

EDITORIAL PRINCIPLES

A MODEL FOR THE MEMBERS OF THE EUROPEAN BROADCASTING UNION

As Members of the European Broadcasting Union we are committed to the joint 'Declaration on the Core Values of Public Service Media'.

We identify six core values that we all share:

- **UNIVERSALITY**
- **INDEPENDENCE**
- **EXCELLENCE**
- **DIVERSITY**
- **ACCOUNTABILITY**
- **INNOVATION**

Our Editorial Principles are inspired by these shared values.

THE VALUES TRANSLATED: **EDITORIAL PRINCIPLES**

IMPARTIAL & INDEPENDENT

We are completely impartial and independent from political or commercial interests and any other influences and ideologies.

Trust underpins our existence.

We are multiplatform: our principles apply to all of our content and productions on all of our platforms and in all of our programming.

FAIR & RESPECTFUL

In our reporting we are fair and honest, and conscious and respectful of differing viewpoints and opinions.

We strive to paint an authentic picture of the world we live in based on editorial judgment alone, untouched by governmental and commercial interests.

We treat our audiences, sources and every individual with respect.

ACCURATE & RELEVANT

Our stories are checked and double checked. Correct facts and figures are provided with accurate background information.

In our reporting we provide context and background to help our audiences to understand our complex social, political and cultural world.

CONNECTED & ACCOUNTABLE

We understand that our audiences are also participants in our activities and sometimes contributors to news and programming.

We want our audiences to understand the workings of media organizations.

We want to be a trusted guide in the digital world. We are transparent and open-minded.