

New York Times

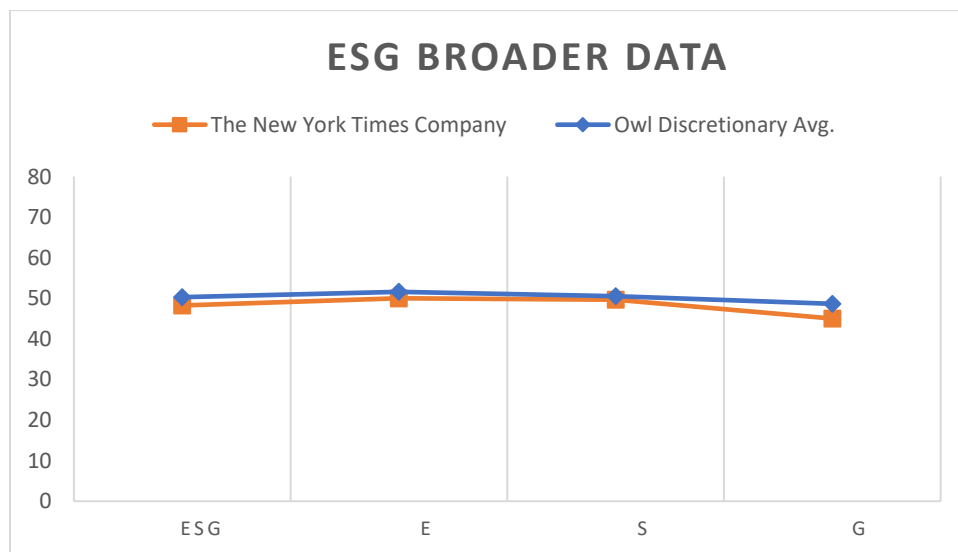
Founded in 1851, the New York Times has the largest combined print-and-digital circulation of any daily newspaper in the United States. Under its motto “All the News That’s Fit to Print” it has also forged a reputation as the highest quality paper in the country, though some would argue it has a liberal bias. The paper has won 125 Pulitzer Prizes since the award was first given 100 years ago. This is far more than any other news organization.

The most critical issue for The New York Times is the integrity of its reporting. While almost every survey based on reputation lists this paper as the best in the country, there are almost no recent rankings based on more quantitative measures. A Columbia Journalism Review of 100 newspaper editors did select the New York Times as the best paper. This does not mean that there haven’t been reporting mistakes. A series of articles by one reporter in 2003 that strongly asserted Saddam Hussein had weapons of mass destruction greatly aided the Bush administration in making its case for war with Iraq. One concern is that the paper used to have a public editor who acted as an ombudsman and “investigated matters of journalistic integrity.” This position ended in June 2017.

While known for its investigative journalism and bringing transparency to important issues, the company does a somewhat poor job of reporting on its own corporate responsibility issues. It does not issue a report on this topic as do most large companies. One area where it is improving is in releasing data on the race and gender of its workforce. It released its inaugural report in March of this year. Women make up 50% of the total workforce and 46% of leadership positions. People of color are 26% of the company and 20% of leadership positions.

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Some have criticized the company on corporate governance issues as it is controlled by the founding Ochs-Sulzberger family through a dual-class share structure. Others argue such a structure is important to protect the independence of its reporting.



Source: OWL SHARES

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