


Policy #502	CITY OF FAYETTEVILLE Policy Manual		
	Government Access Channel / FayTV		
Effective Date: 2/9/2016	Revised Date: N/A	Number of Pages: 6	

I. Purpose and Channel Designation

The City of Fayetteville's Government Access channel operates pursuant to North Carolina General Statutes, which govern Public, Educational, and Government (PEG) channels and shall be known as "FayTV." The channel's programming will promote the City's services and City-related or City-sponsored events to our citizens and may additionally promote organizations supported by the City. The channel promulgates the Corporate Communications Department's mission of informing and engaging citizens, strengthening and expanding the City's brand and reputation and fostering community pride and cooperation. FayTV also supports the City's vision of being a transparent provider of timely and accurate information to the public.

Objectives


1. To provide comprehensive information about programs and services offered to Fayetteville residents by City departments.
2. To provide information pertinent to Fayetteville residents from other local, state and federal governmental entities.
3. To widen the dissemination of information on the activities of the legislative and advisory bodies of the City of Fayetteville.
4. To expand community awareness of local government and its decision-making processes.
5. To provide educational and public informational materials to City residents through cable cast presentations.
6. To provide technical assistance to City departments in the exercise of their functions and to assist in the training of City employees as time allows and at the discretion of the Corporate Communications Director.
7. To improve emergency communications in the event of disaster or widespread City services disruption.

II. Policy

City government programming is the sole responsibility of the Corporate Communications Department, at the direction of the City Manager. Programming shall provide City residents with direct, non-editorial information concerning government deliberations, services, programs and activities, as well as provide educational and public information materials about City events and services. This cable channel is not intended as a political forum or as a mechanism for building support for a particular policy, program or issue not supported by the City's strategic goals, as supported by City Council.

III. Types of Programs Provided on FayTV

1. Live cablecast: Live coverage of selected meetings and events will consist primarily of the broadcast of City Council meetings and other special events. The Corporate Communications

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Director has the responsibility of determining which special meetings or events are covered live, subject to budgetary limitations and the City's strategic priorities.

2. Recorded cablecast: Recorded meetings, shows and events, which are recorded to be replayed on cablecast at a later time. Note: Some events will be cablecast live and will also be recorded for later playback.
3. Staff-originated programming: Programs produced by the Corporate Communications, to include programs for City departments, issues related to City government or about groups/committees/boards, etc., that are affiliated with City government or that use public dollars. These programs can be either live or recorded cablecasts.
4. Outside-originated programming: Material that is related to municipal, county, state or federal government that is produced by an outside source that can be purchased, rented or borrowed for cablecast. Also, programs disseminated through satellite down-link that are related to local, state or federal issues may be cablecast.
5. Bulletin-board information: Character generated messages related to City activities, programs, services and events sponsored in whole or in part by the City of Fayetteville or other governmental units and affecting Fayetteville citizens. This service will operate 24 hours a day when other programming is not scheduled.


IV. Access Policy

1. All programming cablecast over FayTV must be government-related. Programs may include meetings, activities, programs, services and events of City departments and services or other government entities.
2. Final approval of all requests will be made by the Corporate Communications Director, who administers the video program for the City of Fayetteville.
3. A weekly program log will be maintained of all programming that is cablecast on FayTV. The program log is maintained by the Television Production Specialist and is available for review upon request.
4. The Government Access Channel will not be utilized for announcements from the general public. Access to the channel shall be limited to City, government or quasi-government functions and operations. Utilization of the channel for personal gain will not be permitted.

V. Access priorities

Following is a list of general priorities that will apply to the Government Access Channel and these priorities may be altered on a case-by-case basis by the Corporate Communications Director:

- a. Programming of an emergency nature involving public safety or health matters.
- b. Programming of or about meetings of policy-making bodies such as the City Council, etc.
- c. Programming of various departments and their services.

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- d. Programming of county, state, federal government and/or City boards, commissions and authorities and/or agencies that use public dollars.
- e. Programming produced by outside sources that are relevant to local government.

VI. Management of the City of Fayetteville Government Access Channel


Management and programming of FayTV is provided by and administered by the Corporate Communications Department. Decisions regarding programs or schedules may be appealed to the City Manager.

