

**CITY OF MURFREESBORO
PROGRAMMING POLICY AND PROCEDURES
FOR MURFREESBORO CITY TV**

The municipal access channel shall operate on Comcast Xfinity Channel 3, AT&T U-verse Channel 99, Roku, Apple TV, YouTube, the city website, and other city social media platforms and shall use the designation Murfreesboro CityTV. It shall be the goal of the municipal access channel to provide governmental programming to the citizens of Murfreesboro, Tennessee. Live and recorded programming will be utilized when available. Network programming or Video Bulletin Board Messages will run during all other hours.

A. PURPOSE

The fundamental purposes of the municipal access channel are as follows:

1. To promote the education of the City's citizens concerning government by cablecasting meetings of the City of Murfreesboro, and their sub-committees, commissions and boards as the Cable Television Commission deems appropriate and beneficial to the City's citizens.
2. To inform the citizenry at large about programs and public services provided by City departments and City-sponsored agencies.
3. To promote the education of citizens by presenting educational and cultural programs beneficial to the City's citizens.
4. To provide a forum for discussion of issues that bear upon the Murfreesboro community.
5. To explain the opportunities for citizen participation in programs and services.
6. To provide information on public health, safety and welfare issues.

B. POLICIES AND RESPONSIBILITIES

1. The municipal access channel, facilities and programming operate under the jurisdiction of the City Council. Responsibility for programming lies with the Murfreesboro Cable Television Commission under the advisement of the City Manager. Day to day operation of the channel is under the direction of the City Communications Director.

2. The Murfreesboro Cable Television Commission shall periodically review the programming, policies and operations of the municipal access channel and make recommendations to the City Manager and/or City Council.
3. The Murfreesboro Cable Television Commission will be available on request of the City Manager or City Council to help resolve conflicts involving the municipal access channel policies or operations.
4. The municipal access channel and its facilities are for the use of the City departments of the City of Murfreesboro.
5. The use of the municipal access channel and its facilities shall be reserved solely for informational and educational programming created by municipal departments or agencies of the City of Murfreesboro or provided by another municipality or government agency.
6. Entities other than City departments that are sponsored in writing by the City Manager or City Department of the City of Murfreesboro may participate in programming as outlined in Section E. Program Sources.
7. Selection and scheduling of recorded programs and live events shall be the responsibility of the City communications staff.
8. When material is determined to be unsuitable for use on the channel, the submitting agency may be notified.
9. The department producer or source of programming over the municipal access channel shall be identified following its presentation.
10. Use of the municipal access channel equipment shall be restricted to its activities, by City employees and/or interns under the supervision of City employees. Loaning or rental of said equipment for personal or outside agency use is strictly prohibited.
11. The City shall be held harmless from any and all claims and demands, which arise as a result of programming submitted by outside sources. Staff must 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 entire content of this program, including the views and opinions expressed, is the responsibility of the speaker and outside program source. The views and opinions expressed are not necessarily those of the City of Murfreesboro.

Additionally, substantially similar language shall be used before or after programs that are produced by City Communications staff, which include speakers other than City officials, employees, or those affiliated with the City (i.e. St. Clair Senior Center educational program where by the main speaker is not a City official or employee). This requirement does not include public meetings.

12.The views and opinions expressed on the municipal access channel may not necessarily reflect those of the City.

13.All municipal access channel productions (i.e., public meeting coverage and municipal produced programs) produced by the municipal access channel will be under the copyright control of the City of Murfreesboro unless one or more of the following apply:

a. Pre-existing copyright work within a production (i.e., school musical performance) pre-exists the production of the work, establishes a different, related entity as the copyright holder.

b. An agreement is signed, prior to production of the work, granting ownership of copyright to a different, related entity, such as the content creator or the host or the moderator of the program.

Nothing in the above paragraph as regards to public meetings is intended to excuse the City of Murfreesboro from the requirements of the State of Tennessee's Open Records Act.

For productions copyrighted by the City of Murfreesboro, at the end of the program, staff producers must use the Character Generator to type in either the copyright symbol or the word "Copyright", followed by the year and "City of Murfreesboro, TN" for example:

Copyright 2012 City of Murfreesboro, TN. All rights reserved.

