STANDARDS OF INTEGRITY FOR EMPLOYEES OF KUER

Updated 2024

Section I: General Statement of Standards — KUER

The trust KUER cultivates with the public is at the heart of its success as a station. The editorial and administrative staff takes seriously their democratic role as watchdogs while practicing the principles of integrity, independence, accuracy, context, transparency and fairness for the people KUER serves and covers. KUER also believes that truth is not possible without voices that reflect the experiences of people across the state.

As employees of the University of Utah, KUER's staff follows university policies and legal standards. Staff members also abide by policies of the Federal Communications Commission (FCC) and Corporation for Public Broadcasting (CPB). This document does not outline all of those rules, although it does make reference to some policy and legal standards.

As journalists, development professionals and representatives of KUER, the staff has unique ethical questions to consider. The purpose of this document is to outline best practices for meeting those additional expectations.

This document draws from the NPR Ethics Handbook (revised July 2021), as well as the work of the Editorial Integrity for Public Media project and public radio stations. Some sections have also been influenced by the Society of Professional Journalists, the Associated Press, the Dart Center for Journalism and Trauma and the Online News Association.

These standards of integrity apply to all the content public media organizations produce and present, regardless of subject matter. These standards apply across all public media channels and platforms.

It is not possible for a document like this to address all possible ethical questions. When an issue arises, employees should discuss the matter with their supervisor. The supervisor may seek guidance from the station manager. The station manager may seek the guidance of the executive director and others with expertise in professional ethics. The decision of the station manager is eligible for review by KUER's executive director, to whom the station manager reports.

Editorial Independence

The freedom of public media professionals to make editorial decisions without undue influence is essential. Public broadcasting is guided by the constitutional guarantees of a free press and by the regulatory framework established by Congress. The Radio Act of 1927 established the requirement that broadcasters operate in the "public interest, convenience and necessity." The Public Broadcasting Act of 1967 reinforces that independence, directing the CPB to protect public broadcasting entities "from interference with, or control of, program content or other activities."

Although the University of Utah holds KUER's FCC non-commercial license, KUER operates with editorial independence from the university for the public's benefit.

Funding

As a commercial-free, nonprofit organization, KUER depends on donations. But it reserves the right to refuse any donation for any reason, including perceived conflicts of interest, potential audience misconception regarding a funder's role or influence on programming and possible harm to the reputation of KUER.

KUER management reviews the propriety of prospective funders on a case-by-case basis using the following principles:

- A large and diversified funding group that includes individuals, businesses, governmental entities and foundations supports KUER's work. Most of the funding it receives supports overall operations, rather than specific programs or series. Diversified sources, the number of contributors and the unrestricted character of funds all reinforce the independence and integrity of the editorial process.
- KUER gives careful attention to contributions and grants that support specific programs, projects and activities, and retains the right to decline gifts for a variety of reasons. KUER avoids both the reality and the appearance of inappropriate influence.
- KUER does not accept funding from political parties, candidates running for public office or political action committees.
- KUER does not accept funding that would obligate reporters to cover a topic they would not have covered with general funds or that requires more extensive coverage than the topic warrants.
- Editorial decisions are made by KUER journalists, not by those who provide the station with financial support. Editorial staff members never skew reporting for personal gain, to benefit KUER's financial position or to please those who fund the station.

Payola and Plugola

According to the FCC, any broadcast station employee who has accepted or agreed to accept payment for the airing of program material, and the person making or promising to make the payment, must disclose this information to the station prior to the airing of the program. Similarly, the FCC strictly prohibits plugola or the illicit practice of endorsing a product or service on radio or television for personal gain.

Personal Gain from KUER Employment

No KUER employee ever uses or attempts to use their public position to gain anything of substantial value for their private benefit, that of their family, friends or any organization with which they are associated. They do not solicit or accept from any person or organization anything of value with an express or implied understanding that it would influence KUER coverage or station business.

