ADMINISTRATIVE DIRECTIVE

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CITY OF TUCSON CABLE TELEVISION POLICY	**1.02-13**	**1 of 9**
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I. PURPOSE

To state the city's objectives, programming policies, and operational procedures regarding the operation of the City of Tucson municipal government access channel, Tucson 12.

II. DEFINITIONS

A. **Broadcast** - Video programming that can be seen by all television owners via an antenna.

B. **Cablecast** - Video programming that is viewed by cable subscribers only and is carried via a wire.

C. **Documentation Services** - The videotaping of meetings or events for city departmental use only.

D. **Duplication Services** - The process of making a DVD, VHS, DVC Pro 25 or 50, or digital copy of a video program from master videotape or digital media.

E. **Editing** - The process of putting pictures and sound together to tell a story by using videotaped components including interviews, background video, natural sound, music and scripted sound on tape.

F. **Format** - Type of videotape stock or digital media used for production. This may include, but is not limited to DVC Pro, VHS, DVD, digital, and film.

G. **Non-Permanent Production Personnel** - A list of personnel maintained by the Human Resources Department to assist in video and audio production work on an as-needed basis. This may include, but is not limited to, photographers, editors, talent and producers.

H. **On-Demand Programming** - Video programming that can be viewed by cable subscribers whenever it is convenient, rather than at a set time as programmed by TV channel.

I. **Satellite** - Video programming that is viewed by satellite subscribers only and is carried via a satellite dish.

J. **Webcast** - Video programming that is viewed on the computer via the Internet.

III. TYPES OF PROGRAMMING

Channel 12 offers the following basic programming services:

A. **Character-generated information** - Information messages that are displayed in typewritten form. During all hours of operation, when no other video programming is scheduled, character-generated information may be provided by continuous display on Channel 12. Messages may include, but are not limited to, current information concerning the city, such as job openings, road closures, library hours, and public meetings. Character-generated listings shall be available to all city departments, city-funded outside agencies, and city boards, committees and commissions and non-profit organizations. The information can be presented in English and/or Spanish.

B. **Documentation** - The videotaping of a meeting or event for educational, training, or archival purposes.

C. **Live cablecast** - The televising of an event while it is happening. Live coverage of city events may include, but is not limited to, the cablecast of Mayor and Council Regular and Study Session meetings, special meetings (as requested by city departments only), and events of general community interest. Live coverage of events will be provided only from locations with existing live cable drops. Some meetings (i.e., Mayor and Council Regular and Study Session meetings), may be cablecast both live and by tape at set times during the week.

D. **Locally produced programs** - A videotaped program that is produced by Channel 12 to illustrate the mandates, programs, facilities, services and deliberations of city government.

E. **On-demand programs** - A videotaped program produced by Channel 12 that is inserted on Cox or Comcast Cable's "on-demand" Channel. Not all programming will be considered for "on-demand". The Television Production Manager shall be responsible for scheduling on-demand programming with the cable companies.

F. **Outside resource programs** - Pre-recorded material on a variety of topics produced by entities other than Channel 12 that shall be considered for cablecast at a later time.

G. **Public service announcements** - 10, 20, 30, 60 or 120-second videotaped spots announcing events or issues of importance to citizens of Pima County that are produced by Channel 12 or obtained from outside sources. These may include, but are not limited to local, regional, state, and national issues.

H. **Tape delayed cablecast** - A program or event that is videotaped for cablecast at a later time. Some meetings, such as Mayor and Council Regular and Study Session meetings, may be cablecast both live and by tape at set times during the week.

I. **Training tapes** - Instructional videotapes used to discuss, outline, and/or summarize departmental functions or techniques. Training tapes maybe produced by Channel 12 for internal use by city departments. Training tapes may be cablecast on the city's channel when appropriate.

IV. GENERAL PROGRAMMING POLICY

To provide direct, non-editorial information to the citizens of Tucson concerning the mandates, programs, services, and deliberations of their city government. Programming shall consist of video, character-generated information and webcast applications. The city's cable channel is not intended as a political forum.

V. GENERAL

Under the terms of the cable franchise agreement between the City of Tucson and the cable operator(s), channel capacity has been made available to implement the general programming policy. Any new cable operators will be asked to provide the same number of channels.

The Cox Communications system provides for one municipal government access channels to be used by the city. Channel 12 shall be administered by the Information Technology Department.

VI. OBJECTIVES

The primary objectives of Channel 12 shall be as follows:

A. To increase awareness of the activities and deliberations the Mayor and Council as well as other governmental meetings and/or advisory boards of the City of Tucson.

