

JOURNALISM

With a few keystrokes you can sample thousands of opinions, afloat in a sea of information. But as the volume increases, the accuracy and reliability of professional journalism is essential.

Professional journalists are committed to balanced, independent and non-partisan reporting. They cut through the spin to give you the information and perspective you need.

With today's information overload, gathering and sorting the facts, weighing and interpreting events, and following the story from beginning to end is more important than ever.

#JOURNALISMIS

an independent voice.

In a world of competing interests, journalists are committed to the principle of independence, and the pursuit of accuracy and fairness.

essential to democracy.



A strong and independent media is the cornerstone of a healthy democracy. Journalists hold officials accountable to the people they are elected to represent, and they help citizens and communities to be informed.

relentless.

Professional journalists follow the story—events and their impacts—long after the headline right to the end.

committed to the public interest.

The first allegiance of journalists is to citizens and pursuing stories for the broader public.

getting answers.

Journalists make it their business to go out and ask the questions and get the answers that citizens want.

committed to telling the truth.

It's about uncovering and reporting the truth.

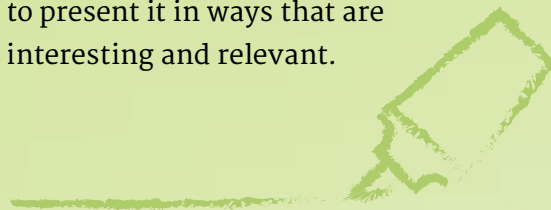


telling the whole story.

Explaining the context, balancing diverse points of view and presenting the complete picture are challenging goals, but essential ingredients of telling the whole story.

storytelling with a purpose.

Journalism seeks the information that is most important to citizens and communities, and continually strives to present it in ways that are interesting and relevant.



creating a forum for public debate.

Journalism seeks out controversial issues and accurately reports conflicting points of view, to help foster an informed public debate.



a watchdog over the powerful.

Journalism asks the hard questions. It plays a vital role as a watchdog over those in positions of power and influence.