



THE WVIA EDITORIAL STANDARDS & PRACTICES

MISSION:

WVIA educates, inspires, entertains, fosters citizenship and diverse cultures and perspectives to nurture community.

VISION:

A joyful, engaged, well-informed, compassionate community via public media.

VALUES:

Our work is defined by organizational values that shape our content and guide our business and organizational practices.

Honesty and Integrity

Trust and Fairness

Accountability and Transparency

Diversity and Inclusiveness

Compassion and Empathy

Education and Inspiration

Quality and Authenticity

Collaboration and Teamwork

Creativity and Innovation

Stewardship and Gratitude

Responsibility

PREAMBLE:

WVIA pursues stories about the events and issues in our listening/viewing area that are important to those who utilize our service and look to it as a trusted source. We, in turn, aim to present the content aired on WVIA Radio/TV and shared on www.wvia.org with fairness, accuracy, integrity, and consistency. In addition, we hold to the highest standards both ethically and artistically across all of our media platforms. Television, radio and online.

OUR INTENTIONS ARE TO:

Inform and engage our audience with content of public interest, therefore contributing to a more educated and well-informed society.

We address our audience as citizens and individuals, not as consumers. We contribute to the civic, educational, and cultural life of the many and varied communities we serve by presenting a wide range of ideas and issues and offering a robust forum for discussion and debate.

ETHICAL CONTENT CREATION

WVIA's ethical standards are essential, and many are unique to our profession. Ethical decision-making occurs at every step of the content creation process, including story selection, news-gathering, editing, production, presentation, and distribution. We strive for ethical content creation seeking diverse and even opposing opinions in order to reach better conclusions.

WVIA takes full responsibility for the content presented through our media platforms, whether produced by WVIA or by independent producers. However, WVIA does not take sole responsibility for any content produced by PBS or NPR. We expect every content creator to abide by these rigorous standards and hold those who represent our station in any capacity to the highest standards of integrity. We seek to be transparent in how we gather, create, and distribute content.

The standards set forth in this document apply to all of the content we produce and present, regardless of subject matter, including public affairs, science, history, information, cultural, and most importantly, children's content. They apply across all of the channels and platforms we use—broadcasting, online, social media, print, future technology, and community events.

WVIA PLEDGES TO:

- Strive for accuracy and fairness, ensuring the information presented to our audience is precise and truthful. WVIA will always be transparent about where information comes from and judicious about what information is appropriate to share.
- Disclose sources whenever possible. Our hosts and producers strive to be impartial. We avoid opinion and speculation, personal attacks, half-truths and respect the views of both sides of a potential story.
- Report the facts precisely in regard to political issues, with full attribution and to strive to present content in a non-partisan, objective, and impartial manner.
- Ensure that content of a sensitive and/or controversial manner is carefully crafted in a respectful manner, with precise attention to each and every detail.
- Correct errors. If a correction needs to be made to presented content, we aim to do so in a quick and timely manner.
- Pursue all sides of a story, ensuring that all sides are fairly represented. In doing such, we uphold our promise to our audience that our content is fair, accurate and balanced.
- Avoid stereotypes. This applies to race, gender, sexual orientation, religious affiliation, political affiliation, social status, disabilities, etc.
- Vet and credit the work of any third-party contributor.

- Choose topics and set priorities based on accepted best practices in public media.
- Inform interview subjects/organizations of our identity and what it is we are looking to cover. Always tell interview subjects that they are being recorded.
- Not pay for interviews but may offer the interviewee overnight accommodations, reimbursement for actual travel costs, and/or meals.
- Not use audio/video in a misleading way, by presenting as spontaneous material that is staged or rehearsed or recorded at a different time or place than it is presented as occurring.
- Not broadcast and/or stream profanity/nudity or describe extreme violence or sexual assault unless it is an integral and necessary part of the story. In this case, we will first give listeners/viewers an advisory as to the story's content.
- Avoid conflicts of interest. We will not accept gifts or special favors; we will make no promises to provide coverage based on relationships; we will consider personal connections to community organizations when making assignments. We will avoid political activity that would create a conflict of interest consistent with long-standing company policy.
- Not permit interview subjects to review questions/scripts prior to taping/broadcast.
- Use copyrighted material such as music, photos and the material of other media outlets only with written permission.
- Ensure all links that are published will be reviewed to make sure they are appropriate for WVIA (noncommercial, in good taste, accurate)
- Conduct ourselves on all digital/social media platforms with the understanding that our conduct reflects on the organization. This applies to both personal and professional social media interaction.
- Avoid sensationalizing content or providing misleading headlines in an effort to artificially generate interest.
- Seek editorial partnerships and collaborations to enhance capacity, perspective, timeliness, diversity, and relevance, and apply the standards set out in this document to these arrangements. However, WVIA will always retain final editorial control for all of our co-production partnerships.
- Disclose funders. Funders of WVIA produced content cannot be anonymous. Federal law requires that broadcasters "fully and fairly disclose the true identity"

of all funders. The purpose of this requirement is to be fully transparent with the audience. While this legal requirement is limited to broadcast programming, WVIA ensures transparency by requiring that funders be disclosed for WVIA content distributed on all platforms, including online videos, mobile applications, and websites.

- Ensure funders, interviewees, or outside parties may not exert undue influence on content produced by WVIA. The editorial process must remain free from any attempt to influence or interfere with the professional judgments of producers and WVIA.

IN CONCLUSION

WVIA covers a wide range of stories in an expansive geographical area. Through our radio, TV and online media, we aim to serve our 22-county region with stories of public interest. Our comprehensive, overarching goal is to not only earn, but to keep and maintain the public's trust in WVIA and its offerings through quality work, impartiality, objectivity, and willingness to be open to all sides of a discussion. Civility and respect are of the utmost importance to our producers and staff, and we are committed to these defined standards and practices.