B. To provide information to the citizens of Tucson including services, facilities, functions, and operations of the city.

C. To help and encourage citizen participation in programs and services to the maximum extent possible by providing general information.

D. To supplement the activities of all city departments, city-funded outside agencies and city boards, committees, and commissions by providing a full service video production unit to handle planning, creative concept, script writing, shooting, editing, post production and distribution on all video formats available.

E. To assist with the internal training of city departments.

F. To reinforce existing community values and to support generally the quality of life in Tucson.

VII. OPERATIONAL POLICIES

A. **Channel Designation** - The city government shall operate Channel 12 on Cox Communications, and shall use the designation Tucson 12.

1. Comcast Cable will carry Tucson 12 programming on Channel 75 in areas designated by Comcast Cable and at the request of other local government entities.

2. Channel 12 will provide a live and on-demand webcast of programming at www.tucson12.tv on the city's web site.

B. **Technical Standards** - Before a program or other production is scheduled for cablecasting, it must meet minimum technical and broadcast aesthetic standards to be determined by the Information Technology Director or a designated representative. When programming has been furnished by an entity other than city government, the Television Production Manager shall view the program before it is scheduled for cablecast to ensure the program meets said standards.

1. The operating standards for technical quality of live and taped programs shall follow The Federal Communications Commission (FCC)/industry technical specifications and recommendations for broadcast television. This standard is necessary to significantly reduce signal noise on the cable delivery system and because programming is distributed to broadcast stations in Southern Arizona. Technical standards shall be set by the engineering staff and/or contractors of Channel 12 and comply with FCC Rules and Regulations.

2. Equipment purchases shall be based upon an equipment replacement plan as presented to Budget and Research and the City Manager's Office as part of the budget process and in accordance with the technical quality standards set by Channel 12.

3. Per Americans with Disabilities Act (ADA) Federal Standards, closed captioning will be provided for all programs produced by Channel 12.

C. **Program Content** - The Information Technology Director is responsible for developing programming that meets city objectives.

1. All programming, with the exception of public meetings, is subject to editing by Channel 12. Such editing shall not alter the factual content or overall intent of the material being cablecast. Character-generated information shall be edited to provide clarity and to maximize use of the memory space available. The Television Production Manager shall have operational responsibility for this editing.

2. Mayor and Council meetings will be cablecast gavel-to-gavel, without editing or subjective comment, except when the intent is to use brief excerpts as part of a larger program, or when technical difficulties occur. Character-generated information on agenda items may be provided.

3. No promotion, endorsement, or advertising of any private business, commercial service or product, profit-making activity, political candidate or partisan cause, nor any solicitations for religious donations, shall be allowed on the city government channels. However, program sponsorships are allowed in accordance with the Public Broadcasting Service (PBS) model of standards set forth by the FCC.

4. No slanderous, lewd, obscene or violent material or language shall be allowed on the city government access channel. When questions arise as to the admissibility of the material or language in this regard, the head of the requesting city department and the Chief Information Officer and/or a designated representative, will decide jointly whether the material shall be cablecast.

5. City departments receiving programming time may invite outside organizations, agencies, governments, or individuals to participate in a program as long as (1) such invitee is central to the topic of the program and (2) the city retains control of program content and production. In cases where questions arise as to the inclusion or exclusion of an outside entity or individual, the Director of the appropriate city department may be asked to approve such participation.

6. Requests for access to the cable channel for advocating a personal viewpoint or policy shall generally be denied, unless part of the overall programming strategy to solicit personal viewpoints with equal time provided to all. From the time of their announced candidacy until after the election, announced candidates" for city offices will not be permitted to make personal statements over the city channels, except as participants of formal public meetings, or unless a scheduled series of statements from all candidates is programmed with equal time provisions. Specific protocol shall be established for any such programming prior to implementation.

7. Should human error result in the cablecast of incorrect information over the city's cable channels, the City of Tucson, its officers, employees, and agents shall be held harmless.

D. **Scheduling Programs for cablecast** - Channel 12 shall be responsible for scheduling appropriate programming on the channels, and for publicizing any schedules of programming. Every effort shall be made to schedule production time in an equitable and non-discriminatory basis. Scheduling will be in accordance with channel use priorities, on a first-come first-serve basis, and on the availability of equipment, time, and staff.

1. It shall be the general goal of the city to have some form of programming cablecast continuously 24 hours a day. When video programming is not being cablecast, character-generated information may be cablecast. Channel 12 programming will be webcast on www.tucson12.tv.