14.Duplicate discs/tapes of city public meetings and municipal produced programs may be requested by completing a Disc/Tape Copy Request Form and paying the required fee. Discs/tapes shall not be considered an official public record and there shall be no liability incurred for inadvertent erasure or omissions. A label must be affixed to the discs/tapes with a warning as follows:

WARNING: All video and audio contained on this disc/tape are protected by United States copyright law and may not be reproduced, distributed, transmitted, displayed, edited or broadcast without the prior written permission of the City of Murfreesboro, TN. For more information about this program contact the City of Murfreesboro, Communications Director at (615) 848-3245 or email citytv@murfreesborotn.gov.

15. All persons, other than City staff, wishing to make an electronic visual presentation utilizing a city computer during public meetings covered by Murfreesboro City TV must provide the presentation to the City Communications Director 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 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.

All persons, 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 seen on the television screen to be shown on Murfreesboro City TV must notify the City Communications Director 24 business hours prior to the meeting so appropriate equipment can be set up prior to the meeting.

The presenter is responsible for knowing how to use the presentation equipment prior to the meeting. This policy is for technical reasons only and any records submitted pursuant to this rule will not be reviewed or edited for content. The records submitted in accordance with this rule generally will not be available until after the meeting is completed. The media will be kept and will become part of the meeting record if used during the meeting.

It is the prerogative of the Chair of any board, commission or the Council to 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.

C. PROHIBITIONS

The following is a list of content not allowed on the municipal access channel:

1. Any advertising messages on behalf of a political candidate or measure on a ballot. EXCEPT THAT: This shall not preclude the presentation of official materials or programming produced by the municipal access channel which includes the opportunity for all candidates for a particular elective position or proponents of all sides of any issue to appear in an equitable manner.

2. Any advertising message on behalf of or opposing any measure proposed by a City agency or department or under consideration by the Murfreesboro City Council. EXCEPT THAT: This shall not preclude the presentation of information derived from the Murfreesboro City Council Agenda, meeting notes or programming produced by the municipal access channel which provides background information on any measure under consideration if the various sides of the issue are presented.
3. Programming policy shall be to provide direct non-editorial information to the citizens of Murfreesboro concerning the operations and deliberations of their city government. The municipal access channel is not intended as a political forum, nor as a mechanism for building support for a particular policy, program, issue, party or individual. Any promotional material concerning products or services presented for the purpose of any solicitation of funds or other things of value. EXCEPT THAT: This does not prevent the municipal access channel from seeking sponsors to offset the production costs associated with its programming. Such sponsorship shall be acknowledged on the program. Additionally, this does not prevent the municipal access channel from acknowledging sponsorship or grants supporting a program or event provided by a municipal department or entity. See Sponsorship and Underwriting section for guidelines.
4. Any information concerning an illegal lottery.
5. Any material which constitutes libel, slander, invasion of privacy, violation of trademark, or copyright, or which might violate any local, state or federal law, including FCC regulations.
6. Not following the criteria for outside programs as outlined in Section E. Program Sources.

D. EDITING POLICY

1. Public Meetings - Any public meeting cablecast shall not be edited, except that periods of recess maybe be edited out, as to content or subjected to editorial comment. Meeting coverage shall be from gavel to gavel. Insertion of character generator, computer graphic information, and visual aids pertaining directly to Council or other meeting agenda is allowed.
2. Departmental Programs - Any programming prepared by or provided by an individual city department may be modified or edited as appropriate to the policies governing channel use, or as dictated by scheduling and manpower requirements.

3. Video Bulletin Board - Informational messages programmed for use on the character generated bulletin board shall be edited for clarity and to maximize the capacity of the system.

E. PROGRAM SOURCES

Municipal access channel programming will come from the following sources:

1. Live Coverage - Live coverage of public meetings will be provided. This will consist of cablecasts of City Council meetings and other public meetings and events of community interest.
2. Recorded Coverage - Some public meetings, city functions, and special events will be recorded for cablecasting later. Repeat presentations at times more convenient to the public will be given for City Council and other public meetings and events.
3. Character Generated Programming - Municipal information, messages and press releases for inclusion on the Municipal Video Bulletin Board will be edited to conform to the space and technical limitations of the character generated system.
4. City Produced Programming - Programs will be produced by the municipal access channel staff, illustrating the functions or operations of some unit of City government. Any City department may submit requests for programming development. Such programming must be consistent with the intent of this policy statement and will be integrated into the overall public information purposes of the municipal access channel. Programming of this type is subject to the approval of the Murfreesboro Cable Television Commission.
5. Outside Pre - Produced Source Programs - Some municipal access channel programs will come from sources outside the City already produced/edited (requiring no additional video production) and ready for cablecast. Such programming will be integrated into the overall public information purposes of the municipal access channel, and meet the following criteria:
 - a. Appropriate technical standards, as determined by the Communications Director. If the Communications Director determines technical standards have not been met and the outside program source has met the additional criteria below, the outside program source may appeal the decision to the Cable Television Commission.
 - b. Must fit within the objectives of the municipal access channel.
 - c. Is sponsored in writing by the City Manager or a city department head.
 - d. Programs/productions by non-government agencies/entities shall sign an

Indemnification/Hold Harmless form.