Occasional, nominal gifts may be accepted by an employee as long as it does not impact any of their actions. Polite refusal of any gifts, nominal or otherwise, is preferable.

Press Identification Badges

KUER News may produce press badges to identify journalists who have been assigned editorial field work on behalf of KUER. Press badges must never be used to attempt to gain access to events or locations for personal use or gain. The cards will be returned to newsroom management on request or upon separation from the station.

Section II: Standards For Editorial Employees

Who is Covered by this Section

All editorial staff are bound by this guidance. Editorial staff are defined as staff members who play a role in shaping the journalistic or creative direction of KUER's content and events.

This includes, but is not limited to, leadership, managers, reporters, editors, newscasters, producers, photographers, graphic designers, other visual and data journalists, hosts and interns across news and programming and KUER events and promotions staff who shape editorially focused content. Freelance editorial contributors will be notified that they must adhere to the same standards and will be given a copy of this document.

Non-editorial staff are not bound by this section and should follow the guidance of Section I: General Statement of Standards and Section III: Guidelines for Non-Editorial Employees. This includes administrative and support staff who do not have a role in content and coverage decisions, such as those in operations and audio engineering; development and KUER staff who only shape content for sponsors; and accounting and clerical staff. The same holds for artists and graphic designers if they are not contributing to editorial content.

Excellence

KUER’s attention to excellence is an important element in ethical decision making. It is the editorial staff’s responsibility to its listeners and non-editorial colleagues not just to tell stories, but to make them compelling, vivid and clear. Additionally, KUER will:

- Be on top of the news. KUER will make sure its audience has the latest information.
- Explain events. The audience will come away understanding what's happening and why.
- Tell stories that inform, surprise and delight.

Impartiality

KUER staff lead active private lives and hold different religious and political beliefs. KUER and its coverage are better for those perspectives. KUER encourages active participation in civic life and expressions of values.

However, as employees of a news organization, KUER staff members are subject to unique professional obligations and limitations. Because their words and actions can affect the public's opinion of KUER, they must comport themselves with professional impartiality. The public deserves factual reporting and informed analysis. The editorial staff strives to report and produce stories that transcend biases, treat all views fairly and present the truth as completely as possible.

A KUER employee’s decision to participate in community or national events, including posting on social media, can conflict with KUER's core values when that participation calls into question the credibility, fairness or independence of KUER's coverage. KUER employees must carefully strive to balance their freedom to show up as their full selves in society, while also upholding KUER's journalistic values.

Impartiality in our journalism

Fair, accurate, impartial reporting is the foundation of KUER news coverage. KUER also offers factual, reporting-driven analysis — breaking down news events and providing explanation and context to help the audience interpret the news. KUER journalists transcend how they feel about a subject and impart what is known and unknown about an issue.

Perception of Political Neutrality

KUER’s editorial employees may vote in public elections, but this is a private matter. Because listeners, donors and other members of the public regularly visit the station, employees may not display political cartoons, stickers or posters at their work stations or offices. Displaying partisan symbols or engaging in partisan rhetoric can lead to accusations of bias. Employees may not run for public office.

Furthermore, editorial employees should not directly support political campaigns and pieces of legislation, including not displaying bumper stickers or political signs on vehicles or outside their home or in the office. Employees should not donate to political causes, sign petitions or otherwise publicly support or oppose issues that KUER journalists are apt to cover.

Employees should exercise careful judgment about engaging in advocacy regarding controversial issues of public importance. In some instances, a KUER editorial employee may not participate in some advocacy activities.

KUER employees should also be aware that their actions and words could impact their colleagues’ work, reputation and safety.

Transparency

To inspire confidence in KUER’s journalism, it is critical the public has the tools to evaluate the work. Reporters, editors and producers reveal as much as they practically can about how they

discover and verify facts. The news gathering process should be clear to the public, especially when the editorial staff wrestles with tough choices.

