

KWSO POLICY
Public Appearance, Attire and Conduct

Definition:

KWSO staff often conduct interviews in public, assist with community activities or cover meetings or events as part of work. Staff should wear KWSO attire whenever possible in these settings, especially if they are planned ahead. Behavior needs to be professional and unbiased reflecting on KWSO in a positive way.

Specifics to Consider:

- KWSO attire is provided to staff as it is available.
- Please wear a KWSO shirt for public appearances at Community Events.
- For interviews that are planned ahead, try and wear something with KWSO on it to identify you as you work off site.
- The work we do at KWSO is journalistic. It is imperative that staff conduct themselves in a professional manner at the studio as well as in the field. You should be unbiased about any subject and not reveal your opinion when conducting an interview or at a public meeting.
- If you feel compelled to speak at a public meeting outside of work time, you need to state that you are doing so in a personal capacity.
- Staff need to recognize that comments they make publicly, although not in a work capacity, can affect community trust and perception.