

An open letter to Dan McDonough, Jr., chairman and publisher, and Danielle Kingsbury, general manager at Philly Weekly:

We as journalists in Philadelphia condemn your “[contest](#)” urging readers to guess how many murders there will be in our city by Election Day.

We find this disgusting. It shows a blatant disregard for the pain and suffering too many Philadelphia families are enduring. From a safe distance, it trivializes what it means to live with this violence. Would you act so callously if the shooting victims were mostly white kids? And at a time when many of us are working to build trust with residents most affected by violence, it sends the message that journalists don’t care.

Even if all of the above doesn’t matter to you, your actions violate the Society of Professional Journalists’ [code of ethics](#) that states “Ethical journalism treats sources, subjects, colleagues and *members of the public* as human beings deserving of respect.” The code also calls on us to “[Show compassion for those who may be affected by news coverage](#).” We understand that your publication is purposely defining itself as an alternative to other Philadelphia media, but this isn’t about being conservative or holding a different point of view, it’s following simple ethical guidelines while doing so.

If you don’t consider your company a part of Philadelphia’s journalism community — one that is rooted in ethics, inclusion, diversity, accuracy, and fairness — then let that be known to the public now.

Otherwise, we call on your outlet to immediately retract this vile “contest” and apologize.

Signed,

[Resolve Philly](#)

[PABJ](#)

[Kensington Voice](#)

[Metro Philadelphia](#)

[Free Press](#)

[Chalkbeat Philadelphia](#)

[AAJA Philly](#)

[Germantown Info Hub](#)

[WHYY](#)

[Kouvenda Media](#)

[Billy Penn](#)

[Philly Your Black News](#)

[WURD Radio](#)

[The Philadelphia Center for Gun Violence Reporting](#)

[Dos Puntos](#)

Sandra Clark, VP of News and Civic Dialogue at WHYY

Ernest Owens, President of Philadelphia Association of Black Journalists

Jean Friedman-Rudovsky, Co-Executive Director Resolve Philly

Cassie Haynes, Co-Executive Director Resolve Philly

Stephanie Marudas and Emily Previti, Kouvenda Media

Mike Rispoli, News Voices Director at Free Press

Christopher Malo, Program Manager and Editor, PhiladelphiaNeighborhoods.com  
Sara Lomax-Reese, President/CEO, WURD Radio  
Johann Calhoun, Bureau Chief, Chalkbeat Philadelphia  
Tim Tai, AAJA Board Member  
Juliana Reyes, AAJA Board Member  
Hannah Chinn, AAJA Board Member  
Jess Bond, AAJA Board Member  
Bethany Ao, AAJA Board Member  
Diana Lu, Coordinator, The Germantown Info Hub  
Eric Nzeribe, Publisher, Fun Times Magazine  
Daralyse Lyons, Creator of the Demystifying Diversity Podcast, Author, Freelance Journalist