

## KUOW News Code of Ethics and Practices

This code of ethics is drawn from the National Public Radio Code of Ethics and Practices. All KUOW/Puget Sound Public Radio ("KUOW") professional staff are employees of the University of Washington. This code conforms to University of Washington policies as set forth in the University Handbook, Volume Four, Part V, Chapter 2. UW employees are also expected to comply with the 1994 state ethics law ([Chapter 42.52 RCW](#)).

### **I. Statement of purpose**

#### **Credibility**

KUOW is primarily a news organization. We are always testing and questioning the credibility of others. We have to stand that test ourselves. Whether we are functioning as reporters, hosts, newscasters, writers, editors, directors, photographers or producers of news, music or other content, we have to stand that test ourselves. Our news content must meet the highest standards of credibility.

The purpose of this code is to protect the credibility of KUOW's programming by ensuring high standards of honesty, integrity, impartiality and staff conduct. We accomplish this by (a) articulating the ethical standards we observe in pursuing and presenting material through our various distribution channels, (b) setting rules and policies that prevent conflicts of interest, (c) establishing guidelines for outside work and activities that may reflect on KUOW, and (d) establishing policies and procedures to ensure that the activities of KUOW that fall outside journalism and daily production - corporate underwriting, foundation funding, marketing and promotional activities - do not jeopardize our journalistic independence or involve KUOW journalists in activities inappropriate to their roles.

### **II. Who is covered**

This code covers all KUOW journalists - which for the purposes of this code includes all persons functioning in the Programming and Online Departments as reporters, hosts, newscasters, writers, editors, directors, photographers and producers of news, music or other KUOW programming. It also covers all senior News, Programming and Online content managers. It does not cover administrative or technical staff from News, Programming or Online.

The code also applies to material provided to KUOW by the Northwest News Network (N3), and independent reporters and freelance reporters, writers, news contributors or photographers. In cases where essayists or commentators make statements of fact those statements must meet this Code's requirements of accuracy. KUOW expects its outside contributors to be free of conflicts of interest on content they submit, to be fair and accurate in creating that material, and to pursue coverage in a manner consistent with the ethical principles stated in this code. There will be instances where provisions of this code are not applicable to an outside contributor. Supervisors will make these judgments on a case-by-case basis and, if necessary, in consultation with the appropriate programming manager or their designee.

Because contributors in this category are not KUOW employees, the remedy for dealing with a conflict of interest or other violation of the principles of this code is rejection of the offered

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material, or of any future programming proposals similarly affected by the conflict or other violation of the ethical principles. KUOW may also terminate any ongoing contract with the freelancer. As with KUOW employees who produce content, outside contributors must disclose potential conflicts of interest or other issues under this Code when they accept an assignment or make a story pitch, and KUOW editors and producers must make sufficient inquiries of those persons to satisfy themselves that the outside contributors have complied with this code.

Producers of standalone programs acquired by KUOW should also apply these ethical principles and procedures to the production of that programming. There may be instances in which the type of programming may not demand the application of a particular principle in this code. In such case, the program producer should confer with the person at KUOW who is responsible for managing the program acquisition and determine that KUOW agrees that the principle need not be applied. Otherwise, producers of acquired standalone programming should take seriously the requirements of this code.

### **III. Statement of principles**

Our coverage must be fair, unbiased, accurate, complete and honest. At KUOW we are expected to conduct ourselves in a manner that leaves no question about our independence and fairness. We must treat the people we cover and our audience with respect.

**"Fair"** means that we present all important views on a subject. This range of views may be encompassed in a single story on a controversial topic, or it may play out over a body of coverage or series of commentaries. But at all times the commitment to presenting all important views must be conscious and affirmative, and it must be timely if it is being accomplished over the course of more than one story. We also assure that every possible effort is made to reach an individual (or a spokesperson for an entity) that is the subject of criticism, unfavorable allegations or other negative assertions in a story in order to allow them to respond to those assertions.

