

NEW YORK PUBLIC RADIO EDITORIAL POLICY AND GUIDELINES

Updated November 2016

Editorial Policy:

New York Public Radio ("NYPR") produces content encompassing many different genres, types, and audiences. But binding all the work we do is the trust that listeners, readers, and viewers have in us – a trust that has been earned over the decades of our existence.

As part of that equation, NYPR seeks to do two very explicit things in our editorial and production processes.

First, we endeavor to keep our newsgathering, production, and presentation free from any conflicts or undue influences that result in content that is inaccurate, misleading, biased, or unfair.

Second, we endeavor to be transparent in our work, revealing potential conflicts where they may exist, admitting our limitations, and owning up to mistakes when we make them and correcting the underlying causes.

Employees are expected to pursue their editorial work and conduct themselves in a manner that produces content that is accurate, unbiased, fair and transparent and fosters the continuing trust of the audiences who rely on NYPR for information.

The policies and procedures articulated in this document are meant to guide us in our work. The development of new media, the constant redefinition of the practice of journalism, and the rise of social media and other platforms require us to be in an ongoing and open conversation about these issues within our organization. They also require employees of NYPR and our many concentric circles of contributors and temporary staff to alert managers and supervisors proactively about any potential conflicts well before they occur.

Violations of any part of the editorial policy and/or related guidelines and policies may result in corrective action up to and including immediate dismissal from employment.

1: Who is covered by these Editorial Guidelines?

All employees of NYPR must adhere to guidelines about *payola* and *plugola*, essentially agreeing NOT to trade airtime or other space on platforms for money or other compensation. **In addition, there are specific rules in Section 6 below that apply to all employees about social media use.**

All staff producing content under NYPR's brands—including broadcast, digital, The GreeneSpace, and live events—are subject to these Editorial Guidelines.

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All managers overseeing those units- functioning as gatekeeper of editorial content and processes – are subject to these Editorial Guidelines.

All freelance contributors, temporary and per diem employees are subject to these Editorial Guidelines.

All members of Senior Staff of NYPR are subject to these Editorial Guidelines, as appropriate. In situations where one of these individuals must disclose something or request permission, such disclosure or request will be made to the President/Chief Executive Officer.

The President/Chief Executive Officer is also subject to these Editorial Guidelines. Because this position has a unique and expansive mix of business and programmatic responsibilities, the President/CEO will conduct his/her role with broad discretion under direct authority from the Board of Trustees and will make disclosure to and request permission from the Chair of the Board of Trustees as necessary.

All individuals who are subject to these Editorial Guidelines are sometimes referred to below as "Covered Individuals."

II: Conflicts of Interest

NYPR's Conflict of Interest Policy addresses employment-specific rules regarding conflicts of interest, which apply to all NYPR employees. These Editorial Guidelines reflect additional issues that may come up, and that should be considered, in the pursuit of credible content we produce.

1: Trust is our greatest asset. Remaining worthy of that trust requires that employees remain free of real or apparent conflicts of interest and that they do not engage in outside activities, public comment, or writing that calls into question our ability to report fairly on a person or topic.

2: Employees working under this policy have the responsibility to disclose potential conflicts of interest to NYPR. Revelation of a conflict of interest after an individual has engaged in such activity may be extremely damaging to the reputation of NYPR and our ability to carry out our mission. Staff producing NYPR content must, at the time they are first assigned to cover or work on a matter, disclose to the Chief Content Officer of NYPR any business, commercial, financial, or personal interests where such interests might reasonably be construed as being in actual, apparent or potential conflict with their duties. This would include situations in which a spouse, family member or companion is an active participant in a subject area that the NYPR employee covers or may reasonably expect to cover. In the financial category, this does not include an investment by an employee, their spouse or

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family member or companion in mutual funds or pension funds independently managed by investment professionals in a broad range of companies. The President/Chief Executive Officer will decide whether the interests create an actual conflict or the appearance of a conflict where the Senior Staff is involved. The Chief Content Officer will decide in all other cases.

III: Politics and Community Activities

Politics and politicians are core to NYPR coverage, and we go out of our way to be a fair, balanced, and independent source of this information. As such, it is imperative we avoid all real or perceived conflicts.

1: Covered Individuals may not run for office, endorse candidates, or campaign for individuals or partisan political causes.

