



## **NIGERIANFLIGHTDECK – EDITORIAL POLICY & HOUSE STYLE GUIDE (Full Document)**

### **PART ONE: EDITORIAL POLICY**

#### **1. Mission Statement**

**NigerianFLIGHTDECK** is a specialized online news and magazine portal focusing on business and travel, with particular emphasis on aviation. Our mission is to provide accurate, timely, and relevant information while maintaining the highest standards of journalistic integrity.

#### **2. Scope & Application**

This policy applies to all employees, freelancers, guest contributors, and third-party content creators publishing on **NigerianFLIGHTDECK**.

#### **3. Content Focus & Exclusions**

Primary Coverage: Business and travel news, with special focus on aviation.

**Exclusions:**

- Religious stories or articles
- Partisan political content

**Political Content:** We may publish business stories with political angles but will remove any affiliation to a political party unless referencing historical context or established policy.

#### **4. Accuracy & Fact-Checking**

- All factual claims must be verified from at least one primary or reliable secondary source before publication.
- Statistics, names, titles, dates, and locations must be double-checked.
- If a fact cannot be verified, either omit it or clearly label it as unconfirmed.

#### **5. Corrections & Updates**

**Minor Errors (typos, grammar):** Corrected without notice. Turnaround: within 24 hours of discovery.

##### **Factual Errors:**

- Correction notice added at the top or bottom of the article.
- Format: "Correction [Date]: Previously stated [incorrect fact]. The correct information is [correct fact]."
- Turnaround: within 48 hours of discovery.

##### **Major Errors (entire section wrong):**

- Article is temporarily unpublished, corrected, and republished with a correction notice.

- Turnaround: as soon as possible, ideally within 24 hours.

**Reader-Reported Errors:** Acknowledge within 2 business days and take appropriate action.

## **6. Conflicts of Interest**

- Writers may not cover companies, products, or routes in which they have a financial interest (e.g., stocks, employment, family business).
- Sponsored content must be clearly labeled as "Special Focus" or "Sponsored Post."
- Gifts or free travel from industry sources must be disclosed. Accepting cash, free flights, or any item of significant value (as determined by an editor) without prior approval is prohibited.

## **7. Anonymous Sourcing**

Anonymous sources are permitted only when:

- The information is vital and not available elsewhere.
- The source faces genuine risk (professional, legal, or physical).
- An editor approves in writing and knows the source's identity.

## **8. Off-the-Record & Confidential Sources**

- "Off-the-record" means information cannot be published or attributed. It can be used for background understanding only.
- An agreement must be made before the source speaks -not after.
- Editors must approve any off-the-record conversation before it takes place.

## **9. Plagiarism & AI Use**

- All content must be original. Direct quotes must use quotation marks and proper attribution.
- AI-generated text must be disclosed to an editor before publication. Full AI-authored articles are not permitted without human review and significant editing.

## **10. Handling Press Releases**

- Press releases may inform stories but should never be published word-for-word without additional reporting or context.

- Always attribute information directly taken from a press release (e.g., "According to a statement from the airline...").

- Do not present press release language as original reporting.

## **11. Advertising & Sponsorship**

**Health Stance: NigerianFLIGHTDECK** maintains an anti-cancer position and will not advertise cigarettes, tobacco, or related products.

**Sponsored Content:** Falls under the "Special Focus" category. May feature more than one image depending on negotiation. A standard format is outlined in the advertising proposal.

**Separation of Editorial & Advertising:** Sponsored content must not be written by the same staff covering that topic editorially. No advertiser influences editorial decisions.

## **12. Editorial Independence**

- No advertiser, sponsor, or partner has any right to review, approve, or influence editorial content before publication.

- Sponsored content is clearly labeled and produced separately from the newsroom.

- Negative coverage of an advertiser will not be suppressed or altered.

## **13. Privacy & Legal**

- Do not publish private contact information (phone, email, home address) without consent.

- Respect copyright -obtain permission for third-party images or text excerpts beyond fair use.

- **NigerianFLIGHTDECK** is not legally liable for reader reliance on content; see Terms of Use.

## **14. Author Byline & Bio Requirement**

- Every published article must include a clear byline (author's name).