**"Unbiased"** means that we separate our personal opinions - such as an individual's religious beliefs or political ideology - from the subjects we are covering. We do not approach any coverage with overt or hidden agendas.

**"Accurate"** means that each day we make rigorous efforts at all levels of the newsgathering and programming process to ensure our facts are not only accurate but also presented in the correct context. We make every possible effort to ensure assertions of fact in commentaries, including facts implied as the basis for an opinion, are correct. We attempt to verify what our sources and the officials we interview tell us when the material involved is argumentative or open to different interpretations. We are skeptical of all facts gathered and report them only when we are reasonably satisfied of their accuracy. We guard against errors of omission that cause a story to misinform our listeners by failing to be complete. We make sure that our language accurately describes the facts and does not imply a fact we have not confirmed, and quotations are both accurate and placed properly in context.

**"Honest"** means we do not deceive the people or institutions we cover about our identity or intentions, and we do not deceive our listeners. We do not deceive our listeners by presenting the work of others as our own (plagiarism), by cutting interviews in ways that distort their meaning, or by manipulating audio in a way that distorts its meaning, how it was obtained or when it was obtained. The same applies to text and photographs or other visual material used on KUOW Online. Honesty also means owning up publicly and quickly to mistakes we make on air or online.

**"Respect"** means treating the people we cover and our audience with respect by approaching subjects in an open-minded, sensitive and civil way and by recognizing the diversity of the communities on which we report, and the diversity of interests, attitudes and experiences of our audience.

#### **IV. Conflicts of interest**

1. Conducting ourselves in a manner that inspires confidence in us as independent and fair means avoiding actual and apparent conflicts of interest or engaging in outside activities, public comment or writing that calls into question our ability to report fairly on a subject.

2. A conflict of interest in its simplest dictionary term is a conflict between the private interests and the professional responsibilities of a person in a position of trust. An operative word in this sentence is "trust." All of us are in positions of trust with our audience. To maintain that trust requires that there be no real or perceived overlap between the private interests and opinions of KUOW journalists and their professional responsibilities.

3. An employee covered by this code has the responsibility to disclose potential conflicts of interest. Revealing a conflict of interest after an individual has already participated in coverage where such a conflict exists or appears to exist can be extremely damaging to the reputation of KUOW. KUOW journalists must, at the time they are first assigned to cover or work on a matter, disclose to their immediate supervisor any business, commercial, financial or personal interests where such interests might reasonably be construed as being in actual, apparent or potential conflict with their duties. This would include situations in which a spouse, family member or companion is an active participant in a subject area that the KUOW journalists covers. In the financial category, this does not include an investment by a KUOW journalist or their spouse, family member or companion in mutual funds or pension funds that are invested by fund managers in a broad range of companies. The supervisor will decide whether the interests create an actual conflict of interest or the appearance of a conflict. In making these decisions, supervisors should feel free to consult with senior managers and/or the KUOW Counsel.

#### **V. Outside work, freelancing, speaking engagements**

1. The primary professional responsibility of KUOW journalists is to KUOW. They should never work in direct competition with KUOW. An example of competing with KUOW would be breaking a story or contributing a feature for another broadcast outlet or Web site before offering the work to KUOW.

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2. KUOW journalists must get written permission for all outside freelance and journalistic work, including written articles and self-publishing in blogs or other electronic media, whether or not compensated. Requests should be submitted in writing to the employee's immediate supervisor. Approval will not be unreasonably denied if the proposed work will not discredit KUOW, conflict with KUOW's interests, create a conflict of interest for the employee or interfere with the employee's ability to perform KUOW duties. Supervisors must respond within seven days of receiving a request. KUOW facilities and resources, including studios, computers and e-mail, may not be used in outside work.

