

## **PROGRAMMING POLICY AND PROCEDURES FOR MURFREESBORO CityTV**

The municipal access channel is a government access channel, that is broadcasted through available broadcast media, the City's website, and other city social media platforms and will use the designation "Murfreesboro CityTV." CityTV's goal is to provide governmental programming through live, recorded, and produced programs and to provide information through Video Bulletin Board Messages.

**1. Goals.** The goals of CityTV are as follows:

- 1.1. To educate the City's citizens concerning government by broadcasting meetings of the City Council, and the City's committees, commissions and boards as is appropriate and beneficial to the City's citizens.
- 1.2. To inform the citizenry at large about programs and public services provided by City departments and City-sponsored agencies, including information about matters of public health, safety and general welfare.
- 1.3. To promote the education of citizens by presenting educational and cultural programs beneficial to the City's citizens and explain the opportunities for citizen participation in programs and services.
- 1.4. To provide a forum for discussion of issues that bear upon the Murfreesboro community.
- 1.5. To promote economic development and tourism within the City.

**2. Policies and Responsibilities**

- 2.1. CityTV, its facilities, and its programming operate under the jurisdiction of the City Council. Responsibility for programming and day to day operation of the channel lies with the Communications Director under the advisement of the City Manager.
- 2.2. The Cable Television Commission may periodically review the programming, policies, and operations of CityTV and make recommendations to the City Manager; however, selection and scheduling of programs is the responsibility of the Communications Director under the direction of the City Manager.
- 2.3. CityTV equipment may only be used for official City business and operated solely by City employees. The loaning or rental of this equipment for personal use or outside entities use is prohibited.
- 2.4. Outside entities may participate in programming as outlined in Section 5 of this Policy.
- 2.5. All CityTV productions are the intellectual property of the City.
  - a. At the end of a program, staff producers will use the Character Generator to type in either the copyright symbol, ©, or the word "Copyright", followed by the year and "City of Murfreesboro, TN" as show in the following example: "© 2019 City of Murfreesboro, TN. All rights reserved." However, the failure to include

this language in a production does not diminish the City's intellectual property rights.

- b. Exceptions to this policy are as follows:
  - (1) Pre-existing copyright of a work presented within a production pre-exists the production of the work and establishes a separate intellectual property right, or
  - (2) An agreement is signed prior to production of the work that grants ownership of intellectual property rights to a specific person or entity.
- c. With respect to public meetings, nothing above diminishes the City responsibility to comply with Tennessee's open meeting and open records laws.

2.6 Copies of CityTV produced programs may be requested by completing a Disc/Media Copy Request Form and paying the required fee. Discs or other media provided will not be considered an official public record and there is no liability on the part of the City for inadvertent erasure or omissions.

2.7 Anyone other than City staff who desires to visually present materials utilizing a city computer or other electronic equipment at an event covered by CityTV must provide the materials to the Communications staff at least 24 business hours prior to the meeting. Items must be provided on either a CD or DVD disc, USB drive, or emailed to [citytv@murfreesborotn.gov](mailto:citytv@murfreesborotn.gov) and must include the meeting name, date and time of the meeting, agenda item to be used with, name, address, and phone number of person submitting.

2.8 Anyone other than City staff wishing to make a non-electronic visual presentation (such as printed photos, printed site plans and printed documents) at a public meeting who want their material to be displayed and shown on CityTV must notify the Communications staff 24 business hours prior to the meeting so appropriate equipment can be set up prior to the meeting.

2.9 The presenter is responsible for knowing how to use the presentation equipment prior to the meeting.

- a. This policy is for technical reasons and any records submitted pursuant to this rule will not be edited for content; however, City staff reserves the right, to review such material in advance, to prohibit the use of equipment to display any media or information that is inconsistent with the community's standards of public decency, is for commercial promotional purposes, or that personally defames or threatens violence against any other individual. In addition, the presiding officer at any public meeting may instruct City staff to turn off such equipment if these standards are violated. The records submitted in

accordance with this rule generally will not be available until after the meeting is completed.

- b. The media will be kept and will become part of the meeting record if used during the meeting.
- c. The Chair of any board, commission, or the Council may waive this rule. Further, the Chair of any board, commission or the Council has the right to exclude any information presented for broadcast for the same reasons that a non-broadcast or electronic presentation may be excluded.

