

## THE CODE OF ETHICS AND INTEGRITY OF NETWORK KNOWLEDGE

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Public broadcasters share principles that strengthen trust by viewers and assure integrity in programming. Those principles foster conduct that should be expected from valued public service institutions.

Firmly rooted in America's commitment to free speech and a free press, public broadcasters have the freedom to make editorial decisions without undue influence from governmental sources. That fundamental principal has endured for generations and has been affirmed by the courts.

Public trust is secured on the part of public broadcasters by their implementation of rigorous, voluntary standards for the integrity of programming and services. The application of that integrity includes activities in fundraising, with community interaction and in organizational governance.

Standards of integrity and ethical behavior apply to all content that is broadcast or shared in any form or medium. Network Knowledge adheres to the following standards in all of its activities:

- We contribute to our communities' civic, educational and cultural life by offering a range of ideas and cultures while also offering a forum for discussion and debate.
- We are committed to accuracy and integrity in the pursuit of facts about events, issues and important matters that affect communities and people's lives.
- We pursue fairness and responsiveness in content and in our service while recognizing the diversity of demography, culture and beliefs around us.
- We provide transparency in gathering information and in content creation.
- In order to protect the editorial process from undue influence while accepting funding and assistance we create careful boundaries between funding sources and content creators.
- We encourage an understanding of fundraising operations and practices while appropriately recognizing program sponsors.
- We maintain respectful and accountable relationships with individual and organizational contributors and adhere to national, state and local laws regarding fundraising activities.
- We expect employees to uphold integrity in their personal as well as their professional lives.

In all that we do, we seek to promote the common good, the public interest and to adhere to these commitments with integrity and trustworthiness in organizational governance, leadership and management.