

***The Ring*—Statement of Purpose**

Approved by Executive Council March 11, 2008

This document articulates the purpose and principles upon which editorial policy and decision-making for *The Ring* will be based.

PURPOSE

The Ring is the newspaper of the University of Victoria. Its purpose is to advance the mission and objectives of the university as articulated in the strategic plan, to inform members of the campus community about news and events of interest to them and to help build a sense of community among faculty, staff and students at UVic.

VALUES AND PRINCIPLES

The Ring embodies the values of the university as articulated in the strategic plan: intellectual and ethical integrity, freedom of speech and freedom of inquiry, and equal rights and dignity of all persons.

The Ring earns its credibility through adherence to scrupulous standards of accuracy, fairness, editorial integrity and sensitivity; respect for diverse viewpoints; and commitment to the open exchange of ideas.

CONTENT

The Ring serves the priorities, goals and interests of the university as a whole and not those of particular constituent units or individual members of the university community. It is not intended as a comprehensive record of university activities. Views expressed in *The Ring* do not necessarily represent university policy.

Criteria for decisions on content include relevance to the university's goals, ability to enhance the university's sense of community, timeliness, potential appeal to readers and availability of space in the paper.

The Ring helps build the sense of community at UVic in part by:

- Celebrating significant accomplishments of UVic faculty, students, staff, programs and units
- Fostering understanding of what distinguishes UVic as a place to learn, teach, conduct research and work
- Reflecting UVic's reputation as one of Canada's leading teaching and research institutions
- Informing faculty, staff and students about the major issues facing the university
- Reporting on campus appointments at the most senior level
- Promoting UVic-sponsored public events that are of broad appeal and are most closely related to the university's priorities.

ADMINISTRATION

Executive council provides administrative oversight of *The Ring* by establishing this statement of purpose and principles.

An editorial advisory board will make recommendations on matters of general policy and advise the editor and managing editor. The members of the editorial advisory board are appointed by the president.

Editorial and administrative responsibility for *The Ring* rests with UVic Communications, specifically with the *Ring* editor and the director of UVic Communications, who serves as managing editor. In their responsibilities vis-a-vis *The Ring*, they will be guided by this document.

UVic Communications will bring major editorial issues and significant amendments or additions to *Ring* editorial policy to the attention of the vice-president external relations, who may, at her or his discretion, take these matters to executive council for discussion.