**3. Prohibitions.** CityTV Programming Policy is intended to provide direct, non-editorial information to the citizens of Murfreesboro concerning the operations and deliberations of their city government; therefore, the following content is prohibited and will not be broadcast by CityTV:

- 3.1 Any advertising messages on behalf of a political candidate or measure on a ballot; provided, however, official materials or programming produced by CityTV and that includes the opportunity for all candidates for the same elective position or proponents of all sides of any issue to appear in an equitable manner may be presented.
- 3.2 Any advertising message on behalf of or opposing a measure proposed by a City division, department, or affiliated agency under consideration by the City Council
  - a. However, information derived from City Council Agenda, meeting notes, or programming produced by CityTV that provides background information on any measure under consideration may be presented if the various viewpoints of the issue are presented.
  - b. CityTV is not intended as a partisan forum, nor as a mechanism for building support for a particular policy or program that has not been officially adopted by the City, nor any political issue, political party, or individual working on behalf of a political party or issue.
- 3.3 Any promotional material concerning products or services that is presented for commercial purposes. Additionally, in accordance with the Sponsorship and Underwriting guidelines herein, CityTV may seek sponsors to offset the production costs associated with its programming and these sponsors may be acknowledged before, during, and after the program. CityTV may also acknowledge sponsorships or grants supporting a program or event that are provided by a City division, department, or an outside non-profit agency.
- 3.4 Information concerning an illegal lottery.
- 3.5 Materials that are deemed in the City's sole discretion, defamatory, an invasion of privacy, a violation of intellectual property rights, or a violation of local, state, or federal laws or regulations.

3.6 Programming that fails to conform to the criteria for outside programs as outlined in Section 5. Program Sources.

**4. Public Meeting Editing.**

4.1 Except as provided herein, broadcasts of public meetings will not be edited as to content or subjected to editorial comment. Meeting coverage will generally be from gavel to gavel excluding periods of technical difficulties. The insertion of character generator, computer graphic information, and visual aids pertaining directly to Council or other meeting agenda items is permitted.

4.2 Periods during which the meeting is in recess may be edited during a rebroadcast.

4.3 Excerpts of the public meeting may be used for any production proposes consistent with this Policy.

4.4 Content that is deemed by the City as inconsistent with the community's standards of public decency, is made for commercial promotional purposes, or that personally defames or threatens violence against any individual that are made during the meeting may be edited.

**5. Program Sources.** CityTV programming will come from the following sources:

5.1 Live Coverage: Live coverage of public meetings and other public events of community interest.

5.2 Recorded Coverage: Recorded and repeat presentations of live productions at times more convenient to the public.

5.3 Character Generated Programming: Text and graphic messages as it relates to the goals of CityTV for inclusion on the Video Bulletin Board.

5.4 City-Produced Programming: Programs that are produced by or on behalf of CityTV.

5.5 Outside Sourced Programs

a. CityTV may, in its solely discretion, select programs from outside sources that serves CityTV Goals provided the program media meets all technical standards set by the Communications Director or CityTV provides the video production, the programming has been approved by the City Manager or an Executive Director (including the Police Chief, Fire Chief, City Judge, Recorder/Treasurer, and Director of Schools), and the provider signs an indemnification agreement approved by the Legal Department.

b. Staff may use the Character Generator to type a graphic page and place it at the beginning or the end of this type of programming stating for example:

*The content of this program, including the views and opinions expressed, is solely the responsibility of the speaker and outside program source. The views and opinions expressed are not necessarily those of the City of Murfreesboro, its elected officials, or its staff.*

Additionally, except for public meetings, substantially similar language will be used before or after programs that are produced by Communications staff, which include speakers other than City officials, employees, or other directly affiliated with the City.

6. **Program Priorities and Scheduling.** Scheduling of CityTV is the responsibility of the Communications Director in accordance with the following channel use priorities and the availability of equipment and resources:

First, Emergency Override Notifications that provide citizens with information and instructions in the event of emergency situations;

Next, public meetings for purposes of engaging citizens and encourage citizen awareness and participation in public policy decision-making, with City Council meetings and work sessions given top priority;

Next, programming concerning the function and operation of City services that inform citizens and others about the functions, operations, and services of City government;

Next, topics of Interest to Citizens that foster discussion from a municipal viewpoint of issues bearing upon the community or upon specific audiences or neighborhoods, including matters of concern within Rutherford County, the greater regional, state, and federal policies affecting the City and its citizens; and

Lastly, all other programming determined by the City in its sole discretion to meeting the goals of CityTV.

