



New quality media wanted!

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- Real quality neither spreads lies nor defamations.
- Real quality shows a comprehensible match between prognosis and the real event.
- Real quality has reliable and solid sources, it rejects anonymous submissions.

- Real quality is never guided by majorities but by truths.
- Real quality originates out of real independence as well as neutrality regarding economy, politics, science, religion, ideology and so on...

- Real quality fears no existing power and cannot be bribed.

- Real quality always puts health and well-being of the people above any interests of the market or the elite.
- Real quality does not withhold or distort any correlations.

- Real quality respects priorities in context instead of concealing them. Intentional omission is one of the biggest quality killers.

- Real quality doesn't place statements in self-constructed alienated contexts.

- Real quality trains independent thinking and encourages the maturity of the people.

- Real quality does not demand blind belief but observes the deeds.

In summary: If all media would only unconditionally stick to their press code, there would only be quality media. The established media, however, fall even further into disrepute the more they ignore their press code.

Compare the content of the press code with the so-called quality media, that is, the mainstream. The press code includes a total of 16 points:

1. TRUTHFULNESS AND PRESERVING HUMAN DIGNITY

Respect for the truth, preservation of human dignity and accurate informing of the public are the overriding principles of the Press. In this way, every person active in the Press preserves

the standing and credibility of the media.

2. CARE

Research is an indispensable instrument of journalistic due diligence. The publication of specific information in word, picture and graphics must be carefully checked in respect of accuracy in the light of existing circumstances. Its sense must not be distorted or falsified by editing, title or picture captions. Unconfirmed reports, rumours or assumptions must be quoted as such. Symbolic photos must be clearly marked as such.

3. CORRECTIONS

Published news or assertions, in particular those of a personal nature, which subsequently turn out to be incorrect must be promptly rectified in an appropriate manner by the publication concerned.

4. LIMITS OF RESEARCH

Dishonest methods must not be used to acquire person-related news, information or photographs.

5. PROFESSIONAL SECRECY

The Press shall respect professional secrecy, make use of the right to refuse to bear witness and shall not reveal informants' identities without their explicit permission. Confidentiality is to be adhered to in principle.

6. SEPARATION OF ACTIVITIES

Journalists and publishers shall not perform any activities that could throw doubt over the credibility of the Press.

7. SEPARATION OF ADVERTISING AND EDITORIAL CONTENT

The responsibility of the Press towards the general public requires that editorial publications are not influenced by the private or business interests of third parties or the personal economic interests of the journalists. Publishers and editors must reject any attempts of this nature and make a clear distinction between editorial and commercial content. If a publication concerns the publisher's own interests, this must be clearly identifiable.

8. PROTECTION OF THE PERSONALITY

The Press shall respect the private life of a person and his/her right to self-determination about personal information. However, if a person's behaviour is of public interest, it may be discussed by the Press. In the case of identifying reporting, the public interest in information must outweigh the interests worthy of protection of the persons involved; sensational interests alone do not justify identifying reporting. As far as an anonymization is required, it must be effective. The Press guarantees editorial data protection.

9. PROTECTION OF DIGNITY

Violating people's dignity with inappropriate representations in word and image contradicts journalistic ethics.

10. RELIGION, PHILOSOPHY, CUSTOM

The Press will refrain from vituperating against religious, philosophical or moral convictions.

11. SENSATIONAL REPORTING, THE PROTECTION OF YOUNG PEOPLE

The Press will refrain from inappropriately sensational portrayal of violence, brutality and suffering. The Press shall respect the protection of young people.

12. DISCRIMINATION

There must be no discrimination against a person because of his/her sex, a disability or his membership of an ethnic, religious, social or national group.

12.1 REPORTS ON CRIMES

When reporting crimes, it is not permissible to refer to the suspect's religious, ethnic or other minority membership unless this information can be justified as being relevant to the reader's understanding of the incident. In particular, it must be borne in mind that such references could stir up prejudices against minorities.

13. PRESUMPTION OF INNOCENCE

Reports on investigations, criminal court proceedings and other formal procedures must be free from prejudice. The principle of the presumption of innocence also applies to the Press.

14. MEDICAL REPORTING

Reports on medical matters should not be of an unnecessarily sensationalist nature since they might lead to unfounded hopes or fears on the part of some readers. Research findings that are still at an early stage should not be portrayed as if they were conclusive or almost conclusive.

15. PREFERENTIAL TREATMENT

The acceptance of privileges of any kind that could possibly influence the freedom of decision on the part of publishers and editors are irreconcilable with the prestige, independence and responsibilities of the Press. Anyone accepting bribes for the dissemination of news acts in a dishonourably and unprofessional manner.

16. PUBLICATION OF REPRIMANDS

It is considered fair reporting when a public reprimand issued by the German Press Council is published, especially by the publication or telecommunications media concerned.

Don't remain passive when your favourite stations, your preferred journals, radio stations or whatever deviate from these mentioned points! Write letters asking for correction, if necessary protest so that your sources of information don't further deteriorate in quality. For those which lose their quality, will ultimately lose their entire audience.

from is.

Sources:

<https://de.wikipedia.org/wiki/Pressekodex>

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