6. Outside Source Programs Requiring Video Production - Some municipal access channel programs will come from sources outside the City and require video production. Such programming will be integrated into the overall public information purposes of the municipal access channel, and must have prior approval by the Murfreesboro Cable Television Commission and meet the following criteria:
 - a. Must fit within the objectives of the municipal access channel.
 - b. Is sponsored in writing by the City Manager or a city department head.
 - c. Programs/productions by non-government agencies/entities shall sign an Indemnification/Hold Harmless form.

F. PROGRAM PRIORITIES AND SCHEDULING

Scheduling the use of the municipal access channel time shall be the responsibility of the Communications Director. A programming schedule/guide of the municipal access channel will be done in advance as practical. The schedule/guide will be publicized in a variety of media. Scheduling shall be performed on an equitable and non-discriminatory basis. Scheduling will be in accordance with channel use priorities (listed below) and the availability of equipment and resources.

1. Emergency Override Notification - To provide citizens with information and procedures in the event of emergency situations (severe weather, civil emergencies, failure of municipal service or systems, hazardous waste et al.).
2. Public Meetings - To help increase and encourage citizen awareness and participation in public policy decision making. City Council meetings and work sessions will be given first priority.
3. Function and Operation of City Services - To illustrate and describe the functions, operations, and services of some unit of City government in order to increase citizen understanding of their government and its services.
4. Topics of Interest to Murfreesboro - To provide an outlet for discussion from a municipal viewpoint of issues that bear upon the Murfreesboro community or upon specific audiences or neighborhoods, including the impact of Rutherford County, regional, state and federal policies on the City and its residents.
5. Programming arranged and received via satellite through an affiliation with network(s) or via video disc/tape determined by the Murfreesboro Cable Television Commission.

G. VIDEO BULLETIN BOARD

1. To provide calendar or informational messages to citizens about programs and public services offered by City departments.
2. Character generated information and messages in the form of a Video Bulletin Board (VBB) shall be programmed on the municipal access channel at predetermined times and intervals designated by the Communications Director.
3. The objective of providing these VBB messages are identical to those stated in the OBJECTIVE section of this policy.
4. Information submitted to the municipal access channel is subject to editing as defined in the EDITING section of this policy.
5. Sources for information or messages displayed on the VBB shall be limited to those generated by:
 - a. Departments or Sections of the City of Murfreesboro government including the City School system.
 - b. Request of Departments or Sections of the Rutherford County government including the County School system.
 - c. Request or publication of the State of Tennessee government.
 - d. Those government agencies in which departments or sections of the City of Murfreesboro are affiliated.
 - e. Promotional information about city functions or city-sponsored special events.
 - f. Request of outside agencies receiving funding from the City.
6. It shall be the general policy of the municipal access channel to exclude all other information on its VBB not described above, except in the following circumstances:
 - a. Emergency notification (severe weather, civil emergencies, failure of local services or systems, hazardous waste, et al.).
 - b. Providing public notification for area educational institutions, employers, child care providers, public events or community activities in the event of severe weather conditions.
 - c. Information not described in this policy as demonstrated by documented inability to secure other public or private print or electronic media. These requests must have prior approval of the Murfreesboro Cable Television Commission.

H. SPONSORSHIP AND UNDERWRITING

The purpose of a sponsorship and/or underwriting of a program is to clearly identify the sponsor and/or underwriter helping make the program possible, not to promote or sell its product or service.

City of Murfreesboro defines a "sponsor" as a third party that has voluntarily contributed in kind contributions and/or cash to finance, in whole or in part, the production or acquisition of a municipal access channel program. Money from such sources used toward research and development, or for packaging or repackaging a program, ordinarily counts as sponsorship as well. Federal law requires that those who helped pay for a broadcast, be disclosed on the air at the time of the broadcast. Therefore we identify all the program sponsors in the sponsorship credit POD (Point of Display).

