

## THE RIVER

### MISSION STATEMENT

Student journalists at The River will strive to:

1. Raise and address issues relevant to students and/or the local community through a commitment to balanced reporting.
2. Provide a bridge between Kingston University and the local community, with editorial content that is relevant to both.
3. Inform and entertain our readers, with dedicated coverage of entertainment, sport and travel as well as hard news.
4. Listen to public feedback in order to constantly improve the content and presentation of the publication.
5. Adhere to the highest possible standards of research, writing, presentation, format, and overall content.
6. Liaise, communicate and cooperate effectively with all relevant individuals and institutions.
7. Represent the views of students and the local community.
8. Create content that may be useful in the construction of a professional portfolio(?).
9. Publish stories that seek to celebrate local and student achievements and endeavours and also highlight any issues or problems within the student or local community.
10. Create a lasting legacy for future Journalism students at Kingston University.