2: Covered Individuals may not contribute to political campaigns.

3: Covered Individuals may not participate in an advocacy manner in events involving causes or issues that NYPR covers or may cover nor should they sign petitions or otherwise lend their name to such causes or contribute money to them.

4: Covered Individuals may not serve on government boards or commissions without approval from the Chief Content Officer of NYPR or the President/Chief Executive Officer, or the Chair of the Board, as appropriate.

5: Covered Individuals may sit on community advisory boards, educational institution trustee boards, boards of religious organizations, or boards of nonprofit organizations so long as NYPR does not normally cover them and they are not engaged in significant lobbying or political activity. Such activities should be disclosed to the Chief Content Officer. The Senior Staff should disclose to the President/Chief Executive Officer. NYPR may revoke approval if it believes continued service will create the appearance of a conflict of interest or an actual conflict.

6: When a spouse, family member or companion of a Covered Individual is involved in political activity, the employee should be sensitive to the fact that this could create real or apparent conflicts of interest. In such instances, the Covered Individual should advise the Chief Content of NYPR who will determine whether s/he should recuse him/ herself from a certain story or certain coverage. Senior Staff should seek clearance from the President/Chief Executive Officer.

IV: Social Media

Just as social media platforms such as Facebook and Twitter have become part of everyday life for millions of people, they have also become an important part of our

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interaction with audiences and users. Social media can provide real value for the working journalist and producer—as a reporting tool, as a means of engaging our listeners, and as a driver of audience growth.

But the line between private and public activity has also been blurred by these technologies. Information or opinions published on your Facebook pages or in the form of Tweets can easily be circulated beyond your intended audience. This content, therefore, represents you and NYPR to the wider world as much as the content we present through official NYPR channels does.

The social media policy is meant to guide your thinking and to encourage thoughtfulness and common sense before you post. The general rules of behavior in Part 1 apply broadly to the organization, and the specifics in Parts 2 and 3 apply to Covered Individuals. If you're unsure what applies to you, please discuss with your manager.

Part 1: General rules of behavior

1. First and foremost, you should do nothing that could undermine NYPR's credibility with the public, damage NYPR's standing as an impartial source of content or otherwise jeopardize NYPR's reputation or ability to conduct its work. This holds true for accounts that are open to the public, and for those you might keep private, including Facebook, Instagram or the many other social networks that come and go. Even private networks have vast reaches, and posts can be screen-grabbed or repeated outside of that network. Assume that anything you say, post, photograph, share, discuss or direct message on social media can find its way to the public eye.

2. Because the world of social media is so much bigger than our ability to monitor it, you are responsible for your conduct on social media platforms and for informing the Chief Content Officer and your supervisor immediately when anything you may undertake or have already undertaken could cause damage or controversy to NYPR.

3. You should conduct yourself in social media or online forums with an eye to how your behavior or comments might reflect on you as an employee of NYPR.

4. Remember that the terms of service of a social media site apply to what you post and gather on that site. The terms might allow for material that you post to be used in a different way than you intended. Additionally, law enforcement officials may be able to obtain by subpoena anything you post or gather on a site without your consent, or perhaps even your knowledge.

5. Before writing about meetings, staffing changes, personnel, or anything to do with the internal operations of NYPR, be certain you have permission to do so. Unauthorized disclosure of NYPR confidential and/or proprietary information is prohibited, as set forth in the NYPR Employee Handbook. If you're unclear whether

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something counts as confidential or proprietary, check with your supervisor and the Chief Content Officer.

Part 2: Logistics

1. If you plan on using any of your social media accounts for professional purposes, please add your affiliation and job title to your “bio” or “about” section. Example: “Reporter at @WNYC” or “Producer at @BrianLehrer”. Keep in mind that even if you don’t identify your affiliation or title on one of your private accounts, your behavior there still reflects on NYPR.
2. If your Twitter account isn’t already verified, let the social media director know so that we can submit it for verification.
3. Best practice is to use a photo of your face for your profile picture, and your full name as your user name.

