

STATEMENT OF CORE VALUES

**“To give the news impartially,
without fear or favor”**

(Adolph Ochs, 1858-1935)

Impartiality means reporting, editing, and delivering the news honestly, fairly, objectively, and without personal opinion or bias.

Credibility is the greatest asset of any news medium, and impartiality is the greatest source of credibility.

To provide the most complete report, a news organization must not just cover the news, but uncover it. It must follow the story wherever it leads, regardless of any preconceived ideas on what might be most newsworthy.

The pursuit of truth is a noble goal of journalism. But the truth is not always apparent or known immediately. Journalists' role is therefore not to determine what they believe at that time to be the truth and reveal only that to their readers, but rather to report as completely and impartially as possible all verifiable facts so

that readers can, based on their own knowledge and experience, determine what they believe to be the truth.

When a newspaper delivers both news and opinions, the impartiality and credibility of the news organization can be questioned. To minimize this as much as possible there needs to be a sharp and clear distinction between news and opinion, both to those providing and consuming the news.

“A newspaper has five constituencies, including first its readers, then advertisers, then employees, then creditors, then shareholders. As long as the newspaper keeps those constituencies in that order, especially its readers first, all constituencies will be well served.”
(Walter Hussman, 1906-1988)

**- Walter Hussman Jr.
Publisher**