



Editorial Policy for College Publications

Policy reference: CO-M-003-COM

Review date: December 2027

Purpose

The purpose of this policy is to establish clear guidelines for editorial content published by The Royal New Zealand College of General Practitioners (RNZCGP) across all platforms, including GP Voice, ePulse, the College website and other official communications. This policy aims to uphold the College's values, maintain integrity of our publications, and mitigate reputational risk.

Scope

This policy applies to all editorial content, including member profiles, articles, interviews, opinion pieces, stakeholder or sector-provided content published by the College.

Related policies, documents, legislation

- RNZCGP Publication Advertising Policy
- College Rules
- College Member Code of Conduct

Administrative procedures

This policy is available on the College's website and may be amended at any time by the College, at its discretion.

College commitment

The College is committed to ensuring that all editorial content reflects accuracy, fairness and compliance with relevant standards and legislation. We are also committed to ensuring that editorial content maintains the integrity of the College's reputation with its members. The following principles and conditions apply:

Principles

- **Accuracy and Transparency:** All content must be factually correct, clearly sourced and presented without misrepresentation.

- Fairness and Integrity: Content must reflect the College’s commitment to equity, professionalism and Te Tiriti o Waitangi principles.
- Compliance: All editorial material must comply with relevant laws and legislation, the Advertising Standards Authority Codes and the RNZCGP Publication Advertising Policy.

Conditions for featuring members

- > Members profiled in College publications must be in Professional Good Standing with the Medical Council of New Zealand (MCNZ) as defined in the College Rules.
- > Members must be in Financial Good Standing with the College, meaning all fees are paid or an approved payment arrangement is in place.
- > Members must uphold expected standards of the College Member Code of Conduct.

Conditions for featuring external stakeholder content

The College may include contributions from external stakeholders (such as partner organisations, advertisers and subject matter experts) under the following conditions:

What We Will Include

- > Content that aligns with the College’s purpose and values including advancing general practice and improving health outcomes.
- > Articles or commentary that provide educational value, evidence-based insights, clinical or sector updates relevant to College members.
- > Advertising that complies with the RNZCGP Publication Advertising Policy and applicable laws.

What We Will Not Include

- > Content that promotes products or services in a way that could compromise the College’s integrity or appear as an endorsement (where College endorsement has not been provided).
- > Material that is misleading, offensive, defamatory or inconsistent with the College’s principles and Te Tiriti o Waitangi obligations.
- > Political or lobbying content that does not directly relate to general practice or health policy in a neutral, factual manner.
- > Any content that conflicts with the College Rules or risks reputational harm.

Content standards

- > Avoid misinformation, misrepresentation or bias.
- > Respect privacy and confidentiality.
- > Do not publish content that is defamatory, offensive or likely to cause harm.

- > Profiles or content relating to members will only be published if the member meets the College Member Code of Conduct expectations and is not subject to any disciplinary action.
- > Ensure advertising and sponsored content comply with the RNZCGP Publication Advertising Policy.

Review process

- > There is an editorial review process for all submissions of content for publication.
- > The College reserves the right, at its absolute discretion, to decline or remove any content that breaches this policy or poses reputational risk.

Responsibilities

The Head of Membership and the Marketing and Engagement Manager are responsible for approving this policy and ensuring compliance. Editorial staff are responsible for implementing the review process and upholding standards.

Review Cycle

This policy will be reviewed biannually and updated as required.

| Role | Authorisation |
|------------------------|-----------------|
| Senior Leadership Team | Rachael Dippie |
| Medical Director | Dr Prabani Wood |