Part 3: What you say and do

1. In keeping with the Editorial Guidelines, you must avoid real or perceived conflicts with our content and coverage, including advocating for political candidates and partisan political causes that NYPR covers or may cover. This extends to joining online groups or posting on social media, including on your personal Facebook page, Twitter feed or blog, to express personal views on a political or other partisan issue that you could not discuss in an audio program or post to NYPR's websites.
2. Your simple participation in some online groups related to political topics or issues we cover could be seen to indicate that you endorse their views. Consider whether you can accomplish your purposes by just observing a group's activity, rather than becoming a member. If you join for the purposes of newsgathering, be clear about who you are, and that your purpose in joining is to seek information or story ideas.
3. While we strongly encourage linking to NYPR's websites, you may not post NYPR's copyrighted material (i.e. original content created by NYPR) in its entirety without prior written permission from the heads of digital content at WNYC or WQXR. This applies to raw audio files, too. For example, you can link from your Facebook page to a story on an NYPR site, but you should not copy the full text or embed your own audio file onto those pages. You may accomplish this through the use of the NYPR embeddable player, widgets, and APIs that NYPR provides to the public under the same terms of use that apply to anyone else.
4. Journalism should be conducted in the open, regardless of the platform. Just as you would do if you were working offline, you should identify yourself as an NYPR employee when you are working anywhere online. If you are acting as an NYPR employee, you must not use a pseudonym or misrepresent who you are. You should

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always explain to anyone who provides you information online how you intend to use the information you're gathering.

5. When possible, clarify and confirm any information you collect online by later interviewing your online sources by phone or in person. If you're unable to do so for whatever reason, you must discuss these details with your editor, producer or supervisor before using the material. Even if it's been widely disseminated and reported, information you get from online sources can be just as inaccurate or untrustworthy as anything else. As always, consider and verify the source. Content gathered online is subject to the same attribution rules as other content.

6. Be mindful of what you retweet or share on your social media accounts. A retweet with no context can be viewed as a tacit endorsement. Please use common sense. Some journalists include the line, "retweets are not endorsements," but we don't encourage you to do it and it doesn't solve the problem. Instead, think about the overall effect of what you're sharing and any public perception of bias.

7. A follow or a "like" can also be seen as an endorsement. Twitter is different than Facebook, in that you might follow an advocate, source or politician because doing so contributes to your beat or your reporting. But friending those people on your personal Facebook pages suggests a more personal connection.

8. You are encouraged to respond to and engage with our online audience. For example, if someone praises your story or show, and includes an @ mention, please do respond with a thank you. If someone tweets at you asking a question about your story, or for a clarification, and it's a simple answer, you're encouraged to post the reply—it could be of interest to a wider audience. Example: Someone on Twitter asks if you've had the mayor on your show in the past, and you tweet back at that person with links to previous interviews, and include a thank you.

9. Engaging and responding to the audience has its limits. Be cognizant of trolls and spammers. If you come across a post directed at you that makes you feel uncomfortable, or is offensive, or insults an NYPR employee, story or brand, please don't engage. Report it to your supervisor and the social media director immediately. Do the same if you come across a post or you get a direct message alleging an error or any suggestion that something might be illegal (like defamation or libel).

10. Don't delete a follower's post to your Facebook page simply because you don't like the post or the person, or because the person expresses a view you disagree with, or a negative opinion of your story, show or episode. Unless it falls into the category of offensive or abusive, a post on social should never be deleted. But the question of whether or how to respond can be a tricky one, and you're encouraged to ask your supervisor and the social media director for advice. In general, though, please don't engage with negativity or get in arguments or heated debates with followers or fans.

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11. Errors should be corrected as quickly and transparently as possible. If you suspect you posted something inaccurate or inappropriate, don't delete it--nothing is ever really deleted on the Internet, and trying to hide a mistake can make things worse. Immediately contact your supervisor and the social media director to discuss next steps. You may be asked to post a correction.

V: Outside Work, Freelancing, and Speaking Engagements

The primary responsibility of NYPR's content production staff is to gather, write, edit or produce material for NYPR.

1: Staff producing NYPR content must get written permission for all outside freelance or journalistic work. Employees must submit requests in writing to the Chief Content Officer. Senior Staff must submit requests in writing to the President/Chief Executive Officer. Approval will not be unreasonably denied if the proposed work will not discredit NYPR, conflict with NYPR's interests, create a conflict of interest for the employee, or interfere with the employee's ability to perform NYPR duties. Approvals or denials will be issued within seven days of receiving a request. Ongoing work must be approved periodically on a schedule agreed upon by the employee and manager.

