Blockzeit - Editorial Guidelines

Core principles

Blockzeit is a premier online platform for blockchain and cryptocurrency news, based in Switzerland. We are committed to upholding the highest standards of journalistic integrity and professionalism, focusing keenly on accuracy and detail. Our goal is to demystify the complex world of blockchain and educate our audience in a clear, unbiased manner. This is crucial in an industry rife with misinformation and where the stakes are exceptionally high.

Our journalists bring a strong foundation in traditional journalism to their reporting, ensuring that we question and critically examine the information we receive. We strive for truth and objectivity, placing our readers at the center of our work by presenting all perspectives of every story. This approach not only informs but also empowers our readers, enabling them to navigate the dynamic and often volatile blockchain industry with confidence.

Ethics and standards

At Blockzeit, we firmly uphold the core principles of journalism—honesty, integrity, accountability, and responsibility. These values guide our reporting and editorial processes:

1. Source Verification: We diligently cite and verify our sources, prioritizing original, independent sources to ensure the accuracy of our information.
2. Clear Communication: Our articles are free from promotional jargon and embellishments. We commit to clear, straightforward, and neutral language that respects the informational needs of our readers.
3. Editorial Independence: Our editorial content is purely journalistic. It is neither influenced by press releases nor sponsored posts. We maintain transparency and do not promote any projects unless explicitly stated.
4. Plagiarism Prohibition: We enforce a strict zero-tolerance policy against plagiarism. Our editorial team routinely conducts plagiarism checks to safeguard the integrity of our content.
5. Impartial Reporting: We remain neutral and unbiased, presenting all sides of the stories we cover without favoring any parties involved.
6. Inclusive Knowledge Sharing: Recognizing the diverse backgrounds of our readers, we avoid assumptions about prior knowledge. We thoroughly explain terms and provide background information, ensuring accessibility and comprehension for all.
7. Conflict of Interest: We rigorously enforce policies against conflicts of interest. Writers must disclose any affiliations with subjects they cover to avoid biases. Undisclosed conflicts of interest are grounds for immediate rejection of articles and can lead to dismissal.

How we work

Editor-in-chief

At Blockzeit, the Editor-in-Chief is responsible for overseeing all aspects of our editorial content. This extensive role includes managing the news team, as well as coordinating with the marketing, social media, video production, imagery, and events departments. In situations of heightened sensitivity, the Editor-in-Chief plays a crucial role in the editorial process by giving the final approval or rejection of stories. Additionally, the Editor-in-Chief may offer further guidance or suggestions to refine content and ensure it aligns with Blockzeit's standards of integrity and quality.

Editors

At Blockzeit, editors are crucial in managing the flow of news during their shifts. They have the responsibility to approve or reject story pitches from reporters, suggest edits or improvements to enhance the narrative, and ultimately oversee the final review and publication of the articles. This structured approach ensures that all content meets Blockzeit's high standards for accuracy, relevance, and quality before reaching our readers.

Journalists

At Blockzeit, journalists are tasked with identifying compelling and newsworthy stories to present to their respective editors. Once a story is approved by an editor, the journalist proceeds to write and submit the article for a thorough review. Additionally, editors may assign specific tasks to enhance news coverage, such as arranging further interviews, directing more detailed research, or gathering additional data for analysis. Moreover, any member of the team is encouraged to pitch news ideas, which are then evaluated for development and production. This collaborative and dynamic approach ensures comprehensive and robust news reporting at Blockzeit.

Translator

At Blockzeit, translators play an essential role in broadening our audience reach by converting content into multiple languages, ensuring that our global readership can access and understand our reporting. They work closely with editors and journalists to maintain the integrity and context of the original stories while adapting them for cultural and linguistic accuracy. Translators also contribute by suggesting enhancements to clarify or improve the narrative for non-native speakers, supporting our commitment to inclusive and comprehensive news coverage. This collaboration ensures that our content is not only accessible but also resonates with diverse audiences worldwide.

Disclaimers, updates, corrections and sourcing

Sourcing

At Blockzeit, rigorous sourcing underpins every assertion, statement, or claim we make. Every source used is either directly linked with an embedded hyperlink or clearly noted as derived from a trusted lead. We select the most authoritative sources available and explicitly state the origin and rationale for choosing each source to maintain transparency and credibility.

We place high value on the integrity of our reporting and, when appropriate, prefer to cite our previous work in lieu of a primary source. This preference stems from the comprehensive context our articles often provide beyond the original information. However, to uphold our journalistic standards, we consistently fact-check and verify the information against the original source whenever it is cited again, ensuring both accuracy and proper context in all our publications.

Disclaimer

Blockzeit strives for transparency; hence, a disclaimer is vital to disclose any and all additional information surrounding the piece of content. It is placed at the very end of the story. If the circumstances around the story change, it can be later removed.

Update

At Blockzeit, when a story is updated for clarity or to reflect new information, we ensure transparency by prefixing the update with the word "Update" followed by the time in UTC. This label is prominently placed at the beginning of the story, immediately following the feature image. For general news that is not region-specific, we use UTC in the 12-hour format with "AM" or "PM" to denote the time. However, for news specific to a particular region, we use the local time of that region. This practice helps maintain clarity and provides our readers with the most accurate and current information.

Corrections

At Blockzeit, a correction signifies an adjustment made to our content due to a factual mistake or significant oversight. We issue a correction if there's a fundamental change in the story post-publication, an error in factual information, or incorrect spelling of a person's or company's name. Corrections are distinguished from minor edits, such as typos, grammar mistakes, or simple rewordings for clarity, which do not necessitate a correction label unless they alter the essence of the story significantly. This approach maintains our commitment to accuracy and transparency, ensuring our readers have access to reliable and precise information.