2. Meetings and programs, if videotaped, may be cablecast more than once. Unless other arrangements are made before the schedule is publicized, such repeat cablecastings shall be at the discretion of Channel 12.

3. If a Mayor and Council Regular Meeting, Study Session, or other public meeting is re-scheduled, every effort shall be made to cablecast the meeting, Channel 12 shall not guarantee that the rescheduled meeting will be cablecast live. If the location of a regularly scheduled council meeting is changed, every effort shall be made to cover the meeting as time, staff, and location permits.

E. **Copyright, Acknowledgement and Public Release** - The City of Tucson shall retain copyrights to all video. Video cannot be used for commercial purposes without the written consent of the Information Technology Director or a designated representative.

1. Channel 12 will establish a schedule of "Commercial Use" Fees for Services (Appendix A). A credit line must be given in the finished project.

2. Media requests for use of video footage will follow public records release policy.

3. On some occasions, video footage may be lent to other government entities for their use. In addition, stock video footage may be given to professional news organizations, educational entities and to non-profit organizations for public service work. This video footage may not be used for commercial purposes. A credit line must be given in the finished project, in graphic form stating "Video Courtesy Tucson 12". The Television Production Manager shall approve requests for video footage.

4. Duplication of Mayor and Council Meetings may be made available to the public for a fee. The public shall request duplication of Mayor and Council Meetings through Channel 12. See Appendix C (Duplication Policy and Fees).

5. Duplication of other programs produced by Channel 12 may be made available to the public for a fee. The public shall request duplication of programs through channel 12. See Appendix C (Duplication Policy and Fees).

6. Departments may request copies of programs through Channel 12. The requesting department must pay for duplications. See Appendix C (Duplication Policy and Fees). Videotapes and/or digital copies of programs provided to city departments may not be used by other entities without the permission of Channel 12.

7. Channel 12 videotapes and/or digital copies are not considered an official record, and there shall be no liability for inadvertent erasure or omission.

8. Videotapes and/or digital copies of Mayor and Council Meetings, Study Sessions, and other live or "live-on-tape" public meetings shall be retained for a

one-year period, unless otherwise requested by a city department. At the end of that time, the copies shall be sent to the City Clerk's Office for archiving. Any requests for longer retention should be made to the Television Production Manager.

F. **Program Sponsorship/Partnership** - The City of Tucson will follow the PBS model of rules and guidelines for program sponsorship as set forth by the FCC (Appendix B).

1. The city will not accept sponsor support from businesses selling products such as cigarettes, tobacco products or alcohol, including distilled spirits, wine and beer.

2. Sponsors that sell personal hygiene products or similar products of a highly personal nature may not refer to those products in sponsor credits.

3. The city reserves the right to refuse sponsor support from entities that may be viewed as controversial or that promotes any product or position that may be contrary to the mission and goals of the City of Tucson.

4. The sponsor may not exercise editorial control over the content of any portion of Channel 12's programming or shows.

5. The public must not perceive that the sponsor has editorial control over Channel 12's programming or shows.

6. The public must not conclude that any Channel 12 program promotes sponsors' products, services or other business interests.

7. All sponsor credits must identify the sponsor by name and/or logo. Channel 12 will not accept support without proper identification.

8. The City of Tucson retains the absolute right to reject any sponsor or modify any sponsor or sponsor's material for any reason.

G. **City Use of Outside Resources and Personnel** - In order to maximize programming, outside resources may be used to develop materials for cable casting.

1. Contracts may be awarded to local freelance production personnel to perform production services as needed, including, but not limited to voice talent and miscellaneous audio and video production services. In addition, outside vendors may be awarded contracts for equipment maintenance and engineering services.

2. Programs and Public Service Announcements that are appropriate for local use will be sought and used where appropriate to supplement local programming.

3. Channel 12 may seek intern students and/or volunteers who can perform production services.

H. **Outside Use of City Resources and Personnel** - Because of cost, susceptibility to damage, and the heavy requirements of day-to-day programming, outside use of city-owned video and audio equipment and vehicles shall be restricted. The Television Production Manager shall be responsible for use of equipment and vehicles.

1. The Video Production truck and other vehicles shall not be lent or rented to other city departments, city-funded outside agencies, city boards, committees or commissions, or outside professional video entities.

2. Lending of Video Production equipment to outside professional video entities shall be permitted in some cases, such as a mutual trade in services or equipment. The Television Production Manager is responsible for granting this permission.

3. Video Production equipment shall not be lent to other city departments for use.

4. Lending of equipment for personal or outside freelance production work shall not be permitted.

5. In accordance with city policies, Channel 12 personnel shall not be allowed to participate in outside employment without the approval of the Television Production Manager and the Information Technology Director.

