THE
WDSF COMMUNICATIONS COMMISSION’S
MISSION STATEMENT
[Operating Policy]

Version 1.0
The WDSF Communications Commission’s Mission Statement

Commitment

We seek to uphold the following Editorial Values in everything we do. They embody our freedoms and responsibilities and apply to all our content, whether it is made by us or by another source creating it on our behalf, and whether it is made for TV, online, mobile devices or print.

Guiding principles

Audiences – i.e. viewers, readers, site visitors and followers – are at the heart of everything we do. We are committed to giving them high-quality, original and at times challenging output. Creativity is our lifeblood. Equally, we must give our audiences content that is made to the highest editorial and ethical standards. Their trust and the reputation of WDSF depend on it.

Trust

Trust is the foundation of WDSF Communications: we are independent, impartial and honest. We are committed to achieving the highest standards of due accuracy and impartiality and strive to avoid knowingly and materially misleading our audiences. Their continuing trust in WDSF Communications is a crucial part of our relationship with them.

Accountability

We are accountable to our audiences and will deal fairly and openly with them. We will be open in acknowledging mistakes when they are made and encourage a culture of willingness to learn from them.

Truth and accuracy

We seek to establish the truth and are committed to achieving due accuracy in all our output. Accuracy is not simply a matter of getting the facts right. Our output, as appropriate to its subject and nature, will be well sourced, based on sound evidence, thoroughly tested and presented in clear, precise language. We will strive to be honest and open about what we don’t know and avoid unfounded speculation.

Transparency

We will be transparent about the nature and provenance of the content we offer. Where appropriate, we will identify who has created it and will use labelling to help the audiences make informed decisions.

Impartiality

Impartiality lies at the core of WDSF Communications’ commitment to the audiences. We will apply due impartiality to all our subject matters and will reflect a breadth and diversity of opinion across our output as a whole, over an appropriate period, so that no significant strand of thought is knowingly unreflecting or under-represented. We will be fair and open-minded when examining evidence and weighing material facts.

Editorial integrity and independence

WDSF Communications is independent of outside interests and arrangements that could undermine our editorial integrity. Our audiences should be confident that our decisions are not influenced by outside interests, commercial pressures or any personal interests.

Fairness

We balance our presumption of freedom of expression with our responsibilities to be fair, open, honest and straight dealing. We avoid unjustifiable offence. Contributors and audiences will be treated with respect.

Privacy

We will respect privacy and will not infringe it. Private information, correspondence and conversation will not be brought into the public domain.