Revealing our process

Much of the work KUER journalists do to gather, verify and present their reporting is necessarily outside the view of the audience. The editorial staff should always give the audience a sense of how they have developed stories. Reporting must not be hidden behind opaque evasions such as "KUER has learned." If a story has occasioned a long conversation with multiple editors about how to handle an ethical tough spot, that might be a clue that the story should explain some of those decisions.

Respect

Everyone affected by KUER's journalism deserves to be treated with decency and compassion. All members of the newsroom are civil in their actions and words, avoiding arrogance and hubris. They listen to others. When they ask tough questions, they do so to seek answers — not confrontations. They are sensitive to differences in attitudes and culture. They minimize undue harm and take special care with those who are vulnerable or suffering.

KUER respects sources and subjects of coverage

KUER does not paper over unpleasantness or shy away from difficult questions. It means favoring clarity over bombast. It means pursuing the truth with decency rather than ruthlessness, and humanity rather than indifference. The general public is the most important stakeholder in KUER's work, but sources and subjects are also important stakeholders. KUER practices ethical journalism by minimizing harm as editorial staff reports information in the public interest.

Accuracy

KUER's journalistic purpose is to pursue and report the truth. Diligent verification is critical. The editorial staff takes great care to ensure that statements of fact are both accurate and in context. In KUER reporting, editorial staff rigorously challenges both the claims they encounter and the assumptions they bring. They devote resources and skills to presenting the fullest version of the truth, placing the highest value on information that KUER staff has gathered and verified independently.

Accuracy online

News moves fast, and speed and accuracy are fierce rivals. KUER editorial staff must ask questions and report and engage as they would in any public setting. They must also remember that everything they say or do in a social media environment is effectively a public statement from a KUER journalist. KUER strives to never pass along inaccurate information.

Accuracy in visual journalism

The images and graphics KUER uses to help tell stories contribute to the presentation of the truth. Captions and labels must accurately describe the events in the images they accompany. Editorial staff must be fair to the people in photos and honest with KUER's audience. Photo content must not be staged or altered digitally to add or subtract from the image. KUER does

not use images to make the subjects look better or worse than the facts warrant. Likewise, graphics must not skew data to mislead the audience about an issue or event.

Fairness

To tell the truest story possible, it is essential to treat sources and subjects with scrupulous fairness, guided by a spirit of professionalism. KUER reporters and editors make every effort to gather responses from those who are the subjects of criticism, unfavorable allegations or other negative assertions in stories. Broadcast and digital stories are edited for time and clarity. In quoting, editing or otherwise interpreting sources, KUER aims to be faithful to their meaning. In all stories, especially in matters of controversy, KUER strives to convey the strongest arguments on all sides, seeking to deliver both nuance and clarity. The goal is not to please the subjects or to produce stories that create the appearance of balance, but to report truth.

Fairness in reporting and interviewing

All sources should be able to trust that KUER will be fair not just in how sources' views are presented, but in how reporters and editors seek those views. This means giving subjects the opportunity to respond to critical allegations in reports, or to explain themselves when editorial staff suspects they've provided inaccurate information.

If, despite best efforts, KUER reporters cannot get a response — but editors determine that the story should be published — the teams must cull past reports and statements to pull out any previous comments made by the subject or organization that may help explain their positions. The editorial staff must look for proxies who may be able to explain their side. As part of the reporting, listeners and readers should be told what attempts were made to contact the subjects.

KUER editorial staff strives to report thoroughly and tell stories comprehensively. There isn't always enough time or space in one story to say everything or quote everyone, but partial truths and errors of omission can inflict great damage on KUER's credibility. Stories delivered without the context to fully understand them are incomplete.

Fairness in presenting the news

In a deadline-driven industry, mistakes will happen. From the smallest to the largest errors, the editorial staff must always correct them. This must happen as quickly as possible and on the same platform where the original error was reported.

KUER places a high value on earning the respect and trust of all sides when reporting on complex or controversial subjects. That means the editorial staff sticks to facts and to language that is clear, compelling and neutral. They avoid loaded words preferred by a particular side in a debate and write and speak in ways that will illuminate issues, not inflame them.