VIII. REQUESTS FOR PROGRAMMING

A. **Procedure** - City departments and city-funded outside agencies, and city boards, committees and commissions, when accompanied by a formal request by the appropriate city liaison department, may submit formal requests for programming that they feel is appropriate for Channel 12.

1. Requests may be made to the Television Production Manager, who has the responsibility to schedule production time.

2. In order to allow for proper production, scheduling and publicity, departments or entities requesting programs (other than on-going series that have already been anticipated) must make the request at least four weeks in advance of the intended cablecasting date. Requests for public service announcements must be received six (6) weeks in advance.

3. If a production request cannot be honored due to staffing issues, every attempt will be made to assist departments in finding alternative production assistance.

B. **Departmental Responsibilities** - City departments and entities requesting program development should be willing to assist in producing the program.

1. Channel 12 shall be responsible for planning, creative concept, script writing, shooting, editing, post-production, and distribution. Requesting departments need to work with video staff to provide content information.

2. The requesting department shall identify a contact person to provide necessary information including, but not limited to, persons and props to be used for the production and on-air presentations. The contact person and/or the department director shall be available to approve program content.

3. The requesting department may be asked to cover production costs, including Spanish translation, closed captioning, and duplication costs and/or other special production costs above and beyond the normal production. The contact person and/or the department director shall be required to provide a 13-digit city billing number and be authorized to obligate funds for the project.

4. The requesting department shall be responsible for providing a live cable drop if so needed for a live production.

Appendices

A - Channel 12 Stock Footage Commercial Use Fees
B - Channel 12 Sponsorship - Partnership Standards and Practices
C –Channel 12 Duplication Policy and Fees

References

www.tucson12.tv
FCC Rules and Regulations
ADA Federal Standards

Review Responsibility and Frequency

This directive shall be review in August of each year, or as necessary.

Authorized

City Manager

6/12/08
Date

CITY OF TUCSON - CHANNEL 12
STOCK FOOTAGE COMMERCIAL USE FEES

Stock footage is provided for use on a non-exclusive basis and is granted on a limited usage basis for a given production, and a given length of time as stated in the request. It may not be reused, resold, re-licensed, or re-cut in any other production. The following rates are for video stock footage copyrighted by the City of Tucson.

Broadcast	$100.00/shot
Non-Broadcast	
Industrials, In-house Corporate, etc.	$ 50.00/shot

Duplication and Handling

Videotape/DVD stock, duplication, handling, and shipping costs are included. Commercial use fees are subject to change.

Multiple Usage of a Single Scene

Each additional use of a single scene in a given production is considered as a separate scene.

Quantity Discounts

Multiple scenes used in a given production will be discounted as follows: 10 shots, 10%, 20 shots, 20%, and 25 shots or more, 25%.

Terms

1. A letter of request detailing the commercial purpose and length of intended use must be sent to Channel 12, at the City of Tucson before request is processed. The request must be received no later than two weeks in advance of need.
2. Commercial use fees must be paid before sub-master is shipped. Checks should be made payable to Channel 12.
3. No duplication of master element is allowed.
4. A beta, VHS or digital copy of the completed project must be sent to the Channel 12, City of Tucson.
5. All masters ordered would be charged at the full amount of the commercial use fee, whether used or not.

All requests for video are subject to availability of staff time.

4/22/08

CITY OF TUCSON – CHANNEL 12
PROGRAM SPONSORSHIP – PARTNERSHIP STANDARDS AND PRACTICES

Consistent with City of Tucson Administrative Directive 1.02-13, City of Tucson Cable Television Policy, the City of Tucson has established the following standards and practices for developing and accepting sponsorships and partnerships for the station as a whole, as well as individual programs or time periods.

Questions on this policy should be directed to:

Tucson 12, the City Channel
P.O. Box 27210
Tucson, AZ 85726-7210
(520)791-2582
www.tucson12.tv

WHO MAY BE IDENTIFIED AS A SPONSOR

- Corporations or Divisions or Subsidiaries of a Corporation
- Endowments and Foundations
- Small Businesses
- Individuals

SPECIAL RESTRICTIONS

- Channel 12 does not accept sponsor support from businesses selling products such as cigarettes, tobacco products or alcohol, including distilled spirits, wine and beer.
- Sponsors that sell personal hygiene products or similar products of a highly personal nature may not refer to those products in sponsor credits.
- Channel 12 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 Tucson.