2: Before speaking to groups that might have a relationship to a subject that NYPR may cover or hosting public events for other organizations or venues such as lecture series or concert series, employees must submit a written request for approval to the Chief Content Officer. Senior Staff should submit written requests to the President/Chief Executive Officer. Requests will be acted upon within one week of submission.

3: Staff producing NYPR content may not engage in advocacy work, paid or unpaid. Exceptions may be made for certain volunteer nonprofit, nonpartisan activities, such as participating in the work of institution of worship or charitable organization, so long as this would not conflict with the interests of NYPR in reporting on activities related to that charity. When in doubt, employees should consult the Chief Content Officer of NYPR. Senior Staff should consult the President/Chief Executive Officer.

4: In general, staff producing NYPR content may not do outside work for government or agencies principally funded by government, or for private organizations that are regularly covered by NYPR. This includes work that would be done on leaves of absence. There may be instances in which such work will be approved after consultation with the Vice President of his or her division and the Chief Content Officer. Senior Staff should consult the President/Chief Executive Officer.

5: Staff producing NYPR content may not ghostwrite or co-author articles or books with people NYPR covers, or write reports--such as annual reports--for government agencies, institutions or businesses that NYPR covers.

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6: Staff producing NYPR content must get approval from the Chief Content Officer before speaking to groups that might have a relationship to a subject that WNYC may cover. Senior Staff must seek approval from the President/Chief Executive Officer. Generally, Staff producing NYPR content must get approval before speaking at corporation or industry functions.

7: Staff producing NYPR content must obtain permission from the Chief Content Officer before accepting speaking fees and then may only accept speaking fees from educational or nonprofit groups not engaged in significant lobbying or political activity. Senior Staff must seek permission from the President/Chief Executive Officer. Determining whether a group engages in significant lobbying or political activity is the responsibility of the employee seeking permission, and all information must be fully disclosed to the employee's supervisor.

8: Staff producing NYPR content may not speak to groups where the employee's appearance might put in question his or her impartiality. Such instances include situations where the employee's appearance may appear to endorse the agenda of a group or organization. This would include participation in some political debates and forums where the sponsoring group(s) or other participants are identified with a particular perspective on an issue or issues and a NYPR employee's participation might put into question NYPR's ability to conduct its work.

9: Staff producing NYPR content must get permission from the Chief Content Officer as well as the Director of Publicity to appear on television or be interviewed on the record for other media. Senior Staff must get permission from the President and Chief Executive Officer. It is not necessary to get permission in each instance when the employee is a regular participant on an approved program. Permission for such appearances may be revoked if NYPR determines they raise questions about the employee's ability to carry out his/her responsibilities.

10: In appearing on television or in other media, Staff producing NYPR content should conduct themselves according to these Editorial Guidelines, and should not express views they would not air in their role in NYPR's programming and content.

11: Any staff member producing NYPR content who is intending to write a non-fiction book or television or movie script or other guiding documents for productions based in whole or substantial part on assignments they did for NYPR must notify the Chief Content Officer in writing of such plans before entering into any agreement with respect to that work. Senior Staff must notify the President and Chief Executive Officer in writing. NYPR will respond within 14 days as to whether it has any objections to the project.

12: Staff members producing NYPR content who are considering book projects or television or movie productions based on stories that they have covered must not to give any impression they might benefit financially from the outcome of news events.

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VI. Personal gain, gifts, freebies, loaned equipment, etc.

1: Staff producing NYPR content may not accept compensation, including property or benefits of any kind, from people or institutions they cover or include in programming on air or otherwise. Staff producing NYPR content may accept gifts of token value (hats, mugs, t-shirts, etc.). Unsolicited items of significant value must be returned with a letter thanking the sender but stating our policy on gifts. NYPR content-producing staff shall not be wined and dined by sources instead shall pay for their own meals (with NYPR reimbursement when applicable); NYPR pays for staff to travel on business, and does not generally accept payment by other interested parties for our travel. There are certain instances – such as conferences and conventions – where food is provided as a convenience for the press as a whole, and in such instances it is acceptable to take advantage of this. In addition, Staff producing NYPR content may accept paid travel and meals for speaking engagements and awards ceremonies that are approved under the standards in Section V of these Editorial Guidelines.

