

# Code of Integrity

WTIP North Shore Community Radio has adopted the following Code of Integrity as a statement of shared principles, and to strengthen the trust and integrity that communities expect of their community/public service media organizations.

Community/public media organizations, like WTIP North Shore Community Radio, contribute to a strong civil society and active community life, provide access to knowledge and culture, extend education, and offer varied viewpoints and sensibilities.

The freedom of community/public media professionals to make editorial decisions without undue influence is essential. It is rooted in America's commitment to free speech and a free press. It is reflected in the unique and critical media roles that federal, state and local leaders have encouraged and respected over the years.

Trust is equally fundamental. Community/public media organizations create and reinforce trust through rigorous, voluntary standards for the integrity of programming and services, fundraising, community interactions, and organizational governance.

These standards of integrity apply to all the content WTIP North Shore Community Radio produces and presents, regardless of subject matter, including news, science, history, information, music, arts and culture. These standards apply across all our channels and platforms — broadcasting, online, social media, print, and in-person events.

WTIP North Shore Community Radio shares these principles with other community/public media, individually and collectively:

- We contribute to communities' civic, educational, and cultural life by presenting a range of ideas and cultures and offering a robust forum for discussion and debate
- We commit 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 services, with particular attention to reflecting diversity of demography, culture, and beliefs
- We aim for transparency in news gathering, reporting, and other content creation and share the reasons for important editorial and programming choices
- We protect the editorial process from the fact and appearance of undue influence, exercising care in seeking and accepting funds and setting boundaries between contributors and content creators
- We encourage understanding of fundraising operations and practices, acknowledge program sponsors, and disclose content-related terms of sponsor support
- We maintain respectful and accountable relationships with individual and organizational contributors

- We seek editorial partnerships and collaborations to enhance capacity, perspective, timeliness, and relevance and apply community/public media standards to these arrangements
- We expect employees to uphold community/public media's integrity in their personal as well as their professional lives, understanding that employee actions, even when "off the clock," affect trust, integrity, credibility and impartiality
- We promote the common good, the community/public interest, and these commitments to integrity and trustworthiness in organizational governance, leadership and management

## Newsroom Policies

Our news team ensures fairness and ethical considerations are at the forefront in our reporting.

We abide by the [Society of Professional Journalists' Code of Ethics](#) as well as the Code of Integrity detailed above.

These guidelines help us conduct our community/public service broadcasting mission of providing news, information and cultural content for our region that aligns with integrity, independence, accuracy, contextual truth, transparency, respect and fairness.

## How we do our work

Ensuring the health of our democracy in your city, township, state or country is central to the mission of our news team and to journalism as a whole. Making sure we are giving our listeners and readers the best local journalism is our top priority.

Our goal is to provide our listeners, readers and viewers at WTIP the highest-quality independent, fact-based news and information about Northeastern Minnesota.

Our newsroom takes several steps to ensure what we publish and broadcast is timely, accurate, clear, thorough, fair and relevant. Here are some of those ways:

- To craft a single story, journalists use official reports, interviews, data and other sources to verify our information is accurate.
- Our audio reports and written stories are reviewed by trained members of the news team with input from other content creators on staff. Through this process, we are making sure the stories are accurate, fair and provide context for people who may not know much about the topic. This process also helps to ensure different perspectives are included and that we aren't causing any unnecessary harm.
- Reporters often check several sources to verify a single fact. Most stories have a handful of sources to make sure we are representing all sides.
- When practical, we provide links within text stories so readers can see where we obtained the information. As much as it is possible, we describe and cite our sources and avoid using unnamed sources except in rare circumstances.

# How we correct our mistakes

Despite diligent efforts to make sure everything published by our newsroom is timely, accurate, clear, thorough, fair and relevant, we occasionally make mistakes.

When we do, we will correct them. Your trust is the most important thing for which we strive, and we know owning up to when we get things wrong is important to keeping that trust.

Here's our process:

- Errors or misleading information in text articles will be corrected in the story and a statement about the error will be affixed to the original story.
- Corrections to factual errors in audio stories that affect our audience's understanding of an issue will be made on a subsequent day at a similar time, and we will make reasonable efforts to replace that audio with a corrected version where it lives on our website.
- If we make an error on social media, we will correct the post or delete it, but only after publishing the correct information.

If you believe one of our stories needs to be corrected, please contact [matthew@wtip.org](mailto:matthew@wtip.org).

We welcome all feedback from our audience because it helps us understand where we may need to provide greater transparency or make improvements. Our news team members are following the rules of the SPJ Code of Ethics.