

IMPACT MEDIA & MEASUREMENT FUND GUIDELINES AND STANDARDS



The Impact Media & Measurement Fund at the Central Valley Community Foundation (CVCF) expects projects supported by the fund to be transparent about the funding of their operations and to maintain editorial independence from all revenue sources in order to ensure news judgments are made in the interest of the communities they serve. Projects supported by the fund can be issue-specific but must be available to the general public. CVCF staff works closely with project leadership to ensure timely completion of the scope of work and compliance with the funding agreement.

We observe both an Editorial Independence Policy and a Donor Transparency Policy in addition to our standard grant agreement, and we hold all contributors, donors, and grantees to these same standards. CVCF may exercise discretion when enforcing and upholding these policies. This commitment is reflected below:

EDITORIAL INDEPENDENCE POLICY

In order to guarantee editorial independence, CVCF requires projects within the Impact Media & Measurement Fund to:

- Maintain a firewall between news coverage decisions and sources of all revenue. Acceptance of financial support does not constitute implied or actual endorsement of donors or their products, services, or opinions.
- Make news judgments independently and not on the basis of donor support.
- Carefully consider accepting support for the coverage of particular issues or topics while maintaining editorial control of the coverage; the grantee will not cede review or influence of editorial content, nor of unauthorized distribution of editorial content.
- Disclose any relationships with donors to the Impact Media & Measurement Fund if they are mentioned in or become part of an editorial story.
- Agree to make public all donors who give a total of \$5,000 or more per year. A current list of donor names, including but not limited to individuals, sponsors, and grantors, will be published on the project website for all donations whether they come through the Impact Media & Measurement Fund or another source.
- Agree not to accept anonymous donations or donations from government entities, political parties, elected officials, or candidates actively seeking public office.
- Agree not to accept donations from sources who present a conflict of interest or compromise the independence of the project.

DONOR TRANSPARENCY POLICY

CVCF is committed to transparency in every aspect of funding our organization. All donors to the Impact Media & Measurement Fund acknowledge the following:

- Accepting financial support does not mean that CVCF or the projects within the Impact Media and Measurement Fund endorse donors or their products, services, or opinions.
- The Impact Media & Measurement Fund will accept gifts, grants, and sponsorships from individuals, organizations, and foundations to help with general operations, coverage of specific topics, and special projects.
- News judgments are made independently – not based on or influenced by donors. We do not give supporters the rights to assign, review, edit, or distribute content.
- Both CVCF and the grantee will make public all donors who give \$5,000 or more per year.
- CVCF will not accept donations from anonymous sources, government entities, political parties, elected officials, or candidates actively seeking public office into this fund.
- CVCF will not accept donations from sources who present a conflict of interest or compromise the independence of the project.