each story, because we stand by our reporting. If you see a mistake, or have a question about the accuracy of a story, feel free to contact us.



Erin Lebar
**Manager of audience
engagement for news**

A born and bred Winnipegger, Erin left her hometown to pursue her journalistic studies at New York University in New York City, where she completed her Master of Arts in magazine journalism.

While in New York, she had the opportunity to work with some of the best long-form journalists and editors in North America and spent time interning at *Rolling Stone* magazine and *CMJ*.

After working for a year in the Big Apple at an online parenting magazine, Erin was offered a job at the *Free Press* in December of 2013 as a web and copy editor.

From there, Erin shifted into the arts and life department as a multimedia producer, where she remained for nearly five years, spending the majority of her time writing about the local music scene, as well as co-hosting a weekly arts and culture podcast, *Bury the Lede*, with columnist Jen Zoratti.

Erin moved into her role of audience engagement manager at the *Free Press* in March 2020, and spends her time thinking of, and implementing, ways to improve the interaction and connection between the newsroom and our readership.