

**PUBLIC/EDUCATION/GOVERNMENT (PEG)  
PROGRAM PROVIDER AGREEMENT**

**Definitions:** as used herein a “**Provider**” is any individual or entity able to control the content of a PEG Program, including without limitation producers, whether or not from Rye, as well local sponsors of Programs produced outside Rye; “**Program**” means audio/visual material submitted for cablecasting and streaming on a PEG channel and website operated by RTV; “**RTV**” means the television department of the City of Rye.

**Program title:** \_\_\_\_\_

**Provider name, address, phone, email:**

\_\_\_\_\_  
\_\_\_\_\_

*If applicable, Rye resident sponsor name, address, phone, email:*

\_\_\_\_\_  
\_\_\_\_\_

**Program type:** non-series [  ] series [  ] expected duration \_\_\_\_\_;

(this agreement covers entire series)

**Where produced:** in Rye [  ]; elsewhere [  ]; where and by whom:

\_\_\_\_\_  
\_\_\_\_\_

**Description of Program:**

\_\_\_\_\_

**Channel time** requested: 15 min. [  ] 30 min. [  ] other [  ] \_\_\_\_\_

**Offensive content:** does Program include material that could reasonably be deemed harmful to younger audiences? (to determine playback timing) yes [  ] no [  ]

**Representations and warranties:** the undersigned Provider represents and warrants that the Program: a) contains only protected free speech; b) does not contain any libel, slander or invasion of privacy; c) does not violate any copyright law; d) does not call for action on behalf of any commercial enterprise; e) does not appeal for contributions for other than organizations having a favorable § 501(c)(3) IRS ruling; f) does not violate any governmental rule or regulation including any RTV regulation.

**Requirements:** 1) programs must be delivered to the Production Coordinator at least one week prior to the cablecast date; 2) proof of residency or employment in the City of Rye may be required for access to RTV premises or equipment; 3) RTV reserves the right to keep a copy of any program covered by this agreement for archival purposes and to post on the web parts or all

of any such program; 4) all programs must end with this text: "The opinions expressed in the preceding program do not necessarily represent those of the producers or managers of this station." 5) a copy of RTV's rules and procedures is available upon request.

**Indemnification:** in the event of any claim against the City of Rye or any of its agents or employees, or against any cable TV company or its agents or employees, on account of a Program, Provider will defend and hold harmless the parties claimed against, provided the promptest possible written notice of such claim is given to Provider and provided that those parties cooperate in all reasonable ways in the defense of such claims.

**Disagreements:** in the event of any disagreement between Provider and RTV over the interpretation or application of this Agreement that is not resolved within 15 days after it arises, then the issue will be mediated during a further 15 days by the Rye Cable TV Committee with an eye to its resolution, failing which it will be mediated during a further 15 days by the City Manager's Office. If it still remains unresolved, the parties to the disagreement shall attempt to agree on a single arbitrator, failing which after 15 more days, each party shall within one week select one arbitrator and the two so selected shall within one week select a third. If the issue is not resolved by the three arbitrators within 30 days after their selection, either party may refer the issue for decision by one arbitrator in Westchester County under the rules of the American Arbitration Association.

**Notices:** any notice hereunder shall be effective if delivered as follows: to RTV: Nicole T. Levitsky, Access Coordinator, City Hall, Rye, NY 10580; to Provider at the above address; any change of address to be delivered in such manner.

**Provider Name**

(print) \_\_\_\_\_

(sign) \_\_\_\_\_

Date \_\_\_\_\_

**City of Rye:**

Name

\_\_\_\_\_

Date \_\_\_\_\_

**Sponsor name (if applicable)**

(print) \_\_\_\_\_

(Sign) \_\_\_\_\_

Date: \_\_\_\_\_

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## PREAMBLE

**Members of the Society of Professional Journalists believe that public enlightenment is the forerunner of justice and the foundation of democracy. The duty of the journalist is to further those ends by seeking truth and providing a fair and comprehensive account of events and issues. Conscientious journalists from all media and specialties strive to serve the public with thoroughness and honesty. Professional integrity is the cornerstone of a journalist's credibility. Members of the Society share a dedication to ethical behavior and adopt this code to declare the Society's principles and standards of practice.**