1. WHO MAY BE IDENTIFIED AS A SPONSOR

- a. Corporations or Divisions or Subsidiaries of a Corporation
- b. Endowments and Foundations
- c. Non-Profit Organizations
- d. Companies
- e. Individuals

2. SPECIAL RESTRICTIONS

- a. The municipal access channel does not accept sponsor support from any business, entity, or individual for any political person or issue.
- b. The municipal access channel does not accept sponsor support from businesses whose primary focus is selling products such as cigarettes, tobacco products or alcohol, including distilled spirits, wine and beer.
- c. Sponsors that sell personal hygiene products or similar products of a highly personal nature may not refer to those products in sponsor credits.
- d. The municipal access channel reserves the right to refuse sponsor support from entities that may be viewed as controversial or that promote any product or position that may be contrary to the mission and goals of the City of Murfreesboro.

3. GENERAL PRINCIPLES FOR DETERMINING ACCEPTABILITY

- a. The sponsor may not exercise editorial control over the content of any portion of the municipal access channel's programming or shows.
- b. The public must not perceive that the sponsor has editorial control over the municipal access channel's programming or shows.
- c. The public must not conclude that any municipal access channel program promotes sponsors' products, services or other business interests.
- d. Preferred Text for Sponsor Credits: "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]."

4. GUIDELINES

- a. Identification: All sponsor credits must identify the sponsor by name and/or logo. The municipal access channel will not accept support without proper identification.
- b. Sponsor credits may not include:
 - Any call to action or solicitation to purchase a product (Examples prohibited: any use of "you" or "your"; slogans such as "Get Met. It Pays")
 - Superlatives (Example: ". . . the most intelligent car ever built.")
 - Direct comparisons (Example: ". . . when a Cadillac just isn't good enough.")
 - Price or value information (Example: ". . . for only \$100 down and \$100 per month.")
 - Inducements to buy (Example: "six months free service when you buy.")
- c. Toll-free numbers or web site addresses are acceptable in sponsor credits if their purpose is for the viewer to obtain more information. If their purpose is to solicit sales, however, the information is prohibited.
- d. Children's Programming: Sponsor credits may not exploit or take unfair advantage of the child audience.
- e. Sponsor credits may not create the perception that there is a connection between the program content and the sponsor's products or services.

- f. In-kind Goods and Services credits are permissible and will normally appear in context with normal production credits.
- g. The municipal access channel and the City of Murfreesboro retain the absolute right to reject or modify any sponsor or sponsor's material for any reason. All sponsorship arrangements must be cleared in advance by City of Murfreesboro Communications Director.

5. ON-AIR SPONSORSHIP CREDIT POD

- a. Maximum Credit Pod = 60 seconds
- b. No sponsorship credit pod may be more than 60 seconds in length.
- c. Normally, whenever one sponsor is mentioned all must be acknowledged. Consequently, the sponsorship credit pod at the beginning and end of the program will in most cases be the same length. The credits, however, need not be identical. For example, at the top of the program a sponsor duly identified may feature one product or service and at the bottom another product or service.

In specific cases, one sponsor may underwrite an "element" of a production, therefore that sponsor will be the only one mentioned leading in or out of the "element".

6. ON-AIR LOOK OF THE SPONSORSHIP CREDIT POD

- a. Silent cards over a static and/or black background are NOT acceptable.
- b. The sponsorship credit pod must mirror the production values of the program and flow smoothly with program content and other packaging elements.

7. FREQUENCY OF THE SPONSORSHIP CREDIT POD

- a. The sponsorship credit pod may appear at both beginning and end of programs.

8. PLACEMENT OF SPONSORSHIP CREDIT POD

- a. Top of Program - Must start by three minutes into the program.
- b. Middle of Program - It is at the sole discretion of Program Management 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/or other transitional elements.

- c. End of Program - The individual sponsorship credit pod should appear either immediately before or immediately after the final production credits.
- d. Opening or Closing Credits - With previous permission from the City of Murfreesboro Communications Director, program producers are allowed to use sponsorship mention in credits as a tool for raising funding for the production of programs to be aired specifically on the municipal access channel.

9. PREAMBLES - "THIS PROGRAM WAS MADE POSSIBLE BY..."

- a. Preamble must be counted in the 60-second allotment.

The introduction or preamble to the sponsorship counts as part of the total 60 seconds allotted. The normal form of preamble should include phrases such as "made possible by", "brought to you by", or "sponsored by". Any other phrasing should be specifically approved by the City of Murfreesboro Communications Director.

10. ORDER OF ACKNOWLEDGEMENTS

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

Revised October 2018