

Editorial Mission

inside story is a transparently financed and openly managed membership-based digital news publication focused on producing mainly long-form content that enables its audience to understand, evaluate and critically assess the issues facing society, with a view to aid towards the formation of a knowledgeable, engaged society, exercising informed critical thinking. We maintain that independent journalism is an integral part of democracy and fulfils a necessary function in facilitating responses to the challenges facing the world today. We hold the opinion that media should be independent, transparently financed and managed, and should focus on producing content for their audience that allows it to understand, evaluate and critically assess the issues facing society and the world. We believe that the audience should not be treated passively but that media should develop a relationship with its readers.

Our mission is summarized as follows:

- We are a provider of quality journalism, recognising that reliable, useful and above all trustworthy information plays a crucial role in society.
- We aim to report and to inform the public. In doing so we endeavour to respect the freedoms that come with democracy, human rights and pluralism of opinion.
- We recognise that such power demands responsibility and we aim to ensure that our journalists behave professionally, while protecting their ability to investigate and report freely.

inside story's mission and vision rely on the trust of our readership and the independence of our reporting. Keeping with our vision for an informed and engaged society, our reporters choose the subjects which they have a passion for and pursue their research accordingly. Relevancy and good, ethical penmanship are the main qualities we look for in our partners.

Through our content we aim to entice readers to stand back, recognize and consider the implications of the changing world around them. The second facet of our activities aims to involve our community in a way that informs them and educates them. The main instrument to attain this goal is by engaging the journalists with our audience, but also with multiple other stakeholders including enterprises, policy makers and various community groups, through a dialogue based on facts and rigorous analysis.

We define Journalism as the gathering, production and dissemination of information in a framework of ethical values. Its purpose is to provide citizens with information that empowers them to fully participate in society. Acts of journalism may be performed by individuals or collectively organised through news media such as **inside story**.

We commit ourselves to four primary indicators of ethical quality in journalistic work: **ethical practice** in editorial activity; **good governance** in the ownership and management of news media; respect for principles of **self-regulation** and **active engagement** with the public.

Ethical Practice

We practice journalism according to the following key principles:

- Accuracy and fact-based communication;

- Independence from political, corporate or other centres of power;
- Due impartiality in a systematic approach to reporting and editing;
- Fairness, respect and consideration of the impact of journalism on the lives of others;

We implement these principles through our Editorial Guidelines, which provide practical guidance on ethical challenges that might arise.

Good Governance

We strive to reflect high levels of good governance that protect editorial independence by showing transparency of ownership and management, whether public or private.

We demonstrate commitment to recognised and essential principles of internal transparency and accountability to the public.

We agree that good governance, which includes respect for recognised norms of human rights, equality, and contractual obligations, may be identified and monitored through periodic reflection and auditing of internal systems and rules designed to strengthen ethics and management of Media Outlets.

Self-regulation

We work to develop systems to strengthen awareness of core values of editorial practice through codes of conduct and editorial ethical guidelines. We also work to provide mechanisms for internal self-regulation, including dealing with complaints and comments from the public through the appointment of a designated editorial manager. We further demonstrate respect for self-regulation through attachment to both industry-wide and national bodies established to promote ethical journalism and to deal with complaints from the public.

Engagement with the Public

Building public trust in journalism requires active engagement with the public at large. We provide opportunities for our audience to comment, to respond, and to suggest improvements to the editorial process. We implement accessible and transparent systems to deal with complaints from the public and, where appropriate, to provide remedies.