7. **Video Bulletin Board.** The Video Bulletin Board (VBB) provides calendar or informational messages to citizens about programs and public services offered by City divisions, departments, and other entities affiliated and approved by the City.

7.1 VBB messages will serve the goals of this Policy.

7.2 Character generated information and messages in the VBB will be programmed on CityTV at predetermined times and intervals designated by the Communications Director.

7.3 Sources for the VBB are generated by, the City's departments, Rutherford County government, the State of Tennessee; and outside agencies receiving funding from the City.

- 7.4 No other information on its VBB without the approval of the City Manager or an Executive Director, except for:
- a. Emergency Override Notifications.
  - b. Providing public notification for area educational institutions, employers, childcare providers, public events or community activities in the event of severe weather conditions.

## **8. Sponsorship and Underwriting.**

- 8.1 The purpose of a sponsorship and underwriting of a program is to clearly identify the sponsor or underwriter whose funding assist in making the program possible.
- a. CityTV sponsors may be corporate entities, endowments, trusts, foundations, and individuals.
  - b. All sponsorship arrangements must be cleared in advance by Communications Director. Because sponsorships are a financial arrangement solely intended to set off the costs of producing or broadcasting CityTV programs and are not any form of speech, the City reserves the right to refuse sponsor support from any entity or person for any reason.
  - c. The sponsor will not exercise editorial control over the content of any portion of the program or scheduling and no sponsorship may not be formatted such that it is reasonably perceived as promoting the sponsors' products, services, or other commercial interests.
- 8.2 For purposes of this policy, sponsorship and underwriting refer to the provision of funding and are not differentiated and a "sponsor" is any third party voluntarily contributing money or in-kind contributions to finance, in whole or in part, the production or acquisition of a CityTV program, or that is used for research and development, or for packaging or repackaging a program, which thereby forms a sponsorship.
- 8.3 Consistent with federal law requiring an entity that assists financially toward a broadcast be disclosed on the air at the time of the broadcast, CityTV identifies all the program sponsors in the sponsorship credit point of display (POD).
- a. All sponsorship credits must identify the sponsor by name, logo, or both, and CityTV will not accept support without proper identification of the financial source in suitable documentation as determined by the City.
  - b. Sponsorship credit will generally take the form of: "This program is made possible (in part) by funding from [Sponsor name and brief message]." Also acceptable is: "Sponsored by [Sponsor name]" or "brought to you by [Sponsor name]."

- c. Sponsors should be listed and credited in descending order of the amount of their grants.

8.4 CityTV will not accept sponsorships:

- a. From an entity or individual when the purpose of the sponsor is determined by the City to be for a political reason or in support of a political issue;
- b. From a business engaged primarily in the sell tobacco products, alcohol, or personal hygiene products or similar products of a highly personal nature, whether health related or otherwise;
- c. That include a call to action; a solicitation to purchase a product or service; a commercial pitch-line or promotional slogan; any superlatives, a direct or indirect comparison to another commercial product; price or value information; inducements to buy; nor phone numbers, addresses, or website addresses, except for additional information about a non-profit organization,
- d. During programming primarily aimed at minors that may exploit or take advantage of the audience, or
- e. That create the perception that there is a connection between the program content and the sponsor's products or services.

8.5 On-Air Sponsorship Credit POD

- a. Maximum credit POD is 60 seconds., which includes any introduction or preamble.
  - (1) Sponsorship credit PODs at the top of a program must start within three minutes of the beginning of the program.
  - (2) Sponsorship credit PODs in the middle of a program are at the sole discretion of Communications Director to determine whether a program will receive a mid-program break and whether that break is long enough to accommodate a sponsorship credit POD and other transitional elements.
  - (3) Sponsorship credit PODs at the end of a program should appear immediately before or immediately after the final production credits.
  - (4) A sponsorship credit POD may appear at both beginning and end of a program. With permission from the Communications Director, program producers may use sponsorship mention in credits as a tool for raising funding for the production of programs to be aired specifically on CityTV.

- b. When one sponsorship is mentioned all sponsorships will be acknowledged and sponsorship credit PODs at the beginning and end of the program will generally be of equal length; however, the PODs need not be identical.
- c. If a sponsor underwrites an “element” of a production, only that sponsor will be leading in or out of the “element.”
- d. Sponsorship credits for in-kind goods and services will appear in context with normal production credits.
- e. Silent cards over a static and/or black background are NOT acceptable, and the sponsorship credit POD must mirror the production values of the program and flow smoothly with program content and other packaging elements.

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