3. KUOW journalists may not engage in public relations work, paid or unpaid. Exceptions may be made for certain volunteer nonprofit, nonpartisan activities, such as participating in the work of a church, synagogue or other institution of worship, or a charitable organization, so long as this would not conflict with the interests of KUOW in reporting on activities related to that institution or organization. When in doubt, employees should consult their supervisor.

4. In general, KUOW journalists may not without prior permission from their supervisor do outside work for government or agencies principally funded by government, or for private organizations that are regularly covered by KUOW. This includes work that would be done on leaves of absence.

5. KUOW journalists may not ghostwrite or co-author articles or books or write reports - such as annual reports - for government agencies, institutions or businesses that we cover or are likely to cover.

6. KUOW journalists must get approval from the News Director or that person's designee before speaking to groups that might have a relationship to a subject that KUOW may cover. Generally, KUOW journalists may not speak at corporation or industry functions. KUOW journalists also may not speak in settings where their appearance is being used by an organization to market its services or products, unless it is marketing KUOW and then only as permitted in Section IX, Item 5 (below). KUOW journalists are permitted to engage in promotional activities for books they have written (such as a book tour), although they are expected to get approval from their supervisors on scheduling.

7. KUOW journalists may accept speaking fees only from educational or nonprofit groups not engaged in significant lobbying or political activity. Determining whether a group engages in significant lobbying or political activity is the responsibility of the KUOW journalist seeking permission, and all information must be fully disclosed to the journalist's supervisor.

8. KUOW journalists may not speak to groups where the appearance might put in question KUOW's impartiality. Such instances include situations where the employee's appearance may appear to endorse the agenda of a group or organization. This would include participation in some political debates and forums where the sponsoring group(s) or other participants are identified with a particular perspective on an issue or issues and KUOW journalist's participation might put into question KUOW's impartiality.

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9. KUOW journalists must get permission from the News Director or that person's designee to appear on TV or other media. It is not necessary to get permission in each instance when the employee is a regular participant on an approved show. Permission for such appearances may be revoked if KUOW determines such appearances are harmful to the reputation of KUOW or the KUOW participant.

10. In appearing on TV or other media including electronic Web-based forums, KUOW journalists should not express views they would not air in their role as an KUOW journalist. They should not participate in shows electronic forums, or blogs that encourage punditry and speculation rather than fact-based analysis.

11. Any KUOW journalist intending to write a non-fiction book or TV or movie script or other guiding documents for non-radio productions based in whole or substantial part on assignments they did for KUOW must notify KUOW in writing of such plans before entering into any agreement with respect to that work. KUOW will respond within 30 days as to whether it has any objections to the project.

12. KUOW journalists considering book projects or TV or movie productions based on stories that they have covered must be careful not to give any impression they might benefit financially from the outcome of news or program events. They should seek guidance from the Program Director before taking any actions with respect to such matters.

13. KUOW journalists may not accept a gift, gratuity or additional compensation for personal services rendered as part of their duties as a KUOW employee. Such services include, but are not limited to, producing content for NPR and other national news organizations.

14. KUOW coverage of projects or work created by KUOW staff members must be of greater or equal news and editorial value as similar works. It must be judged against current and past similar works. Furthermore, the proposed interview or story must not be deemed a conflict of interest, as defined in Section IV of this document. Interviews, pre-interviews, etc. must be done with the creator of the work (author, playwright, composer, etc.) outside of their regular working hours. As an alternative, interviews can be done during regular working hours, but the creator of the work must take annual leave. The pitch for the interview or story must be approved by the program director before any further research or work is conducted.

### **VI. Personal gain, gifts, freebies, loaned equipment or merchandise, etc.**

1. KUOW journalists may not accept compensation, including property or benefits of any kind, from people or institutions they cover or put on the air. KUOW journalists may accept gifts of token value (hats, mugs, t-shirts, etc.). Unsolicited items of significant value will be returned with a letter thanking the sender but stating our policy on gifts. KUOW journalists pick up the check for themselves when they can (i.e., they are not wined and dined by sources). KUOW journalists pay for their own travel in accordance with KUOW's travel policy. There are certain instances - such as conferences and conventions - where food is provided as a convenience for the press as a whole, and in such instances it is acceptable to take advantage of this. In addition,

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KUOW journalists may accept paid travel and meals for speaking engagements and awards ceremonies that are approved under the standards in Section V of this document.