The primary consideration when presenting the news is that it is true. If sources try to mislead reporters or put a false spin on information, KUER communicates that to its audience. If the balance of evidence in a matter of controversy weighs heavily on one side, reporters and editors acknowledge it in reports. KUER strives to give its audience confidence that all sides have been considered and represented fairly.

Fairness to colleagues

KUER's reporting also reflects on the work of non-editorial colleagues at the station and on the journalism industry more broadly. All members of the editorial team must be fair to those they work alongside.

Honesty

KUER reporters, producers and editors are genuine and candid. They attribute information they receive from others, making perfectly clear to the audience what information comes from which source. The editorial staff avoids hyperbole and sensational conjecture. While they may sometimes use hypotheticals or construct models (recreations, sound reinforcement, if/then scenarios, etc.) to help explain issues and events, they disclose any fabrication and do not otherwise mix fiction with news reporting.

Honesty in reporting and interviewing

KUER reporters and producers identify themselves as such to those they interview and interact with. They disclose that conversations are on the record and ensure the sources understand what that means. They do not conceal their identities or pose as someone or something they are not. Only in the rarest circumstances — such as when public safety is at issue or when lives are at stake and all other options for obtaining a truthful report have been exhausted — reporters, editors and newsroom leadership may consider using extraordinary reporting methods to obtain the full truth.

Honesty in presenting information

KUER's audience should always know which information comes from what source. Plagiarism is a fireable offense. KUER journalists must not take another person's work and present it as their own. Additionally, when KUER journalists quote from a text verbatim or substantially so, they must always give attribution to the original source, including reporting partners and wire services.

Whenever a source's words are quoted verbatim in text, they are encased within quotes or, in an audio report, it is clear that it is the source's wording. If reporters, producers or hosts paraphrase for space or clarity, the source is transparently credited. Quotes should not be lightly edited to avoid putting them in quotes; brackets, ellipses and other signals are used to make it clear that the wording has been changed.

Bylines recognize the principal creators or writers of a given story, such as reporters, producers and visual journalists. Bylines are under the headline or with the associated visual product and may link to a person's aggregation page or bio page. The person who writes the story gets the byline or comes first — whether or not they appear as the primary voice in the broadcast version.

Accountability

KUER takes full responsibility for all work of the editorial staff. Just as careful attention to sources makes a story stronger, careful listening to the public makes journalism better. KUER welcomes questions or criticisms from stakeholders and responds to them.

Conflicts of Interests

To secure the public's trust, KUER's editorial staff must make it clear that its primary allegiance is to the public. Any personal or professional interests that conflict with that allegiance, whether in appearance or in reality, risk compromising the station's credibility. Reporters, producers and hosts are vigilant in disclosing to both their supervisors and the public any circumstances where their loyalties may be divided.

In minor cases, a KUER employee might satisfy an apparent conflict by prominently disclosing it and perhaps explaining to the public why it doesn't compromise their work. Significant conflicts may require editorial staff members to recuse themselves from certain coverage.

Conflicts of interest may extend to family members. If a family member is involved in a particular issue, it may be necessary for the reporter to recuse themselves or disclose the conflict.

Stories about the U

As noted above, KUER retains editorial independence from the University of Utah, its license holder. When reporters produce stories involving the University, editorial staff will determine the necessity to transparently acknowledge the station's relationship.

Digital Engagement

KUER employees should engage in the same ethical behavior in all digital spaces as they do offline. They should do nothing that could undermine KUER's credibility with the public, damage its standing as an impartial source of news or otherwise jeopardize its reputation. KUER expects employees to treat those they encounter online with honesty, fairness and respect.

KUER journalists should identify themselves as KUER employees when working online. They do not use pseudonyms.

Even when employees engage on recreational or cultural sites outside of work, they understand that what they say and do could still reflect on the editorial work of the station.