2: Staff producing NYPR content must conduct themselves at all times in a manner that leaves no grounds for belief, or even the appearance, that information they have gathered on the job has been used for personal gain, financial or otherwise.

3: It is possible that staff producing NYPR content may learn nonpublic information in the course of their reporting and production. If and when that happens, staff members may not use that information for personal gain, nor share that information with anyone else for personal or institutional gain. This prohibition does not apply to accepted journalistic practices, such as sharing information as a member of a news "pool."

4: If not prohibited by *payola* and *plugola* guidelines, staff producing NYPR content may accept free passes to movie screenings, performances or similar activities that are attended for the purpose of doing reviews, stories or to otherwise directly inform the employee's work.

5: Staff producing NYPR content cannot sell items such as books, CDs, etc., that are received at NYPR for review. They belong to NYPR. They may be distributed to staff for their personal use or donated to charities after they are no longer needed.

6: Staff producing NYPR content cannot keep any equipment or items of value provided by a company for test-use for story purposes. Such items must be disclosed to the Chief Content Officer and are to be disposed of in accordance with the ethical practices stated in these Editorial Guidelines, which usually means returning such items to the provider. Senior Staff must disclose to the President/Chief Executive Officer.

VII. Underwriting; foundation grants; advertising, marketing and promotion

1: Generally, a firewall will be maintained between staff producing NYPR content and funders. Vice Presidents may designate individuals in their divisions who will

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serve as contacts with funders for grant-making purposes or other communications, and those communications may include broad-stroke coverage plans, such as a future emphasis on general topics such as the economy, politics, or visual arts.

2: If NYPR reports on an organization or individual who funds us, we will disclose that relationship on air if the subject of the report is directly related to the thrust of the grant we received.

3: When authorized by the Chief Content Officer, staff producing NYPR content may take part or be asked to take part in promotional activities or events involving supporters of NYPR, such as our coordinated fund drives and public radio audience-building initiatives. Senior Staff must be authorized by the President/Chief Executive Officer.

VIII. Miscellaneous

1: We do not enter journalism contests or competitions when they are sponsored by groups that have an interest in influencing our coverage. All entries for contests or competitions must be approved by the Chief Content Officer. Additionally, we may choose not to accept unsolicited awards conferred upon our news department or staff. Such awards should be reviewed by the Vice President of the appropriate division.

2: Staff producing NYPR content should not speak on behalf of NYPR, or its policies and practices, unless authorized to do so by the Chief Content Officer or the President and Chief Executive Officer. All press inquiries about NYPR policies and practices must be directed to the Director of Publicity.

3: Generally, staff producing NYPR content may not endorse products or provide blurbs for books, movies or performances using their NYPR identification. The Chief Content Officer may make exceptions to this rule, such as when the author of a book is a colleague of the blurb-writer. However, permission will be denied in other circumstances, such as when the author is a politician or someone the NYPR employee covers. Blurbs drawn accurately and in context from material that has been on our air or on our websites are permissible. Senior Staff must seek exception from the President/ Chief Executive Officer.

4: Staff producing NYPR content must not turn over any notes, audio or working materials from their stories or provide information they have observed in the course of their journalistic activities to anybody external to NYPR, including government officials or parties involved in or considering litigation, without consultation with NYPR senior staff and the General Counsel. If materials or information are requested pursuant to governmental, administrative or other legal process, such consultation should happen immediately. This does not preclude NYPR from releasing entire interviews and/or supporting details but those decisions rest with NYPR.

5: NYPR owns material that has been collected or produced by NYPR staff in the

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course of their duties. It may not be reproduced elsewhere without the permission of NYPR.

6: The provisions of these Editorial Guidelines are subject to the employment and other policies made generally applicable to all NYPR employees.

IX: Ethical conduct in the production of NYPR content

1: Plagiarism is an unforgivable offense. NYPR staff members do not take other peoples' work and present it as our own.

