



# AMH ALPHA MEDIA HOLDINGS

## OUR PLEDGE

**AMH** is an independent media house free from political ties or outside influence.

We have four newspapers each of which also has an online edition:

- The Zimbabwe Independent, a business weekly published every Friday
- The Standard, a weekly paper published every Sunday,
- Southern Eye, a daily paper published within Newsday,
- NewsDay Weekender a weekly published every Saturday, and
- NewsDay, our daily newspaper.

The editorial board representing all publications is totally committed to delivering accurate and impartial news designed to inform the public debate and enable Zimbabweans to make educated choices.

Our pledge to those we serve is to seek the truth, deliver the facts and offer relevant context and analysis where appropriate. Our tone will be non-judgement, objective and fair. In all cases we strive to include all relevant opinions and ensure that no significant strand of thought is neglected. We will strive to dig where others don't, give voice to the voiceless, shine a light in dark places, scrutinise the executive and hold the powerful to account. This we do on behalf of our audiences, whom we aim to serve with integrity by offering journalism that is professional, credible, reliable, trustworthy, dependable and totally transparent.

It is our desire to create a conversation with Zimbabweans about the issues that matter in the country and enable maximum participation so that our newspapers and online offerings reflect as diverse a range of perspectives as possible. In so doing we hope to be part of the process of national healing, nation building, reconciliation and reconstruction.

We aim to be a learning media organisation that deals with and reflects the issues that most concern those we serve. We will help Zimbabwean to talk to each other without fear or favour and, through robust engagement, help ensure a tolerant society by encouraging the celebration of our diversity.

Our newspapers and online sites are there to offer a canvas for Zimbabweans to showcase their best ideas to help transform the country into a knowledge-based society where citizens are free to express their creativity, ingenuity and entrepreneurship.

We have set ourselves challenging objectives but we believe that only by striving to achieve the highest can we evaluate ourselves above the elements which tend to hold the country back.

However, if you see anything in print or online where you feel we may have failed to deliver on the pledges set out above, and where we may have failed on issues such as tone, impartiality, objectivity and fairness, please let us know via email, phone or social media at:

**[amh@alphamedia.co.zw](mailto:amh@alphamedia.co.zw)**