- A brief author bio (1–2 sentences) should appear at the end of each article or on a dedicated author page.

- Guest contributors must be identified as such.

## **15. Social Media Policy for Staff & Contributors**

- Staff may share **NigerianFLIGHTDECK** articles on personal social media accounts.

- Do not share unpublished information, internal decisions, or off-the-record conversations.

- Personal opinions on sensitive topics (politics, religion) should include a disclaimer: "Views are my own, not **NigerianFLIGHTDECK's.**"

- Correcting errors on social media should follow the same correction policy as the website.

## **16. Comment Section Policy (If Applicable)**

- Comments that are abusive, hateful, spam, or off-topic may be deleted.

- NigerianFLIGHTDECK reserves the right to ban repeat offenders.

- Comments do not represent the views of **NigerianFLIGHTDECK.**

## **17. Enforcement**

Violations of this policy may result in:

- First offense: Warning and retraining.

- Second offense: Suspension from publication.

- Third offense or severe breach (plagiarism, fabrication): Permanent ban.

## **18. Policy Review & Update Log**

This policy is reviewed annually, or as needed following major incidents or industry changes.

Version Date Summary of Changes

**1.0 [15th April, 2026] Initial full document**

## **PART TWO: HOUSE STYLE GUIDE**

### **19. Writing Style & Voice**

- Active voice – Use throughout.

Correct: "The airline announced a new route."

Incorrect: "A new route was announced by the airline."

- Sentence length-Preferably 20 words or fewer.
- Transition words- Use to ensure smooth flow (e.g., however, therefore, meanwhile, additionally).
- No numbered lists in prose- Use natural paragraph structure unless formatting a genuine list.
- Audience tailoring- Adjust language for the specific occupation or topic (e.g., technical terms for aviation professionals, simpler language for general travel readers).

## **20. Structure & Coherence**

Each article must have:

- Introduction – States the main point (includes the focus key phrase).
- Body paragraphs- Logical flow, one idea per paragraph.
- Conclusion- Summarizes or provides forward-looking closure.

## **21. Titles & Headlines**

- All titles capitalized (title case).
- Post title length: Maximum 60 characters.
- Headline must accurately reflect article content.

## **22. Acronyms**

Rule: Spell out in full first, followed by acronym in parentheses. Thereafter, use acronym alone.

Example:

First use: "The Nigeria Civil Aviation Authority (NCAA) has grounded XYZ airline."

Subsequent: "The NCAA made this known in its statement."

## **23. Attribution (People & Sources)**

Format: Organization or title precedes the individual's name.

Example: "Managing Director of ABC Company, John Doe, announced..."

Also correct: "The NCAA, through its spokesperson, Jane Smith, stated..."

## **24. Imagery**

- Minimum: One picture per story.
- More than one: Permitted for special reports and articles under the "Explore" category.
- Images must be relevant, properly credited, and you must have rights or license to use them.

## **25. Formatting & SEO**

- **Fonts:** Clear, legible, web-safe fonts.
- **Meta description:** Maximum 160 characters. Include the focus key phrase. Must accurately summarize the article.
- **Tags:** Assign relevant tags to each article for discoverability.
- **Focus key phrase:** Exact same words. Appears in:
  - First paragraph after the headline
  - Optimally subsequent sections, permalink, post title, image alt.
  - The meta description

## **26. Grammar & Language Accuracy**

- Correct grammar, vocabulary, spelling, and punctuation required.
- Nigerian English is acceptable where appropriate, but maintain consistency.
- Proofread before submission.

## **27. Exceptions**

Exceptions to this style guide require advance approval from an editor, with written justification.

## **PART THREE: QUICK REFERENCE CHECKLIST (For Writers & Editors)**

Before publishing, confirm:

- No religious or partisan political content
- No cigarette advertising
- Acronyms spelled out on first use
- Attribution format: Title/Organization + Name
- At least one image
- Title ≤ 60 characters
- Meta description ≤ 160 characters, includes focus key phrase
- **Focus key phrase** in first paragraph and optimally all through article
- Active voice, sentences ≤ 20 words where possible
- Correction/disclosure notices added if needed
- Author byline and bio present
- Press releases not copied verbatim

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