

## ***MFM and BCCA Code of Ethics***

### **INTRODUCTION**

This Code of Ethics for the Media Financial Management Association (MFM) and its subsidiary, Broadcast Cable Credit Association (BCCA), has been adopted by the Board of Directors of MFM to promote honest and ethical conduct, require proper disclosure of financial information in the Associations' periodic reports, and ensure compliance with applicable laws, rules, and regulations.

### **I. Personal and Professional Integrity**

All staff, Board Members and volunteers of MFM and BCCA are expected to act with honesty, integrity and openness and to avoid any actual or apparent conflict of interest in all their dealings as representatives of the Associations. The Associations promote a working environment that values respect, fairness and integrity.

### **II. Mission**

MFM and BCCA both have a clearly stated mission and purpose, approved by the Board of Directors, for the long term benefit of the membership.

### **III. Governance**

MFM has an active governing body that is responsible for setting the mission and strategic direction for the Associations and overseeing the finances, operations, and policies of the Associations.

### **IV. Legal Compliance**

MFM and BCCA take all reasonable actions to be knowledgeable of and comply with all laws, regulations, and applicable international conventions.

### **V. Responsible Stewardship**

MFM and its subsidiary take their fiscal responsibility seriously and strive to provide high standards of performance and service for the membership.

### **VI. Openness and Disclosure**

MFM and BCCA provide full, honest, comprehensive and timely information to their members and all stakeholders and are responsive in a timely manner to reasonable requests for information.

### **VII. Inclusiveness and Diversity**

MFM has a policy of promoting inclusiveness and its staff, board and volunteers reflect diversity in order to enrich the Associations' effectiveness. The Associations take meaningful steps to promote inclusiveness in hiring, retention, promotion, board recruitment and constituencies served.