

# Shared Expectations

## Suggested Standards of Behavior for Public Television Development Professionals

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The relationship between public television and its community is vitally important and is built on good faith and trust. That relationship is fragile and must be safeguarded. As highly visible representatives of our organizations, public television development professionals are committed to:

**Excellence:** We are dedicated to the mission of public television and the pursuit of quality and excellence in our work.

**High Standards:** We have an obligation to exemplify the best qualities of public television and to maintain the highest standards of personal and professional conduct.

**Honesty:** We are scrupulously honest in all our dealings. Exhaustive efforts are made to avoid stretching the truth or misleading the public, both on-air and off-air, in writing or orally.

**Trust:** We earn trust every day by fulfilling commitments and abiding by the spirit as well as the letter of agreements and understandings. We do not promise more than we can deliver.

**Openness:** We provide as much relevant and accurate information to the public as they may reasonably need to make an intelligent assessment of our station's goals, activities, financial condition, and fiscal responsibility.

**Avoiding Conflict of Interest:** We maintain our ability to make independent, professional fund-raising judgments by scrupulously avoiding undue influences and conflicts of interest. We place our station's interest above our own personal gain.

**Maintaining Confidentiality:** We do not disclose information about donors or others beyond the purpose for which it was provided without appropriate consent.

**Children:** We are sensitive and cautious when fund-raising in conjunction with programs for children and recognize that a reasonable adult must not feel that children are being manipulated.

**Accountability:** We accept the responsibility for our decisions and actions and encourage the review of both.