2. KUOW journalists must conduct themselves at all times in a manner that leaves no grounds for belief, or even the appearance, that information they have gathered on the job has been used for personal gain, financial or otherwise.

3. KUOW journalists may not use any nonpublic information acquired at work for personal gain, or use their association with KUOW for personal gain. No KUOW journalist may disclose information acquired by KUOW to anyone inside or outside of KUOW if the intent is to use that information for personal or institutional gain. This prohibition does not apply to accepted journalistic practices, such as sharing information as a member of a news "pool."

4. KUOW journalists pay their own way in newsgathering, except in unusual circumstances. The Program Director must approve all exceptions to this. KUOW journalists may accept free passes to movie screenings, performances or similar activities that are attended for the purpose of doing reviews or stories for the air.

5. KUOW journalists and other program staff cannot sell items that are received at KUOW for review, such as books, CDs, etc. They belong to KUOW. They may be distributed to staff for their personal use (which may include donations to charities) after they are no longer needed.

6. KUOW journalists cannot keep any equipment or items of value provided by a company for test-use for story purposes. Such items must be disclosed to the journalist's supervisor and are to be disposed of in accordance with the ethical practices stated in this document, which usually means returning such items to the provider.

### **VII. Ethical conduct in coverage of news and production of programming**

1. Plagiarism is an unforgivable offense. KUOW journalists do not take other peoples' work and present it as our own.

2. In newsgathering KUOW puts its highest value on firsthand newsgathering and confirmation of facts, as opposed to relying on material from other sources (AP, other newspapers and networks, etc.). Wire service material may be more appropriately used in online and other specialized content presentations where firsthand newsgathering is significantly more difficult. In such instances, KUOW journalists shall adhere to the practices described in the following item.

3. KUOW journalists must take special care in the use they make of information from wire service stories, reports by other broadcast news organizations, newspaper clips or articles in other publications. No material from another source should ever be included verbatim, or substantially so, without attribution.

·Wire services: There is one category of quotation from wire services where it is acceptable to use quotes without attribution. That is where an AP or Reuters story is about some public event -

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like a press conference, speech by a public official in a public setting, an official statement of a government agency, a congressional hearing, and the like. In those cases, we reasonably expect that AP and Reuters are reliable conveyors of those quotes in the same way we regard the transcript services we use for these events. However, journalists must use caution and check source material if there is reason to believe that a quote has been inaccurately reported or has been taken out of its proper context.

·When using material from newspaper stories, KUOW journalists must double-check "facts" and other material gleaned from those stories. Too often, incorrect information is passed down from one news story to another because of the failure of one news organization to get it right. KUOW should never pass on errors in this way.

4. Photographs associated with KUOW content must, individually or collectively, show the events they depict truthfully, honestly and without bias. This requirement applies whether they are taken by KUOW journalists or come from other sources (such as freelancers or photo agencies). To assure our photos do not deceive our audience we apply the following rules:

We do not manipulate circumstances of photographs for purposes of enhancing the story the photograph portrays. An exception may be made for studio photography (such as portraits, fashion, food, etc.) where the nature of the studio photograph is either obvious or explained in accompanying verbal content.

We may enhance photographic images for technical clarity - including minimal amounts of dodging and burning or digital manipulation, such as color correction or contrast enhancement - so long as a photo is not deceptive as to the original setting and scene being photographed.

We do not create fictional images or designs from photographs using computer and laboratory techniques unless the accompanying explanation makes clear that the image is fictional or the design is associated with content related to art or creative activity. We do not use composite photographs.

