



It Does Become Personal: Lessons From a News Organisation's #Metoo Campaign

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This paper reports on a #MeToo campaign by a mainstream news organisation. The 'Me Too' campaign led to a large number of disclosures adopted a survivor-led approach to minimise potential harm. It offers lessons for reporting on #MeToo issues, including the best practice for dealing with survivors, campaign management and ultimately the implications for changing editorial news values. Journalists showed greater awareness of the feelings of survivors and were able to reconcile this with traditional journalistic norms.

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