



CODE OF ETHICS - PRODUCTION

- **Accuracy:** We strive to present accurate and factual information in all our productions. We are committed to thorough research and fact-checking to maintain the highest standards of accuracy.
- **Integrity:** We uphold the highest ethical standards in all aspects of our work. We are transparent, honest, and fair in our dealings with clients, partners, and the public.
- **Respect:** We respect the rights, dignity, and privacy of all individuals featured in our productions. We seek to represent diverse perspectives and cultures with sensitivity and empathy.
- **Authenticity:** We value authenticity and strive to present genuine and unfiltered stories. We do not manipulate footage or misrepresent events to sensationalise or distort reality.
- **Independence:** We maintain editorial independence and resist undue influence or pressure from external sources. Our content is driven by journalistic integrity and creative freedom.
- **Accountability:** We are accountable to our audiences, stakeholders, and the wider community. We welcome feedback and criticism, and we are committed to addressing any concerns or errors promptly and transparently.
- **Cultural sensitivity:** We are committed to promoting cultural understanding and diversity through our productions. We strive to avoid stereotypes, discrimination, or cultural appropriation in our content.
- **Environmental consciousness:** We aim to minimise our environmental impact by adopting sustainable practices in our production processes. We prioritize eco-friendly alternatives and responsible resource management.
- **Continuous improvement:** We are dedicated to continuous learning and improvement in all aspects of our work. We regularly review and update our policies, practices, and ethical guidelines to ensure we meet the highest standards of professionalism and integrity.