We assure that captions and labels of photos accurately describe the events in the photograph.

We do not use outdated photographs to portray a current story unless we make clear the date the photograph was taken.

5. KUOW journalists are generous in giving credit to other media organizations for stories that demonstrate enterprise or contain exclusive information. If their story inspires us to replicate it, we should give credit even if we use different sources and materials. If there is any doubt about whether to credit another news organization, they should ask a senior manager in their Department.

6. KUOW journalists must treat the people they cover fairly and with respect. They always keep in mind that gathering and reporting information may cause harm or discomfort, and they weigh that against the importance of the story. KUOW journalists show sensitivity when seeking or using interviews of those affected by tragedy or grief. They show special sensitivity when

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dealing with children and inexperienced or unsophisticated sources or subjects, or individuals who have difficulty understanding the language in which they are being interviewed.

7. Dealing with minors (generally defined as anyone under the age of 18) always invokes legal issues. An interview of a minor about a sensitive subject requires a KUOW journalist to secure permission from the minor's parent or legal guardian. (Permission forms can be found in the "Policies" subfolder located in the GINFO shared directory). Examples of sensitive subjects include cheating, sexual activity, involvement in gangs or crime, difficult family relationships, probation violation, out-of-wedlock pregnancy or parenthood, victims' sexual abuse and similar topics that could have legal ramifications or lead to embarrassment. An interview of a minor in a special custodial situation, such as foster care, juvenile detention, or holding facilities for illegal immigrants, requires the consent of the person who has custody of the minor. Utah also requires the consent of both the custodian of the juvenile facility and the minor's parent.

An interview on a non-sensitive topic (normal childhood activities, sports, book, movies, trips to the zoo, baseball and the like) does not require consent. Generally however, any interview on school premises will require the consent of the school authorities. If a minor is a witness to a crime, the KUOW journalist must weigh carefully whether we are exposing the minor to physical risk by identifying him or her by name as a potential witness, and whether there is potential for the minor to be accused as a participant.

Situations like school shootings require special care when interviewing visibly distressed minors who may have witnessed horrific scenes. Witnesses such as teachers or students over 18 are preferable interviewees. If continued interviewing substantially increases the distress of a minor who is a witness, the KUOW journalist should carefully balance the importance and quality of the information being obtained with the interviewee's emotional state and decide whether respect for the witness requires the interview to be ended. The KUOW journalist must also discuss with the editor whether that interview should be aired.

In cases where there is even a hint of doubt about whether to get consent, the KUOW journalist or supervisor should call the KUOW Counsel.

8. KUOW journalists think carefully about the boundaries between legitimate journalistic pursuit and an individual's right to privacy. We recognize that private people have a greater right to control information about themselves than do public officials and others who seek power, influence or attention. Only an overriding public need to know can justify intrusion into anyone's privacy.

9. KUOW journalists make sure actualities, quotes or paraphrases of those we interview are accurate and are used in the proper context. An actuality from an interviewee or speaker should reflect accurately what that person was asked or was responding to. If we use tape or material from an earlier story, we clearly identify it as such. We tell listeners about the circumstances of an interview if that information is pertinent (such as the time the interview took place, the fact that an interviewee was speaking to us while on the fly, etc.). Whenever it's not clear how an interview was obtained, we should make it clear. The audience deserves more information, not



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less. The burden is on KUOW journalists to ensure that our use of such material is true to the meaning the interviewee or speaker intended.

10. Journalism should be conducted in the open. KUOW journalists do not misrepresent themselves: KUOW journalists disclose who they are and don't pose as cops, investigators or other such officials. There will be occasions not to declare our profession but rather to seek information as a member of the public working in places to which the general public has access, such as stores, public buildings, etc.

11. KUOW journalists do not record phone calls without permission. KUOW journalists do not use hidden microphones, recorders or cameras.

