

# Mission Statements

Mission statements are meant to guide businesses and publications as they make decisions, both routine decisions and unexpected or challenging ones.

Daily decisions include what you cover, how you cover it, what sort of language you use, what level of vocabulary and what cultural or literary references you make. Your mission statement informs what things you review, which sports and which teams you follow.

Other decisions are not part of your usual routine. You may, for instance, receive a request to publish the work of adults in your community, adults who wish to rebut something a student published or adults who wish to reach your audience with their message. Other people may wish to advertise a product that is illegal for all but a handful of your seniors or contrary to your school's standards. Others may suggest that you should avoid topics because they are not appropriate for children. Some may ask you to cover topics because they are important to that person, not because they are relevant for your audience. Some people try to manipulate the press to publically humiliate someone they feel has offended them or to represent themselves in a favorable light.

Your mission statement will guide you first as you make a decision and then guide you as you explain that decision to others.

Mission statements are brief, usually short enough to be read in half a minute or less.

A mission statement should identify who you are, what you do and who you serve. Look at how each of the following mission statements do this.

*The Review strives to be an engine of discourse. We seek to inform and engage the St. John's community.*

*The online component of The Review was established in fall 2011 as a means of disseminating information quickly and supplementing the print editions. We endeavor to inform the community in innovative and interactive ways.*

*St. John's School  
Houston, Texas*

*Our mission as an online-only publication is to provide the Foothill community with accurate, responsible, thought-provoking and timely journalism.*

*Foothill Technology High School  
Ventura, CA*

*"We will inform, engage and entertain the Hillsborough High School community by delivering compelling, reader-friendly content in print and online."*

*The Red & Black (newspaper and website)  
Hillsborough High School  
Tampa, Fla.*

---

The student press of The Bronco Blaze has adopted this as its mission:

1. *To publish news, information, and opinion articles for and about student, faculty, and administration interests and policies.*