

CODE OF ETHICS

The Legacy Institute for Nature & Culture (LINC)'s mission is to celebrate and protect Florida's natural and cultural heritage through art. In addition to its own programming, LINC fosters like-minded works via a network of partners to reach a broad audience and inspire conservation action. The primary goal of this network is to foster a relationship between Florida's natural and cultural resources and artists and professional communicators who can interpret the significance and value of those resources.

CORE VALUES:

The Core Values guiding LINC and the artists and communicators under the ArtsLINC fiscal umbrella involve three principal standards:

CONSERVATION: Conservation is the state of harmony between people and land; and LINC focuses on communications that connect people to both the natural and cultural heritage of Florida. While promoting this sustainable harmony, LINC strives to ensure that conservation issues are communicated authentically, accurately and honestly.

INTEGRITY: Public awareness is the foundation of democracy—and professional integrity while raising awareness of conservation issues is the cornerstone of LINC's credibility. To advance LINC's science-based agenda, all programming must be fair, based on current scientific knowledge, and balanced in portraying issues and must remain non-partisan.

ARTISTIC EXCELLENCE: To cultivate a culture of shared discovery and artistic vibrancy, LINC artists and communicators must demonstrate high standards of artistic excellence, including cutting-edge creativity and technical proficiency. Written communications should provide insight and inspiration, not just information.

LINC artists and communicators must demonstrate these values through their work while also setting standards for conservation excellence that others may follow.

ETHICAL STANDARDS:

LINC is committed to maintaining the highest ethical standards in its business practices and the behavior of its artists and communicators. Adherence to these ethical standards will be required by all artists and communicators associated with LINC:

HONESTY: The effectiveness of our work in furthering the conservation of Florida's natural and cultural heritage is directly tied to its being accepted as valid, truthful, and non-partisan, while reflecting currently accepted scientific understanding. This cannot be compromised.

RESPECT: Respectful and professional behavior toward conservation subjects—human, wild and/or structural—is paramount, as well as the people with whom we come in contact.

PROFESSIONALISM: Skill, competence, and character are expected from LINC artists and communicators. As professionals, they acknowledge that the behavior of individuals reflects on the image and integrity of LINC, and the other artists and communicators associated with the organization. Unprofessional conduct will constitute grounds for termination of a relationship that adversely affects or diminishes LINC's integrity or reputation.

Guided by these core values and ethical standards, LINC adopts and advocates the following policies:

COMMUNICATION PRACTICES

As a part of LINC's mission to celebrate Florida's natural and cultural heritage, artists and communicators connected with the organization must:

- contribute to the evolution and growth of liberal arts and the natural sciences.
- strive to attain the highest possible standards in all aspects of conservation including, but not limited to, protection, examination, documentation, research, and education.
- be consistently mindful of their responsibility to care for and protect the natural environment by taking a long-term perspective, building and sharing scientific knowledge, and working collaboratively with other agencies, organizations, and stakeholders.
- demonstrate an informed respect for the cultural resources, their unique character and significance, and the people or person who created them.

FIELD PRACTICES

LINC and its associated artists and professionals will strive to minimize the impact on places and subjects. The artist/communicator will:

- always place the welfare of subjects above all else. Special care must be afforded breeding animals to avoid having a negative impact on reproductive success or add to the risk of predation. Key to this is the maintenance of safe, informed, and responsible working distances.
- minimize the impact to landscapes by following the "*Leave No Trace—Pack It In, Pack it Out*" ethic that maintains the integrity and character of the places LINC strives to protect.
- be aware of, respect and follow all federal, state, regional or local government regulations and customs.
- treat LINC partners in conservation—scientists, landowners, guides, and government officials—with respect and professionalism.
- when working with indigenous people, make every effort to respect and accurately represent the cultural values and traditions of the subjects. When appropriate, seek the necessary permissions from all relevant government agencies and indigenous leadership.
- portray only the natural behavior of animals and strive to ensure the representation is both authentic and accurate.

USE OF CAPTIVE ANIMALS

In some cases, photographing captive animals can be a valuable source of rare imagery for specific conservation goals. However, the welfare of the animal is paramount. Any institution that exploits animals should not be utilized or supported. Images of captive animals will be honestly and accurately captioned and never represented as wild.

DIGITAL MANIPULATION

The documentary power of a photograph is directly linked to its value as a record of real events. Image manipulation must never alter essential content in such a way that it either misrepresents actual events, or deceives the intended audience, in any context in which the truth of the image is assumed. Creative manipulation, when performed, must be fully disclosed to LINC and the end user.

TRUTH IN CAPTIONING

Images deliver information, which should be both accurate and honest. Inaccurate or dishonest captioning reduces the effectiveness of the image as a tool for conservation, subverts its message and undermines public trust.