



Bryan White <zebrafactcheck@gmail.com>

Poynter will "respond promptly and with a purpose"

2 messages

Bryan White <zebrafactcheck@gmail.com>

Thu, Feb 1, 2024 at 1:42 PM

To: webstaff@poynter.org

Dear Poynter Institute representative(s),

I am writing you again to express my bewilderment at your failure to respond to my request that you cease promoting the falsehood that I, Bryan W. White, resolved various errors committed by various fact-checking organizations "verified" by the International Fact-Checking Network ([example](#)). The IFCN of course publishes through the Poynter.org website.

The Poynter statement of principles identifies [five core values](#):

Core Values

Five core values guide our work: accuracy, independence, collaboration, fairness and transparency. All Poynter employees are responsible for ensuring our work lives up to these ideals.

We regard various Poynter constituents — seminar participants, readers of our publications, listeners to our podcasts or viewers of our videos, etc. — as important stakeholders in our ethics process. We post the guidelines here to share the aspirations that guide our work and to issue an invitation to others to hold Poynter accountable. If you have questions or concerns, please write to info@poynter.org, and we'll respond.

The values cited in this document are rooted in Poynter's dedication to teaching and inspiring journalists and media leaders. Poynter is a school that promotes excellence and integrity in the practice of craft and the practical leadership of successful businesses. It stands for journalism that informs citizens, builds community and enlightens public discourse. In our teaching and in our publishing, we strive to practice the kind of journalism we preach. This includes journalism in all its forms — print, digital, TV, video, audio and any other forms of new media that might come into use.

Poynter's IFCN has repeatedly promulgated this error and has offered no explanation despite multiple requests. That tortures the principles of accuracy and transparency.

Given Poynter's promise in its statement of principles that it will "respond promptly and with a purpose" (see "Fairness"), I hope to at the very least receive an explanation for the lack of explanation. I'll even hold out hope that I will receive an explanation that will *remedy* the IFCN's traditional lack of explanation.

Thanks for your attention to this matter.

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Sincerely,

Bryan W. White
editor
zebrafactcheck.com

Bryan White <zebrafactcheck@gmail.com>

Thu, Feb 1, 2024 at 1:46 PM

To: "Information @ Poynter" <info@poynter.org>

This email address is listed in your statement of principles in addition to the webstaff@poynter.org one, so here's the message again to help ensure that you can live up to your commitment to responding. Thanks!

[Quoted text hidden]