

Resolution VI

RENEW OUR COMMITMENT TO QUALITY ADVERTISING PRACTICES

We recognize that newspaper advertising is regulated by a complex mix of federal and state laws and that the burden of complying with these laws has in significant part fallen on the newspapers, and

We also recognize that advertising is a service to our readers and a source of revenue for our businesses, but that it also has an impact on the community.

WE RESOLVE, THEREFORE, to renew our commitment to quality advertising practices, including the adherence to all federal and state anti-discrimination laws, consumer protection laws, automobile sale and lease regulations, laws governing bingo, raffles and small games of chance, liquor and tobacco laws, as well as the exercise of care in attaining the highest achievable standards of decency that will enhance our reputations as responsible members of our communities.
