



Northwest Public Broadcasting Code of News Ethics and Best Practices

This code of ethics and practices is written to guide the activities of the journalists and all those associated with news-gathering at Northwest Public Broadcasting. It is drawn from the National Public Radio Code of Ethics available at http://www.npr.org/about/aboutnpr/ethics/ethics_code.html.

As a news organization, we are responsible for protecting and promoting the public interest. The only true power we have in that pursuit is our own credibility. To earn and retain that credibility, our news coverage must be honest, fair, unbiased, accurate and complete. These are the base requirements. There are no exceptions, no waivers, no excuses.

NWPB employees are ambassadors of the Public Media mission. Everyone on staff is a representative of our station and should abide by the Code of Ethics. All journalists and their supervisors are held to the highest ethical standards.

In addition to these basic tenets, the following requirements are central to how we operate as a news organization:

We treat the people we cover fairly and with respect.

We pay our own way and do not accept gifts.

We tell all relevant, vetted sides of the story.

We do not misrepresent who we are or what we are covering.

We do not allow sources or newsmakers to dictate how we cover a story, nor do we furnish questions prior to interviews.

We do not turn over any notes or working materials or divulge our sources to any member of government at any level. We are not an instrument of law enforcement.

We do not allow any organization of the state to determine or have a say in what we choose to cover or how we cover it. This includes our parent institution, Washington State University.

We avoid all conflicts of interest and any outside activities or public commentary that calls into question our ability to be fair and factual.

We do not make political contributions or work to support a political candidate.

We do not plagiarize.

No prior approval of content unless the journalist is fact-checking and seeking clarification.

Northwest Public Broadcasting expects outside contributors to pursue assignments in a manner consistent with the guidelines of this code. All contract employees, freelancers and contributors must disclose potential conflicts of interest or other issues covered in this code when they accept an assignment or pitch a story. They are not specifically barred from supporting candidates or making contributions. They are required to notify management of such activities and to remove themselves from any situation which presents a conflict of interest or even the appearance of favoritism.

Please contact NWPB's News Director with any questions, comments or concerns: tracci.dial@wsu.edu

This Code of Ethics is a living document and subject to change. If a change is made staff will be notified, and this document updated.