2: a) Staff producing NYPR content must take special care in the use they make of information from wire service stories, reports by other broadcast news organizations, newspaper clips, or articles in other publications. No material from another source should ever be included verbatim, or substantially so, without attribution.

b) Wire service is one category where it is acceptable to use quotations without attribution. That is where a story from a wire service is about some public event – like a press conference, speech by a public official in a public setting, an official statement of a government agency, a congressional hearing, and the like. In those cases, we reasonably expect that these reporters are reliable conveyors of those quotations in the same way we regard the transcript services we use for these events. However, reporters and editors must use caution and check source material if there is reason to believe that a quotation has been inaccurately reported or has been taken out of its proper context.

c) Other sources trusted in this manner by NYPR are National Public Radio, BBC, and New York Times content generated in NYPR partnerships such as The Takeaway. Information known *only* from these sources must be attributed.

d) When using material from newspaper stories, Staff producing NYPR content must double-check facts and other material gleaned from those stories. Too often, incorrect information is passed down from one news story to another because of the failure of one news organization to get it right. NYPR should never pass on errors in this way.

3: Staff producing NYPR content are generous in giving credit to other media organizations for stories that demonstrate enterprise or contain exclusive information. If their story or material inspires us to replicate it, we should give credit even if we use different sources and materials. If there is any doubt about whether to credit another media organization, ask the Chief Content Officer.

4: Photographs associated with NYPR content must, individually or collectively, show the events they depict truthfully, honestly and without bias. This requirement applies whether they are taken by NYPR employees or come from other sources (such as freelancers or photo agencies). To assure our photos do not deceive our audience we apply the following rules:

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- We do not manipulate circumstances of photographs for purposes of enhancing the story the photograph portrays. An exception may be made for studio photography (such as portraits, fashion, food, etc.) where the nature of the studio photograph is either obvious or explained in accompanying verbal content.

- We may enhance photographic images for technical clarity -including minimal amounts of dodging and burning or digital manipulation, such as color correction or contrast enhancement- so long as a photo is not deceptive as to the original setting and scene being photographed.

- We do not create fictional images or designs from photographs using computer and laboratory techniques unless the accompanying explanation makes clear that the image is fictional or the design is associated with content related to art or creative activity. We do not use composite photographs.

- We assure that captions and labels of photos accurately describe the events in the photograph.

- We do not use outdated photographs to portray a current story unless we make clear the date the photograph was taken.

5: Staff producing NYPR content must treat the people they cover fairly and with respect. Always keep in mind that gathering and reporting information may cause harm or discomfort, and weigh that against the importance of the story. NYPR employees must show sensitivity when seeking or using interviews of those affected by tragedy or grief. Show special sensitivity when dealing with inexperienced or unsophisticated sources or subjects or individuals who have difficulty understanding the language in which they are being interviewed.

6: NYPR staff members recognize that certain considerations should be made when interviewing minors. In lieu of formal instructions, the following tips seek to maintain the balance between the reporters' right to provide news and information and the responsibility to protect the minor's identity or statements.

- As a general rule, parental consent should be obtained whenever interviewing minors. If parental consent cannot be obtained, follow the guidelines below.

- If you are unable to obtain parental or guardian consent, use a pseudonym or do not use the minor's last name.

- Minors are often viewed as being too immature to obtain consent. However, a minor's consent will be sufficient in the following circumstances:

- When you are interviewing a minor on non-controversial

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issues. (Note however that when there is a possibility of detrimental effect on the minor, you should obtain parental consent.)

- When the minor seems capable of appreciating both the consequences of giving consent to an interview, and the potential ramifications of the interview's publication .
- Keep in mind that the younger the minor is, and the more invasive or controversial the subject matter, the more likely parental consent should be obtained. Thus, always weigh the age of the minor against the topic of the interview.
- Ensure that the minor knows the interview will be heard by others.
- Read the minor's statements back to him/her. If anything he/she says sounds out of line or confusing, try and rephrase to confirm you understand.
- Consider how old the minor is and how confident you are that the minor truly understands the ramifications of his/her statement.
- Regardless of the subject matter, if interviewing a minor on school grounds always obtain the consent of both the school and the parent.
- Consider whether ethical or legal issues may arise when interviewing the minor (i.e., if they are a juvenile offender, rape victim, etc.).
- If you have questions about the use of a recorded interview, please consult with a news supervisor, the Vice President of your department and the General Counsel.

