

KPFA NEWS GUIDELINES

(adopted January 2002)

The mission of KPFA News is to provide comprehensive coverage of the important stories of the day, with an emphasis on peace and social justice issues and in keeping with Pacifica's goals as stated in its 1948 incorporation:

"To contribute to a lasting understanding between nations and between individuals of all nations, races, creeds and colors: to gather and disseminate information on the causes of conflict between any and all such groups; and to promote the study of political and economic problems and the causes of philosophical and racial antagonisms... "

1. KPFA News strives for accuracy, fairness and integrity in its reports: Fairness goes beyond a limited two-sided "balance" to a broader range of perspectives and voices. KPFA does not seek to "balance" the news produced by the mainstream commercial media by providing only the "progressive" perspective in our news reports. We strive to report all aspects that are important to our listeners' understanding of the issues, including the statements and actions of government officials. KPFA News does not itself advocate positions, instead reporting on the advocacy of others. KPFA News is committed to diversity in voices, ideas and content. KPFA News gives coverage to individuals and communities generally underrepresented in mainstream media and illustrating their role in key issues of the day.

2. KPFA News subscribes to the Code of Ethics of the Society of Professional Journalists:

- a) **SEEK TRUTH AND REPORT IT:** KPFA News reporters should be honest, fair and courageous in gathering, reporting and interpreting information. They should seek the many "truths" inherent in complex stories.
- b) **MINIMIZE HARM:** Ethical reporters treat sources, subjects and colleagues as human beings deserving of respect.
- c) **ACT INDEPENDENTLY:** Reporters should be free of obligation to any interest other than the public's right to know. They should act independently of commercial media. They should also act independently of activist groups or interested individuals seeking to influence coverage (while covering their perspectives, views and experiences).
- d) **BE ACCOUNTABLE:** KPFA News is accountable to its listeners and will remain responsive to suggestions, criticisms and input from listeners. KPFA News will admit mistakes and correct

them promptly. KPFA News will expose unethical practices of other news media.

3. KPFA News reports on matters regarding KPFA, Pacifica, its personnel or Board of Directors with the same vigor and candor as it would report on other institutions or individuals. The story must meet the same criteria as any other to warrant coverage: timeliness, significance, importance to KPFA's general audience, etc. It must be as fair as possible, with all sides offered the opportunity to comment. If one side declines to speak for broadcast, its side should be represented in the story insofar as the reporter and editor understand it. If there is an unavoidable conflict that is not readily apparent to the listener, the News Director or reporter discloses it. KPFA News does not abide by a "gag" rule that would prohibit reporting of newsworthy developments at KPFA or Pacifica. While the KPFA News will keep management informed about its coverage of internal matters, KPFA News will make the decisions concerning such coverage independent of management direction.

Additional sources: Pacifica Foundation code of Ethics and Practices for News and Information Programming, Society for Professional Journalists Code of Ethics, KVMR News Guidelines, KQED News . Director Raul Ramirez "Ethical Underpinnings" Handout, Associated Press Managing Editors Code of Ethics, PRIVDI Code of Ethics.

KPFA NEWS PRESS PASS POLICY

(adopted January 2002)

KPFA News press passes will be issued by the News Directors to:

- 1 . KPFA News reporters who have completed the KPFA News training program or who have previous reporting experience and have been added to the News staff by the News Directors.
2. Other reporters on assignment for the KPFA News Department.
3. Other staff on assignment for other KPFA programs whose program producer or department head requests a press pass for them.

All reporters given a KPFA press pass must meet the following criteria:

- a) They must not be substantially involved, as an activist or otherwise, in the issue they seek to cover, or have a major financial stake in that issue.
- b) They must not be employed by, or a principal volunteer for or spokesperson for an organization involved with advocacy on the issue they seek to cover.
- c) They must not be employed by, or a volunteer for a political candidate or ballot issue they seek to cover.
- d) They must not be employed by a company involved with the issue they seek to cover.
- e) They must use the press pass to gain free entry to events•only when they are covering/reviewing those events for KPFA. .
- f) If they are at a demonstration, rally, picket line or other event as a participant, and face imminent arrest, they may not use their KPFA credential to avoid arrest.

- g) They must not give a source they interview the right to preview their story before it's broadcast.

Reporters given a short term KPFA credential to cover a short term assignment (conference, trip overseas) will be required to sign a statement that they will abide by the above criteria, and that they will return their KPFA press pass to the News Department within two weeks of its expiration date.