## SEEK TRUTH AND REPORT IT

**Journalists should be honest, fair and courageous in gathering, reporting and interpreting information.**

### Journalists should:

- ▶ Test the accuracy of information from all sources and exercise care to avoid inadvertent error. Deliberate distortion is never permissible.
- ▶ Diligently seek out subjects of news stories to give them the opportunity to respond to allegations of wrongdoing.
- ▶ Identify sources whenever feasible. The public is entitled to as much information as possible on sources' reliability.
- ▶ Always question sources' motives before promising anonymity. Clarify conditions attached to any promise made in exchange for information. Keep promises.
- ▶ Make certain that headlines, news teases and promotional material, photos, video, audio, graphics, sound bites and quotations do not misrepresent. They should not oversimplify or highlight incidents out of context.
- ▶ Never distort the content of news photos or video. Image enhancement for technical clarity is always permissible. Label montages and photo illustrations.
- ▶ Avoid misleading re-enactments or staged news events. If re-enactment is necessary to tell a story, label it.
- ▶ Avoid undercover or other surreptitious methods of gathering information except when traditional open methods will not yield information vital to the public. Use of such methods should be explained as part of the story.
- ▶ Never plagiarize.
- ▶ Tell the story of the diversity and magnitude of the human experience boldly, even when it is unpopular to do so.
- ▶ Examine their own cultural values and avoid imposing those values on others.
- ▶ Avoid stereotyping by race, gender, age, religion, ethnicity, geography, sexual orientation, disability, physical appearance or social status.
- ▶ Support the open exchange of views, even views they find repugnant.
- ▶ Give voice to the voiceless; official and unofficial sources of information can be equally valid.
- ▶ Distinguish between advocacy and news reporting. Analysis and commentary should be labeled and not misrepresent fact or context.
- ▶ Distinguish news from advertising and shun hybrids that blur the lines between the two.
- ▶ Recognize a special obligation to ensure that the public's business is conducted in the open and that government records are open to inspection.

## MINIMIZE HARM

**Ethical journalists treat sources, subjects and colleagues as human beings deserving of respect.**

### Journalists should:

- ▶ Show compassion for those who may be affected adversely by news coverage. Use special sensitivity when dealing with children and inexperienced sources or subjects.
- ▶ Be sensitive when seeking or using interviews or photographs of those affected by tragedy or grief.
- ▶ Recognize that gathering and reporting information may cause harm or discomfort. Pursuit of the news is not a license for arrogance.
- ▶ 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 can justify intrusion into anyone's privacy.
- ▶ Show good taste. Avoid pandering to lurid curiosity.
- ▶ Be cautious about identifying juvenile suspects or victims of sex crimes.
- ▶ Be judicious about naming criminal suspects before the formal filing of charges.
- ▶ Balance a criminal suspect's fair trial rights with the public's right to be informed.

## ACT INDEPENDENTLY

**Journalists should be free of obligation to any interest other than the public's right to know.**

### Journalists should:

- ▶ Avoid conflicts of interest, real or perceived.
- ▶ Remain free of associations and activities that may compromise integrity or damage credibility.
- ▶ Refuse gifts, favors, fees, free travel and special treatment, and shun secondary employment, political involvement, public office and service in community organizations if they compromise journalistic integrity.
- ▶ Disclose unavoidable conflicts.
- ▶ Be vigilant and courageous about holding those with power accountable.
- ▶ Deny favored treatment to advertisers and special interests and resist their pressure to influence news coverage.
- ▶ Be wary of sources offering information for favors or money; avoid bidding for news.

## BE ACCOUNTABLE

**Journalists are accountable to their readers, listeners, viewers and each other.**

### Journalists should:

- ▶ Clarify and explain news coverage and invite dialogue with the public over journalistic conduct.
- ▶ Encourage the public to voice grievances against the news media.
- ▶ Admit mistakes and correct them promptly.
- ▶ Expose unethical practices of journalists and the news media.
- ▶ Abide by the same high standards to which they hold others.

The SPJ Code of Ethics is voluntarily embraced by thousands of journalists, regardless of place or platform, and is widely used in newsrooms and classrooms as a guide for ethical behavior. The code is intended not as a set of "rules" but as a resource for ethical decision-making. It is not — nor can it be under the First Amendment — legally enforceable.

The present version of the code was adopted by the 1996 SPJ National Convention, after months of study and debate among the Society's members. Sigma Delta Chi's first Code of Ethics was borrowed from the American Society of Newspaper Editors in 1926. In 1973, Sigma Delta Chi wrote its own code, which was revised in 1984, 1987 and 1996.