Social media and online forums

Social media is an important tool for connecting with audiences, gathering news and reaching out to sources. Employees should remember that what they post in their social media accounts creates perceptions about the station and themselves for stakeholders, listeners, community partners and the general public.

KUER journalists may, in the course of their work, follow social media accounts created by political parties and advocacy groups. They do so to monitor their news feeds, not to become participants. They should be transparent about who they are and that they are there to seek information and/or story ideas. They do not use pseudonyms.

KUER and its editorial staff acknowledge that nothing online is truly private.

Employees are responsible for the content they post online including, but not limited to, violations of copyright, fair use, trademark or other intellectual property and financial disclosure laws. Additionally, they are careful to share only information they have vetted for accuracy.

If an employee is in doubt about posting something online, they should talk to their editor or supervisor.

Story Expungement

In some instances, individuals request that accurate information be removed from KUER's public archives. KUER should weigh the public interest in keeping the content in the archives versus a person's interest in suppressing it. Factors that KUER might consider are expungement of criminal records, dismissal of charges and acquittals. KUER may keep the content in question in its public archives, clarify it or entirely remove the record.

Reporting on Minors

Use heightened sensitivity when dealing with minors and/or adults who may be unable to give informed consent. Before interviewing them, reporters/producers should:

- Whenever possible, have a parent/guardian present.
- Describe the nature of KUER's work and the purpose of the interview to the minor and/or parent/guardian, including that digital stories live online indefinitely.
- Especially on sensitive topics, obtain and keep a copy of verbal recorded or written consent from the parent/guardian before publishing an interview or photograph of a child.

Note: These guidelines do not cover all contingencies. Reporters/producers should consult with their supervisor when situations arise that make these guidelines unreasonable.

Anonymous Sources

On-the-record sources are vital to KUER's transparency and trustworthiness. KUER reporters actively seek to have sources stay "on the record" and do not offer anonymity. Before any such information is reported, reporters must make every reasonable effort to get it on the record — if not from that source, then from somewhere else. Any use of an anonymous source must be approved by the news director.

Exceptions will be considered under the following circumstances:

- The safety of the source would be compromised by sharing their identity.
- The source is the victim of a sexual assault that is germane to the story. Exceptions may include a source that is broadly named in public discourse or a source who has themselves agreed to be named.
- Withholding their identity does not result in a conflict of interest because of their relationship to the story.
- The source is known to the reporter and their editor, and in consultation with the news director, they have demonstrated the reliability of the source.

- The source is credible and knowledgeable.
- The information is not available from an alternative, on-the-record source.
- Audio and digital versions of the story explain the reason and circumstances under which anonymity was granted.
- The story will not use pseudonyms, but will present factual information relevant to the source including non-identifying descriptions and the use of pronouns and improper nouns to refer to them.
- If anonymity is granted, KUER reporters and editorial staff will adhere to the conditions of the agreement unless otherwise directed by the source.
- KUER does not name minors accused of a crime unless there are implications for public safety or they are charged as an adult. This may only be done in consultation with an editor.

Compensating Sources

We do not pay for information from sources or newsmakers. KUER may pay for expenses sources incur to participate in an interview. In instances where content creators are asked to produce original work for KUER, those partners may receive compensation on approval from editorial leadership.

Artificial Intelligence in the Newsroom

AI is an evolving tool that creates opportunities for efficiency in the newsroom. KUER reporters and editors may use tools for transcription, research, data analysis, language review and summaries to aid in their work. All work produced by artificial intelligence will have human oversight to fact check, avoid any form of plagiarism and to guard against built-in machine biases. Reporters disclose to editors when and how they employ AI, and editors may in certain instances limit or prohibit its use. The technology is not used to write published content and is not a replacement for journalists.

KUER may use AI to render existing audio for best quality, but it will never recreate or generate voices of sources or journalists. KUER will not produce or knowingly use AI-generated images.

Additionally, reporters and editors should carefully consider any information that is entered into AI software to guard the privacy of vulnerable sources and the sensitivity of data.