Please note that NYPR's policies may differ from that of NPR or other news organizations with whom we work. Consult with those organizations if the material may be distributed via those organizations.

7: Staff producing NYPR content must think carefully about the boundaries between legitimate journalistic or programmatic pursuit and an individual's right to privacy. We recognize that private people have a greater right to control information about themselves than do public officials and others who seek power, influence or attention. Only an overriding public need to know can justify intrusion into anyone's privacy.

8: Staff producing NYPR content make sure actualities, quotations or paraphrases of those we interview are accurate and are used in the proper context. An actuality or quotation from an interviewee or speaker should reflect accurately what that person was asked or was responding to. If we use a recording or material from an earlier story, we clearly identify it as such. We tell listeners about the

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circumstances of an interview if that information is pertinent (such as the time the interview took place, the fact that an interviewee was speaking to us while on the fly, etc.). Whenever it's not clear how an interview was obtained, we should make it clear. The audience deserves more information, not less. The burden is on NYPR to ensure that our use of such material is true to the meaning the interviewee or speaker intended.

9: Journalism and other programmatic work should be conducted in the open. Staff producing NYPR content do not misrepresent themselves. Staff producing NYPR content disclose who they are and don't pose as law enforcement officials, investigators or other such officials. There will be occasions when it is acceptable not to declare our profession but rather to seek information as a member of the public working in places to which the general public has access, such as stores, public buildings, etc., yet those occasions should not be determined alone -consult your supervisor first.

10: Staff producing NYPR content do not use hidden microphones, recorders or cameras except in unusual circumstances. Occasionally information that serves an important journalistic purpose, such as in reporting on illegal, antisocial or fraudulent activities, cannot be obtained by more open means. In such circumstances, approval must be obtained from the Chief Content Officer and the General Counsel before any recording or photographing takes place. Staff producing NYPR content do not record phone calls without permission. Broadcasting recorded phone messages-- including outgoing voicemail messages, "phone tree" prompts, and incoming voicemail messages-- pose unique legal issues and in many cases is not allowed. Consult with the Chief Content Officer and General Counsel before broadcasting any such messages.

11: If there is a question of legality in pursuit of any NYPR editorial content, staff should contact their supervisor immediately. If you cannot reach a supervisor, contact the newsroom at 646-829-4020 or the on-air news studio 646-829-4220 and ask for the number of the administrator on call. You may also contact the General Counsel directly. Senior managers will do whatever possible to give the issue the proper legal attention quickly.

12: Staff producing NYPR content do not pay for information from sources or newsmakers. They do not allow sources or interviewees to dictate how a topic will be covered, or which other voices or ideas will be included. They do not agree to submit questions in advance unless a specific instance is approved by the Chief Content Officer. If questions are submitted in advance, this will be disclosed in our coverage.

13: Staff producing NYPR content do not sign non-disclosure agreements, except in the rarest of circumstances. Exceptions to this rule must be approved by the Chief Content Officer and the General Counsel. The Senior Staff must seek exception with the President/Chief Executive Officer. Staff producing NYPR content respect embargoes on news unless the circumstances surrounding the embargo make adherence to it inappropriate, such as where the information has already surfaced elsewhere or a strong public interest requires the disclosure to

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place other news in the proper context.

14: Although staff producing NYPR content do agree to talk to sources on background when necessary, NYPR's strong preference is to have people on the record. Before any information is accepted without full attribution, reporters should make every reasonable effort to get it on the record. If that is not possible, reporters should consider seeking the information elsewhere. Staff producing NYPR content should not rely on assumed meanings of phrases such as "off the record," "on background" and "not for attribution" -as those meanings can vary from person to person. Instead, use plain language to work with your source, and your editor, to establish whether the material obtained can be used, can be used if confirmed elsewhere, cannot be repeated at all, how the person should be identified, etc.

15: When we quote anonymous sources, the editor or producer of that production has an obligation to satisfy him/herself that the source is credible and reliable, and that there is a journalistically justifiable reason to let that person speak without attribution. This obligation also pertains to situations where individuals ask that their real names be withheld. The editor or producer has a twofold responsibility: (1) to make a judgment about whether it is editorially justified to let the person speak anonymously or under cover of a pseudonym or partial description, and (2) to satisfy him/herself that this person is who the piece says s/he is.

