LAND DWELLERS

Beyond What You Know

12 Land Dwellers Editorial Values

This is a heart of Land Dwellers as it guides and addresses the principles and purpose of our published work and methodologies regarding topic ideation and research.

It includes the news organization's attitudes toward its community and aids editors in making editorial decisions.

1. **Truth**
As one of the key ethics of journalism, Land Dwellers gather, analyze and disseminate information in a truthful and accurate a way. We believe in telling the truth. This is why our audience should keep on trusting us because in every single-story truth is what matters.

2. **Editorial Independence**
In order to serve well our audience, Land Dwellers discourages the external control or influence on journalists, authors or media in general. That means all the decisions of the Editorial boards are made independently without any external pressure or influence.

3. **Objectivity**

Land Dwellers publishes and report stories/news in neutral and unbiased manner, regardless of the journalist's feelings or personal beliefs. We present facts so our audience can make up their own mind about a story so that they can interpret those facts on their own.

4. **Minimize Harm**

Land Dwellers balances the public's need for information against potential harm or discomfort. We shows compassion for those who may be affected by news coverage. We are sensitive when dealing with anonymous sources, juveniles, victim of sex crimes and other sources that are inexperienced.

Our media also considers minimizing harm to journalists who are involved in covering stories that might endanger their lives, this can be done by hiding their names in the publication of particular stories they covered.

Harm minimization does not end to the journalists but to the media house too, in case the publication might cause legal issues with the Law of the countries.

We also minimize harm to those who are alleged when in case the publication will endanger the life of an alleged person.

5. **Fairness and Balance**

Our media treats people, organization or company equally or in a way that is right or reasonable. We provide room to respond especially when there are allegations to an individual, group, organization or company.

All perspectives are included and all perspectives receive equal amount of attention. There is no room for unbalanced stories/publications in Land Dwellers. We include all sides of the story from all possible sources (both Human and Physical sources).

6. **Accountability**

We live in the world where not all human beings understand what it takes to be accountable. Land Dwellers categorizes accountability from different angles that highlight how important this pillar is.

- **Journalist's accountability**

Informing the society is the key role of the journalist. Informing the society is not enough to say a journalist is accountable. Journalist needs to inform society in an honesty way believing that he is serving the public interests as could be for other jobs. We can take an example of a doctor who is performing a surgery. The question is what if a doctor could perform poor during a surgery? The possible answer is sudden death to the patient. Therefore, a journalist must understand how to work very carefully by following all journalism codes of conducts, ethics and situation. The vice versa will lead to misinformation, or disinformation.

- **Individuals/ organizations, institutions and government accountability**

Those people who are in power whether in public sector or private sector need to be accountable in their line of work. Government leaders need to be accountable to the citizen. Public fund embezzlement or other unlawful conducts must put government leaders into account. They should understand that they are serving the citizen.

- **Public to be accountable.**

In different occasions accountability is only pointed to leaders and other officials who are in positions. But the truth is that the public (as whole) must be accountable to accomplish their responsibilities. If not then, they have to understand the outcomes of not being responsible. Land Dwellers believes that, general public needs to know their position in bringing changes to the country.

7. **Facts with evidence**

Land Dwellers believes in producing of content basing on facts. Journalism is like you are in a court room. Assume your neighbor killed your son and that stand as the truth in this case. The judgment from 12 members of the jury will not possibly rely on your feelings of losing your son. The jury will need facts and in court room facts are backed by evidence. Then the word evidence stands strong for the jury to decide the case but not what you feel or what the public feel about your son.

Therefore, journalism we meet stories that may raise public feelings. Public can make their own judgment regarding to their feelings and emotions, but we be believe in having facts. The evidence provides facts, from facts the responsible authority can take measures or make a decision.

8. **Impartiality**

We cannot take any side in producing and publishing our stories. Taking side in any story will result to publication of subjective information or one sided story. Sometimes taking side will make a journalist to make a judgment about the matter. We believe in impartiality and we will stand neutral as professional journalists.

9. **Integrity**

Land Dwellers encourages honest and keeping consistency to the principles, values, and ethics governing our profession. We discourage all kind of behaviors that affects journalism profession such as bribes etc. We believe in observing all values in order to be honest to our audience.

10. **Attribution and Plagiarism**
Land Dwellers only publish original content. We do not publish other media's reporting as our own. When we reference news from other media, we clearly attribute them through hyperlinks on our platform. Editorial team verifies any information used from other sources.

11. **Public Interest**
Anything that Land Dwellers produces/publishes is relevant to the lives and well-being of the society. Means, it is about all matters that affect health, livelihoods, quality of life, security and governance.

12. **Gender Balance**
As a professional media we emphasize the issue of gender balancing on our content so that both genders have equal room/space on our content. We strongly discourage gender biasness in our newsroom since we are all human beings and so we should have equal opportunity regardless our genders.