KUER will update its policy and provide continuing training to its editorial staff to ensure best practices as technology evolves.

Using Information From Other News Outlets

KUER values its own reporting and fact-gathering over that done by other news outlets. The editorial team strongly prefers to confirm and verify information itself before reporting. When reporting on events that KUER staff did not witness personally, it seeks multiple independent perspectives to get a sharper, more accurate understanding of what happened.

KUER has entered into multiple reporting collaborations with local and regional radio, print and digital news outlets. These agreements are generally covered by Memoranda of Understanding signed by all partners. But ultimately, the KUER editorial staff is responsible for what is

published on-air and online. To that end, it is vital that KUER enters into partnerships with only reputable and reliable news gathering organizations. When in doubt about any reporting, it is KUER's responsibility to confirm the facts of the story. It is also the responsibility of KUER to be transparent about the origin of such reporting by citing partners on-air and online.

There are times when breaking news needs to be reported promptly. Under these circumstances, if KUER staff cannot verify what others are reporting, hosts and reporters tell listeners and readers that KUER has not yet independently confirmed the news. Too often, incorrect information is passed down from one news story to another because of the failure of the first outlet to get it right. KUER strives to never pass on errors.

Freelance journalists who create content published by the station should have bylines. KUER should be consistent in explaining who they are and their background as relevant to the content. If we cannot link from a byline to a bio of a contributor, the information should be included in an editor's note at the end of the report. That note should explain who the reporter is and link to an external bio.

Respecting Copyright Holders

KUER employees should always respect the work of other journalists and content creators. To that end, KUER adheres to current copyright laws, namely, reporters, producers and editors get permission, or as needed, make payments, when using others' work. They give credit as outlined in the usage agreement. Fair use rules are complicated, and KUER creators should consult with editors and management when invoking it to produce content.

Interacting with Funders

As journalists who deal with a wide range of community issues, it is inevitable that KUER reporters and producers will talk with experts and officials who work at organizations that fund the station. Those individuals, however, will have no influence in the news coverage itself.

KUER's journalism is made possible by diversified funding sources, including donations from members of the public, grants from foundations and government agencies and paid sponsorships. While the journalists value all who support their work, those who fund KUER do so in the knowledge that the journalism serves only the public. KUER's strength as a business is premised solely on high-quality, independent journalism in the public interest.

At KUER, the journalists — including senior news managers — have full and final authority over all journalistic decisions. The editorial teams work with all other divisions of the station toward the goal of supporting its journalism. This means communicating with the sponsorship and development departments to identify areas where the editorial teams hope to expand their reporting. It also means journalists may take part in promotional activities or events such as coordinated fund drives, listener support spots and audience-building initiatives.

But there is a clear boundary line: KUER journalists interact with funders only to further editorial goals, not to serve the agendas of those who support the station.

Outside Employment

KUER is the primary outlet for the work of its reporters, editors and producers. Employees must seek permission from their supervisors before agreeing to any freelance work — whether paid or volunteered — such as written articles, commercial voice-overs, etc.

Outside freelance work must not compete with KUER. The editorial staff does 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 place of worship or charitable organization, so long as this would not conflict with the interests of KUER in reporting on activities related to that organization.

KUER encourages employees to take advantage of speaking engagements and other opportunities — so long as they do not interfere or conflict with their work for KUER. Supervisors must also review these activities for approval.

Reporters, editors and producers may be asked to appear on TV or other media. Supervisors will review such opportunities to ensure they do not conflict with a person's work at KUER. During such appearances, KUER journalists do not express views that would not be published or broadcast on KUER.

Supervisors should also take into consideration the additional demands on journalists' time and the goals and standards of the organization an employee is engaging with.

Section III. Guidelines For Non-Editorial Employees

Who is Covered in this Section?