Reporters must also ask the source why they do not wish to be identified, and convey that information in the broadcast material. An editor should never be in the position of having to verify these things after a story has aired and a question is raised about it. If a pseudonym is used, the reporter must disclose that in the story or production.

16: When staff producing NYPR content attribute information in a story to a "source" or "sources," it is assumed that these are NYPR sources and that the information was obtained firsthand by our staff. If this is not the case, and the sources are ones quoted by other news organizations, then those sources must be attributed to those other organizations.

17: Staff producing NYPR content do not show scripts or postings in advance, nor preview pieces to any person not affiliated with NYPR. Staff may review portions of a script or read back a quotation to assure accuracy, and they may play audio or read transcripts of an interview to a third party if the purpose is to get that party's reaction to what another person has said.

18: NYPR connects substantive errors in broadcast and online reports in a timely way. Corrections of such errors may be made on air, on our website, and adjacent to original text and audio archives online. Errors that do not affect the material understanding of a story may be posted adjacent to archived material online without an on-air correction. If staff producing NYPR content have reason to believe there

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was a significant error, they should not wait for it to be pointed out. NYPR staff should err on the side of caution in checking corrections, clarifications or retractions with the General Counsel before they air or are posted online if there is any possibility the material in question poses a legal liability. For more detail and procedures, see "NYPR Radio Corrections Policy and Procedures,"

19: A reporter or host should make clear when an interview has begun or has ended so there is no question about what is or isn't for broadcast, or what is on the record or not.

20: Archival audio and other material or that was obtained from a past story must be identified as such if it is used in a new production. The listener should not be left to think that any archival or previously obtained material was gathered in the context of the current piece.

21: NYPR's dateline and 'Standard Out Cue' policy is to identify the place from which the reporter is filing. If the reporter is no longer there, the location of the story should not be included in the SOC or dateline, but instead established in the intro and/or body of the story itself.

22: NYPR does not name victims of sexual assaults or bias crimes involving a victim's sexual orientation. There will at times be exceptions – such as certain instances when a victim goes public with his/her identity – and the Chief Content Officer in consultation with senior editors will judge these instances on a case-by-case basis.

PAYOLA AND PLUGOLA

All employees of NYPR, and all persons broadcasting over WNYC AM 820, 93.9 FM and WQXR 105.9 FM need to understand and take steps to avoid the practices known as "payola" and "plugola." Failure to comply with federal laws and FCC regulations regarding these practices may result in fines and imprisonment, and may call into question the station's fitness for license renewal.

Payola

"Payola" is the undisclosed acceptance of, or agreement to accept, anything of value in exchange for on-air promotion. If you agree to accept money, services, or anything of value in exchange for giving airplay to any programming, without disclosing or reporting this sponsorship, you have committed payola. Payola is always illegal. If the sponsorship is disclosed, however, there has been no payola. It is therefore of vital importance that each person who receives something of value in exchange for any broadcast promptly discloses this payment to station management. The station management must then disclose the sponsorship on the air. If both levels of disclosure are performed, the broadcast will not be payola. To find a violation of the anti-payola law, the government need only prove that payment was made for the purposes of inducing the broadcast, even if the broadcast is never actually made. The disclosure must therefore be made immediately after the payment for a broadcast has been offered.

Plugola

"Plugola" is the on-air promotion by someone responsible for program selection of a venture, goods, or services in which he or she has a financial interest without disclosing this interest on the air. Plugola is similar to payola, but the difference is that no one needs to approach the broadcaster and offer something of value; a single employee can commit plugola simply by promoting his or her own financial interests using the station's air. Plugola may concern plugs for any financial interests outside of one's on-air duties, including a side business as a disc jockey for hire, personal public appearances, or an organization for which one serves as a board member for compensation. While plugola tends to be committed by on-air personalities or station managers, any person responsible for programming can be guilty of this practice. For example, a person who prepares program logs may schedule extra announcements for a company in which he or she has a financial interest. Plugola can only be legal if the employee discloses the financial interest to station management, and management in turn discloses this interest over the air.

Management must be informed about specific relationships or affiliations of employees and persons appearing over-the-air which might lead to payola and plugola situations. If you have any questions as to whether a particular circumstance or relationship could constitute payola or plugola, contact the station's General Counsel at extension 4368.