12. If there is any question of legality in pursuit of a story, KUOW journalists should consult their supervisors.

13. KUOW journalists do not pay for information from sources or newsmakers. They do not allow sources or interviewees to dictate how a topic will be covered, or which other voices or ideas will be included. They do not agree to submit questions in advance unless the Program Director approves a specific instance. If questions are submitted in advance, this will be disclosed in our coverage.

14. KUOW journalists do not sign non-disclosure agreements, except in the rarest of circumstances. The Program Director and the KUOW Counsel must approve exceptions to this rule. KUOW journalists respect embargoes on news unless the circumstances surrounding the embargo make adherence to it inappropriate, such as where the information has already surfaced elsewhere or a strong public interest requires the disclosure to place other news in the proper context.

15. Although KUOW journalists do agree to talk to sources on background when necessary, KUOW's strong preference is to have people on the record. Before any information is accepted without full attribution, reporters must make every reasonable effort to get it on the record. If that is not possible, reporters should consider seeking the information elsewhere.

16. The grant of anonymity should be a last resort. When KUOW journalists use anonymous sources to obtain information necessary for a story, the editor or producer of that story has an obligation to satisfy him/herself that the source is credible and reliable, and there is a substantial journalistic justification for using the source's information without attribution. This obligation also pertains to situations where individuals ask that their real names be withheld. The editor or producer has a twofold responsibility to (1) make a judgment about whether it is editorially justified to let the person speak anonymously, and (2) satisfy him/herself that this person is who the piece says s/he is. An editor should never be in the position of having to verify these things after a story has aired and a question is raised about it. We should not grant anonymity if a person makes pejorative comments about the character, reputation, or personal qualities of another individual, or derogatory statements about an institution. When anonymity is granted, pseudonyms should not be used.

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17. When KUOW journalists attribute information in a story to a "source" or "sources," it is assumed that these are the journalists' sources and that they have obtained the information firsthand from them. If this is not the case, and the sources are ones quoted by other news organizations, then those sources must be attributed to those other news organizations.

18. KUOW journalists do not show subjects or other third parties scripts of stories in advance of their broadcast or posting or preview pieces with any person not affiliated with KUOW. A KUOW journalist may review portions of a script or read back a quotation to assure accuracy. A KUOW journalist may also play audio or read transcripts of an interview to a third party if the purpose is to get that party's reaction to what another person has said.

19. Our corrections policy is to correct substantive errors of fact in a timely way. If a KUOW journalist believes KUOW got something wrong - or that there was a serious defect in a piece - s/he has an affirmative responsibility to get that on the table immediately for investigation and possible correction. Many times KUOW learns these things when someone outside brings an error to its attention. That is one natural way of finding out. But if KUOW journalists have reason to believe there was a significant error, they should not wait for it to be pointed out. KUOW journalists should in such cases also check language of any corrections, clarifications or retractions with the KUOW Counsel before they are broadcast or posted. KUOW Programming or Online personnel learning of material errors in stories shall inform the affected department as soon as they are discovered.

20. A host or interviewer should make clear when an interview has begun or has ended so there is no question about what is or isn't for broadcast, or what is on the record or not.

21. Archival audio or audio that was obtained from a past story must be identified as such if it is used in a new piece. The listener should not be left to think that any archival or previously obtained audio was gathered in the context of the current piece. As an example, a story updating a controversy surrounding an individual would be misleading if it included new assertions of fact but only used past statements by that individual and failed to identify them as such.

22. KUOW's SOC policy is either to SOC out from the place where the reporter is filing or, if the reporter is no longer there, to SOC out generically ("Joe Smith, KUOW News") and establish the "place" of the story in the intro and body of the story itself.

23. KUOW does not name victims of sexual assaults. There will at times be exceptions - such as certain instances when a victim goes public with his/her identity - and KUOW editors will judge these instances on a case-by-case basis.