All non-editorial staff are bound by this guidance. Non-editorial staff include administrative and support staff who do not have a role in content and coverage decisions. This includes operations staff not described in Section II, audio engineers, revenue-generating teams and accounting and clerical staff. The same holds for artists and graphic designers if they are not contributing to editorial content. Non-editorial contractors must adhere to the same standards and will be given a copy of these standards in advance of an agreement of work.

Fundraising

KUER maintains respectful relationships with donors and sponsors, and provides all stakeholders with a clear understanding of the station's fundraising operations, the legal requirements that surround donor relationships and the boundaries between funders and the editorial process.

KUER maintains the trust and confidence of donors and communities by making clear the purposes and uses of their support. KUER makes every effort to understand a donor's intent

and works to carry out the donor's wishes in alignment with KUER's principles and University of Utah, state and federal regulations that guide the station's fundraising efforts.

KUER reports the overall costs of fundraising, including personnel, consultants, special events and related support costs. This reporting is part of the station's overall disclosure of revenue and expenses in the public file required by the annual financial report to the Corporation for Public Broadcasting.

The station acknowledges any person or organization that gives money or other valuable consideration to broadcast-specific content. KUER acknowledges donors that underwrite the broadcast of a program with broadcast announcements associated with the program. The station also acknowledges with broadcast announcements (providing permission is given) individual donors that have provided substantial general support.

Businesses and Foundations

KUER maintains a list of donors and additional FCC-required information about the sponsors in a public file. KUER always discloses, on air or online as appropriate, the funders of programs, areas of coverage or other activities. KUER does not accept anonymous sponsorships.

Individual Donors

Upon request, KUER informs donors how their records will be used. KUER protects personal and confidential information and gives individual donors a chance to opt out of having their name publicly shared. KUER publishes a list of donors that have contributed substantial funds for our general support, where they have received permission to do so.

Editorial Relationship to Fundraising

KUER does not allow financial supporters to influence news coverage. KUER journalists decide what stories to cover and how to report them.

Journalists may be called upon to talk about their work with those who might support it, whether over the air or in person during a meeting with prospective funders. While they encourage public feedback and discussion of community issues, editors and journalists maintain editorial control over KUER content. Journalists describe editorial goals and ambitions and promote the value of their work and the worthiness of supporting it. Sponsorship and development departments support journalists in KUER's service to the public.

Perceptions of Neutrality

As with its editorial staff, KUER's non-editorial staff lead active private lives and hold different religious, ethical and political beliefs. KUER is richer for those perspectives.

While non-editorial employees do not create content, KUER's audience may still view their actions as a reflection of the station. KUER expects all its employees to understand that their actions, even outside of work, could affect trust and credibility.

Social media

KUER expects all employees to behave ethically on social media. Employees should remember that what they post in their social media accounts creates perceptions about the station and themselves for stakeholders, listeners, community partners and the general public.

Just as with KUER's editorial staff, if a non-editorial employee is in doubt about posting something online, they should talk to their supervisor.

Social Activism and Political Activity

KUER employees may not engage in political activity at work. As with KUER's editorial staff, non-editorial employees should not display political cartoons, stickers or posters at work stations and offices. Doing so could lead to perceptions and accusations of bias.

Outside of work, employees should exercise careful judgment about engaging in political activity or advocacy that could compromise the public's perception of KUER's editorial neutrality. If a KUER employee has questions about their political or social activity, they should talk to their supervisor.

Artificial Intelligence

KUER's non-editorial staff should follow the same guidelines for AI as KUER's editorial staff, namely that they use AI as a tool when appropriate but should not use it as a replacement for employees. Any public-facing content that is initially generated by artificial intelligence should be edited by employees.

KUER will update its policy and provide continuing training to its staff to ensure best practices as technology evolves.

Outside Employment

Employees must receive permission from their supervisor to engage in outside activity closely related to their work for KUER.

Conclusion

Ethics are part of KUER's mission. This document is meant to guide editorial, programming and development staff in their professional obligations. It also serves as a transparent commitment to the public regarding the ethical standards of everyone at KUER.