GENERAL PRINCIPLES FOR DETERMINING ACCEPTABILITY

- The sponsor may not exercise editorial control over the content of any portion of Channel 12's programming or shows.
- The public must not perceive that the sponsor has editorial control over Channel 12's programming or shows.
- The public must not conclude that any Channel 12 program promotes sponsors' products, services or other business interests.
- **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]."

GUIDELINES

1. Identification: All sponsor credits must identify the sponsor by name and/or logo. Channel 12 will not accept support without proper identification.

2. 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.”)

3. 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.

4. Children’s Programming: Sponsor credits may not exploit or take unfair advantage of the child audience.

5. Sponsor credits may not create the perception that there is a connection between the program content and the sponsor’s products or services.

6. Frequency of Credits: Sponsors may receive credit only at the beginning and end of a program.

7. Program content may not be interrupted to provide a sponsor credit.

8. Duration of Credits: No one credit may exceed 15 seconds; a sequence of credits cannot exceed 60 seconds.

9. In-kind Goods and Services credits are permissible but they must <u>appear in context with normal production credits</u> and may not incorporate brands or logos.

Channel 12 and the City of Tucson retain the absolute right to reject any sponsor or modify any sponsor or sponsor’s material for any reason.

CITY OF TUCSON - CHANNEL 12
Duplication Policy and Fees

Duplication services shall be provided to internal City of Tucson departments and the general public as staffing and time allows. The City of Tucson shall retain copyrights to all video. Video cannot be used for commercial purposes without the written consent of the Information Technology Director or a designated representative.

1. Duplication will be delivered on a DVD format. Other formats may be available upon request.

2. Duplication requests can be submitted online at **www.tucson12.tv**, or by phone 520-791-2582.

3. **DVD – Internal: City Departments**

0-30 minutes	$ 10.00
31-60 minutes	$ 20.00
61-90 minutes	$ 30.00
91-120 minutes	$ 40.00
Mayor & Council Meeting	$ 40.00 flat rate

**bulk rates over 50 copies may be negotiated*

DVD – External: General Public

0-30 minutes	$ 20.00
31-60 minutes	$ 30.00
61-90 minutes	$ 40.00
91-120 minutes	$ 50.00
Mayor & Council Meeting	$ 50.00 flat rate

**no bulk rates available*

4. Dub requests made by city departments will be charged to the department fund at completion of request. Any DVD's purchased with city funds are considered city property.

5. DVD's may be purchased by city employees for individual or private use at internal city department rate, but must be paid for by employee and **must be paid for in advance**.

6. DVD requests made by the general public **must be paid for in advance**.

7. Payment can be made by check to "Tucson 12/City of Tucson". Payment shall be submitted to the designee at Channel 12.

8. A tape exchange is available for television news media in lieu of dub charges. Television media must supply a blank tape of equal quality for each dub request.

9. Requests for duplication of programs not produced by Channel 12 will not be accommodated.

10. Channel 12 DVD's are not considered an official record, and there shall be no liability for inadvertent erasure or omission.

11. Every effort will be made to complete DVD duplication requests within ten working days based on volume of request and availability of staff.

4/22/08

CITY OF TUCSON - CHANNEL 12
Duplication Request

Request Form – Internal CITY DEPARTMENTS ONLY

Date	
Requestor	
Department	
Division	
Telephone	
Amount Charged	
Charge-back Account #	
Program Name	
Record From (Captioned, segment or show master)	
Initial Air Date	
Number of Copies	
Tape Format DVD or electronic (call for other)	
Requested Delivery Date	

PLEASE ALLOW TEN (10) BUSINESS DAYS FOR DUB REQUESTS

FOR OFFICE USE ONLY

Date Completed		
Staff Member		
Amount Collected	$	
Delivered to		Date
Picked up by		Date
Mailed to		Date

CITY OF TUCSON - CHANNEL 12
Duplication Request

Request Form – External GENERAL PUBLIC ONLY

Date	
Requestor	
Telephone	
Address	
Amount Charged	
Program Name	
Description of Program and/or Story	
Date Seen on Channel 12	
Number of Copies	

- **PLEASE ALLOW TEN (10) BUSINESS DAYS FOR DUB REQUESTS.**
- **DVD WILL NOT BE SHIPPED UNTIL PAYMENT IS RECEIVED.**
- **PLEASE INCLUDE A COPY OF YOUR REQUEST WITH THE CHECK.**
- **MAIL TO: Tucson 12, P.O. Box 27210, Tucson, AZ 85726-7210**

FOR OFFICE USE ONLY

Date Completed		
Staff Member		
Amount Collected	$	
Delivered to		Date
Picked up by		Date
Mailed to		Date