### **VIII. Politics, community and outside activities**

1. KUOW journalists who run for office, endorse candidates or otherwise engage in politics will be reassigned to other work. Since such activities are part of the public record, doing so would call into question a journalist's impartiality.

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2. KUOW journalists may not participate in marches and rallies involving causes or issues that KUOW covers, nor should they sign petitions or otherwise lend their name to such causes, or contribute money to them.
3. KUOW journalists may not serve on government boards or commissions.
4. KUOW journalists may sit on community advisory boards, educational institution trustee boards, boards of religious organizations or boards of nonprofit organizations so long as KUOW does not normally cover them and they are not engaged in significant lobbying or political activity. Such activities should be disclosed to the News Director, and KUOW may revoke approval if it believes continued service will create an actual or appearance of a conflict of interest.
5. When a spouse, family member or companion of an KUOW journalist is involved in political activity, the journalist should be sensitive to the fact that this could create real or apparent conflicts of interest. In such instances the KUOW journalist should advise his or her supervisor to determine whether s/he should recuse him or herself from a certain story or certain coverage.

### **IX. Underwriting; foundation grants; advertising, marketing and promotion**

1. A firewall will be maintained between KUOW journalists and funders. While staff may talk to experts and officials who work at foundations that fund us (and their grantees), we may not discuss coverage planning with grant-making officials.
2. The Program Director will designate individuals who will serve as contacts with funders for grant-making purposes or other communications.
3. KUOW journalists may not read funding credits on air or online.
4. If KUOW reports on an organization or individual who funds us, we will disclose that relationship on air if the subject of the report is directly related to the thrust of the grant we received.
5. When authorized by the Program Director, KUOW journalists may take part or be asked to take part in promotional activities or events involving supporters of KUOW, such as fund drives and public radio audience-building initiatives.

### **X. Application and enforcement of this Code**

1. Application and enforcement of this Code is the responsibility in the first instance of every KUOW journalist. This responsibility extends to both him/herself and to every other KUOW journalist with whom he/she works. We should feel free to guide ourselves by offering suggestions to our peers to help them comply with their obligations under this Code, and KUOW journalists should welcome any such suggestions and discuss the issues with professionalism and respect.

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2. Editors and producers have special responsibility for application of this Code to matters they are editing or producing. For each story that is produced, they should be satisfied that the standards of this Code have been met.
3. KUOW journalists who do not comply with the Code may be subject to disciplinary action up to and including termination.

### **XI. Miscellaneous**

1. We do not enter journalism contests or competitions when groups that have an interest in influencing our coverage sponsor them. All entries for contests or competitions must be approved by the Program Director or his or her designee
2. KUOW journalists should not speak on behalf of KUOW, or its activities, policies and practices, unless authorized to do so by appropriate station officials. All press inquiries about KUOW activities, policies and practices received by journalists must be redirected to the Assistant General Manager.
3. Generally, KUOW journalists may not endorse products or provide blurbs for books, movies or performances using their KUOW identification. The Program Director may make exceptions to this rule, such as when the author of a book is a colleague of the blurb-writer. However, permission will be denied in other circumstances. Blurbs drawn accurately and in context from material that has been on our air are permissible.
4. KUOW journalists may not provide any notes, audio or written outtakes, unedited raw recorded audio, or working materials from their stories, interviews or productions, nor provide information they have observed in the course of their production activities to anyone making a request. If such materials or information are requested pursuant to governmental, administrative or other legal process, KUOW journalists should immediately consult their supervisors and the KUOW Counsel.
5. KUOW owns material that has been collected or produced by KUOW journalists in the course of their duties, irrespective of whether it has been distributed on our air outright or included on our Web site, and it may not be reproduced elsewhere without the permission of KUOW.
6. KUOW journalists shall not interview immediate family members. Immediate family members are spouse, siblings, parents and children. KUOW journalists must check with the Program Director before interviewing extended family members.
7. The provisions of this code are subject to the employment and other policies made generally applicable to all KUOW employees.