

## OPB Editorial Policy

Adopted by the Board of Directors November 30, 2017

### 1. Background

OPB is an Oregon nonprofit corporation serving as a primary trusted source of news, information, and culture on digital and broadcast platforms. OPB upholds high journalistic standards in all its content, whether produced by OPB or in conjunction with national or regional partners. As an agile media organization, OPB recognizes changes in the media industry and adjusts accordingly when those changes align with the company's journalistic mission and strategy. OPB's Board of Directors, Management, and the Community Advisory Board all play important, separate, and distinct roles in ensuring both compliance with applicable rules, including Federal Communication Commission ("FCC") regulations, and in formulating, implementing, or evaluating OPB's programming priorities.

### 2. Policy Purpose

OPB Management faces an array of editorial decisions. These include deciding which programs are broadcast on radio and television, which issues to cover in digital media, and when and how all such content will be made available. As OPB's role as a trusted source of news, information, and culture has become more prominent, its focus on original journalism has increased, and the frequency and character of editorial decisions have changed. Often, the decision of how to cover and distribute a story must be made on a moment's notice.

OPB recognizes that it must exercise diligence and discipline in order to maintain its reputation as a trusted source of news, educational material, entertainment, and information ("Programming"). For purposes of this Policy, "programming" refers also to content created or distributed by OPB for promotional or engagement purposes, whether distributed by radio, television, or digital media.

The purpose of this Policy is to ensure that OPB:

- adheres to the highest professional standards,
- complies with its mission statement,
- has the ability to maintain its independence and creative freedom with regard to creating and disseminating content, and
- is not faced with undue influence from either internal or external sources.

### 3. Undue Influence

For purposes of this Policy, "undue influence" shall mean intentionally coercive behavior undertaken by any source – including but not limited to governmental agencies, private corporations, funders, audience members, news or content sources, powerful individuals, or special interest groups – that seeks to influence or interfere

with the accurate, impartial, professional creation of content for news coverage or programming.

(This Policy is not intended to diminish or prevent internal editing or quality control practices designed to ensure the maintenance of professional journalistic and/or program production standards.)

#### 4. Editorial Quality

- (a) Programming should be consistent with OPB's mission statement -- Oregon Public Broadcasting: giving voice to the community, connecting Oregon and its neighbors, illuminating a wider world.
- (b) Programming should be of a high professional quality and, in its totality, represent a well-balanced diversity of views.
- (c) Programming should be credible, accurate, fair, valuable, stimulating, and relevant to OPB's audience.
- (d) Programming decisions should be made in compliance with all legal requirements and applicable industry ethical guidelines.
- (e) At all times, OPB should strive for transparency regarding its Programming and funding decisions.

#### 5. Goals

- (a) OPB should maintain editorial independence in the creation of all Programming.
- (b) Decisions of editorial and programming staff should remain independent from the undue influence of any internal or external source.
- (c) All content creators and production personnel should be aware of and strictly comply with FCC rules and OPB policy relating to payola and plugola.
- (d) Editorial and journalistic functions should operate freely from any undue influence from business, marketing, or funding functions within OPB.
- (e) OPB journalists should conform their activities to the most current ethical guidelines of Society of Professional Journalists Code of Ethics.
- (f) When OPB shares editorial control over any Programming (whether produced or distributed by OPB or by others), OPB will ensure that the Programming is consistent with the editorial principles set forth in this Policy.

## 6. Oversight

- (a) OPB Management will be responsible for day-to-day editorial and Programming decisions.
- (b) OPB Management will establish detailed procedures and guidance to staff as necessary on the use of social media, information technology resources, and employee conduct to ensure compliance with this Policy.
- (c) OPB Management will ensure that staff is aware of and complies with OPB's conflict of interest policies.
- (d) OPB Management will use care in the selection of Programming subject matter and the manner in which it is expressed so as to protect OPB's reputation and the trust placed in it by its audiences.
- (e) OPB Management will exercise appropriate oversight to ensure that the above goals are met and that OPB staff complies in all material regards with this Policy.
- (f) OPB Management oversight will include regular reports to the Board of Directors.
- (g) In the event that a particular editorial decision may have a significant public impact or could potentially result in material harm to OPB, OPB Management will consult with the Board of Directors in advance of the Programming being distributed to the public, if advance notice is possible; otherwise OPB Management will notify the Board within a reasonable period of time.
- (h) OPB Management and the Board of Directors will consult on a regular basis with the OPB Community Advisory Board for advice and community feedback regarding OPB Programming.
- (i) The oversight of the Board of Directors with regard to OPB Management's editorial decisions and practices will be exercised in a manner that is consistent with the Board's fiduciary duties to OPB.
- (j) This Policy will be reviewed annually by the Board of Directors.

## 7. Partnerships

From time to time, OPB will collaborate with outside entities ("Content Partners") to cover particular stories or produce and distribute original Programming. Editorial partnerships and creative collaborations expand OPB's capacity to serve the public, add to the perspectives we share with our audiences, and enhance the timeliness and relevance of our work. In selecting Content Partners, we seek an alignment of a Content Partner's motivation and goals with OPB's journalistic mission and values, while also recognizing that differences in style and tone may contribute to our ability to serve a broader range of audiences. Nevertheless, potential partners must

understand that OPB will adhere to its own editorial standards and policies in any content-driven relationship. Further, we require our partners to adhere to the same journalistic standards for the production and distribution of any Programming in which OPB shares editorial control. These standards include transparent disclosure of an organization's role in producing the Programming and disclosure of Programming funders (regardless of whether funding is provided to OPB or the Content Partner). If, in OPB's reasonable judgment, a Content Partner's activities, the content of partnership Programming, or Programming funders appear to jeopardize the principles of this Policy, OPB will use all appropriate methods to ensure adherence to the Policy, which may in some cases include terminating the partnership.