

The background of the slide is a photograph of the Mongolian national flag waving against a clear blue sky. The flag features a red top and bottom section, a blue middle section, and a yellow vertical stripe on the left containing a white sun and a black yin-yang symbol. A semi-transparent white horizontal band is positioned across the middle of the image, serving as a background for the text.

# BLOOMBERG TV MONGOLIA CODE OF CONDUCT

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**Independent**

**Unbiased**

**Objective**

**Free of Conflict of Interest**

**Proud and Confident in Reporting the Hard Facts –  
Not Rumor, Not Our Own Opinion**

# WHY IS THIS SO IMPORTANT?

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**Protecting our Reputation**

**Winning People's Trust**

**This will help us:**

- **Win interviews, scoops, access, break news**
- **Win viewers and influence**

# A CODE OF CONDUCT

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**Starting out on the same page:  
A Code of Conduct**

# **TRANSPARENCY AND ACCOUNTABILITY**

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**We push for the companies and people we cover to be transparent.**

**We expect that same thing of ourselves.**

**Be proactive in flagging any problems to your manager.**

# ALWAYS TRANSPARENT

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**We are journalists –  
no hidden camera, no pretending to be something that we're not.**

**Following the law wherever we are:  
No stealing, No trespassing, No hacking**

# INDEPENDENCE IN THE NEWSROOM

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**Journalists are not salespeople.**

**Their editorial decisions are made free of any interference or pressure from the sales team, or the companies or people they cover.**

**The defining question is always:  
Is it newsworthy?**

# **BREAKING DOWN THE CODE OF CONDUCT**

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NEWSROOM



# AVOIDING CONFLICTS OF INTEREST

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- Avoid covering companies or industries in which you have a **financial interest**. Do not buy stocks, bonds or other financial instruments related to subjects on which they're working, and do not engage in short selling. Disclose any potential conflict to your manager.
- Do not accept **direct or indirect remuneration** from any news source, including cash payment, gifts, meals, travel and hotel fees, tickets to sporting or cultural events, or any other favorable treatment.

# AVOIDING CONFLICTS OF INTEREST

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- Do not use **non-public information obtained** on the job for personal gain, unfair market advantage, or profit. Do not divulge non-public information to any person outside of the newsroom except in the course of doing your job.
- **Never pay for information or accept payment!**

NEWSROOM

# AVOIDING CONFLICTS OF INTEREST

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- Disclose to your manager any **romantic, personal or family relationship** that may interfere with their ability to cover any event, company or subject objectively. You may be reassigned.
- **Never give investment advice**, endorse products or solicit business for yourself, your employer, Bloomberg or any related company.

NEWSROOM

# AVOIDING CONFLICTS OF INTEREST

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- Do not accept political appointments, run for office or work on **political campaigns**. Do not do **consulting work** for the companies, governments, people or any player in the industry they are covering.
- **Bloomberg expects its partners to respect the independence of their editorial teams**. They must ensure that their business representatives will not promise advertisers any favorable treatment, nor should they put pressure on their journalists to provide specific coverage of any kind.

# ACCURACY, FAIRNESS AND ETHICAL BEHAVIOR

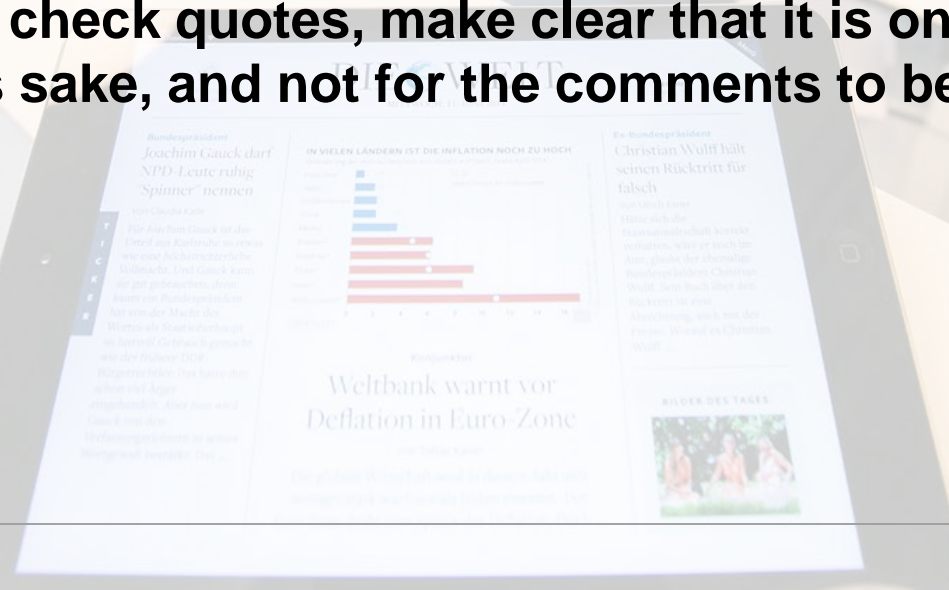
- Own up to any error quickly and completely.  
**Be transparent when correcting a factual error.**
- Seek to give all parties a **right of reply**, and show those efforts in any report.
- **Respect embargoes** that any news source places on the publication time for information they provide.
- Journalists avoid covering or writing about subjects in a biased manner, **making judgments** or imbuing the news product with **personal opinion**.

# ACCURACY, FAIRNESS AND ETHICAL BEHAVIOR

- **Plagiarism is theft.** Respect the intellectual property of other news organizations and always credit original reporting to those who did the work.
- Never misrepresent yourself or be deceptive, duplicitous or dishonest in accessing information sources or gathering the news. **Always respect the law.**
- Always work to ensure that headlines, photos, video, background images and captions are handled with as much care as the story or television segment.

# ACCURACY, FAIRNESS AND ETHICAL BEHAVIOR

- Do not use photos or other images created by a third party without confirming that you have the legal right to do so.
- Never show story subjects all or even part of an article or produced segment before publication or broadcast.
- If asked to check quotes, make clear that it is only for accuracy's sake, and not for the comments to be revised or retracted.



# ACCURACY, FAIRNESS AND ETHICAL BEHAVIOR

- **On live television, journalists should ask guests for proof or facts to back up any allegations they may make; and work to give people a right of reply to any allegations. The editorial team should ensure the channel or its shows are fair and balanced, giving equal time and opportunity for opposing points of view.**
- **TV presenters should avoid editorializing or giving their personal opinion. Always stick to the facts, or provide attribution for analysis or views that go beyond them.**



# SOCIAL MEDIA

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- **Always break news and run exclusive material first on the employer's flagship TV channel or in its flagship publication, not on any journalist's personal social media postings.**
- **Show good judgment and professionalism in all social media posts. Avoid bias, or taking strong personal stances. Doing so will harm one's credibility as an objective new gatherer.**
- **Correct erroneous social media posts.**

# SOCIAL MEDIA

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- **Avoid making statements on social media that suggest you are writing on behalf of, or expressing the views of, your employer, any of its personnel or Bloomberg.**
- **Never reveal on social media any non-public information garnered in the course of newsgathering, or confidential or proprietary information about your employer or Bloomberg.**
- **Never display Bloomberg logo.**

# **SPONSORED CONTENT AND ADVERTORIALS**

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**Protecting the brand  
and the independent journalism people associate with it.**

**It must be obvious to the reader viewer who is paying for what.**

**The difference between independent news content  
and marketing messages must be clear too.**

NEWSROOM