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WRKF Policy on Editorial Independence from Underwriting

Independence of News and Programming from Underwriting and Disclosure of Funding Relationships

WRKF's news coverage and programming is independent of underwriting. Underwriters cannot pay for news coverage, with money nor other consideration. Whether a sponsorship comes from an individual, a corporation, or a foundation, NPR and public radio stations like WRKF follow the same guidelines to protect the firewall between their news service and their fundraising departments, so that funding does not affect news coverage or programming.

NPR and WRKF journalists are careful to disclose funding relationships that might foster the perception that underwriters have influenced their work. At the same time, a laundry list of disclosures would clutter programs, rendering appropriate disclosures meaningless, so they avoid rote disclosures each time a supporter is mentioned in their coverage. Whether or not to disclose a funder during the course of a particular story is a careful judgment made by producers on a case-by-case basis.

<http://ethics.npr.org/category/e-independence/#2-interacting-with-funders>