



## Endorsement Policy

Bearing Drift is a leading provider of conservative news, commentary and analysis in digital, radio and print formats in the Commonwealth of Virginia. As Virginia's top partisan news outlet, we are often called upon to endorse candidates for various national, state and local public offices. We have developed this endorsement policy in order to provide a uniform process for those seeking Bearing Drift's endorsement and to clarify for our readers and for the larger Virginia public what a Bearing Drift endorsement signifies.

As Virginia's Conservative Voice, Bearing Drift strives to promote and champion conservative policies designed to move Virginia and the nation forward. We stand by the creed of the Republican Party of Virginia, and our endorsement indicates that we, as a news outlet, believe that our endorsed candidate will best promote conservative principles and is the overall best candidate for the job ó whether national, state or local and in both primaries, conventions or the general election.

All endorsements made by Bearing Drift shall be made by the Board of Directors (the Board) of Virginia Line Media LLC, Bearing Drift's parent company. The Board is comprised of J.R. Hoeft, Shaun Kenney, Norm Leahy, Brian Schoeneman and Scott Lee. These endorsements are final and represent the culmination of our internal endorsement process, a confidential process which involves balancing a variety of factors, including political positions, responses to questionnaires or requests for information, campaign financing and fundraising, polling data, likelihood of success at the ballot box, and our overall confidence in a candidate.

Contributors to the site who are not on the Board will play a significant role in the decision-making process, and may be called upon to register their individual preferences in a recommendation to the Board for endorsements. This recommendation will be given significant weight in the final decision on an endorsement.

Individual contributors in their personal capacity may endorse whomever they choose. However, contributors may not reference Bearing Drift in their endorsements, publicize their endorsements through Bearing Drift media or otherwise represent to candidates that the candidate has the endorsement of Bearing Drift unless specifically authorized to do so by the Board. All endorsements made by Bearing Drift represent the entire organization. Individual contributors who disagree with the organization's endorsement are free to register their dissent in the comments on the website or through any other outlet they choose.

Those candidates seeking Bearing Drift's endorsement should contact J.R. Hoeft at [jim.hoeft@bearingdrift.com](mailto:jim.hoeft@bearingdrift.com) and formally request our endorsement. At the discretion of the Board, a candidate questionnaire or other background materials may be requested of candidates and those candidates who return the questionnaire or comply with the materials request will be given preference in our internal process over those who do not respond.

As a news publication that generates revenue based on advertising sales and fundraising, we pledge that no candidate will receive an endorsement or fail to receive an endorsement based on their past or future advertising with our site, magazine or radio program. All endorsements from Bearing Drift are merit based.

If you have any questions or concerns regarding this endorsement policy, feel free to contact Bearing Drift General Counsel Brian Schoeneman at [brian.schoeneman@bearingdrift.com](mailto:brian.schoeneman@bearingdrift.com) or J.R. Hoeft at [jim.hoeft@bearingdrift.com](mailto:jim.hoeft@bearingdrift.com).