VII. Political Programming

- 1. No political programming will be permitted on the Government Access Channel with the exception of providing factual information on any ballot issue directly affecting Fayetteville voters.
- 2. Announced candidates for public office shall not be permitted to make personal statements over FayTV, except in the regular discourse of public meetings or within a forum of public debate. Incumbents who become candidates for public office cannot appear on FayTV except as described above during their period of candidacy.
- 3. Direct access to the Government Access Channel for political programming by individual candidates, or supporters of any candidate or issue, except as provided in the preceding paragraphs, will not be provided.
- 4. Political programming related to candidate forums or public forums on ballot issues may be cablecast with a majority vote of the City Council and only as follows:
 - a. The forum must address ballot issues directly affecting Fayetteville voters; and,
 - b. All candidates for a particular office or sides of a particular issue must have an equal opportunity to participate in the forum; and,
 - c. The forum must be conducted in a dignified, respectful and business-like manner; and,
 - d. No forum sponsor or its agents or affiliates—including, but not limited to political action committees—may publicly endorse or have a stated position on any candidate or slate of candidates during the election season, which for purposes of this Section is deemed to run from the opening of candidate filing for an election to the closing of the polls on election day.
 - e. This section does not prohibit issue advocacy groups from being considered as forum sponsors.
 - f. The City reserves the right to reject, suspend, discontinue, or change the playback schedule of any program at any time without notice to the program's sponsor.

VIII. Endorsement Prohibition

At no time will the FayTV channel be utilized to endorse, market, or advertise an issue, candidate,

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specific person, company or brand name of a product for consumer use.

IX. Editing policy

1. City Meetings: Any City Council meeting that is broadcast live will not be edited or subjected to editorial comment. Meeting coverage shall be from gavel-to-gavel. Meetings will be videotaped in their entirety for later re-cablecast.
2. Department Programs: Any program videotaped by the City of Fayetteville or using City of Fayetteville equipment may be modified or edited as appropriate, as determined by the Corporate Communications Department, except as discussed in paragraph 1 above.
3. Bulletin Board: Messages programmed into the bulletin board may be submitted to Corporate Communications by appropriate agencies, organizations and City departments. Messages submitted should be consistent with the previous policies and intentions of this policy statement and shall be distributed at the discretion of the Corporate Communications Department. Messages may be edited by the Corporate Communications staff to provide clarity to the desired messaging, visual appeal or appropriate branding.
4. The City of Fayetteville shall not be held responsible for the accuracy of any information cablecast over the channel which was submitted by outside sources.

X. Promotions


Promotional announcements for City-sponsored events, programs and activities will be permitted over FayTV. These announcements may include, at the discretion of the Corporate Communications Director, the names of co-sponsoring agencies. Promotional announcements for events, charities or outside organizations in which the City has no official interest or sponsorship shall not be permitted.

XI. Use of City-owned Equipment

City-owned video equipment will only be used to record authorized City activities and its use shall be restricted to City of Fayetteville employees or trained personnel under the direction of the Corporate Communications Department. Loaning of equipment for personal or outside use shall not be permitted. Similarly, utilization of City-owned media production facilities shall be limited to City of Fayetteville personnel or others trained on the use of those facilities, at the discretion of the Corporate Communications Director.

XII. Retention and Ownership of Media

1. All videos played on FayTV shall be the property of the Corporate Communications Department unless produced by outside activities or organizations.
2. One copy of all staff produced programs, meetings and events will be maintained by the Corporate Communications Department for a two-year period. Digital copies of these programs, meetings and events will be provided upon request, pursuant to North Carolina public records law.

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3. It shall be a general policy not to retain raw video of staff produced programs, meetings and events. At any time, memory devices used during recording may be reused and the original material erased, at the discretion of the Corporate Communications Department.
4. Recordings shall not be considered an official record of any meeting and the Corporate Communications Department will not incur liability for inadvertent erasure or omission.

XIII. Distribution of content

FayTV content may be distributed through the following methods:


- a. Broadcast on Time Warner cable
- b. City Website (streamed, uploaded and/or linked)
- c. Social Media Platforms (streamed, uploaded and/or linked)
- d. Physical/Hard Copy (see Section XIV)

XIV. Duplication of programming

1. Requests for copies of FAYTV programs should be made to the Corporate Communications Department via email or phone and will be fulfilled within a reasonable amount of time. The individual/group requesting copies will be notified when the copies are available for pickup. Cash, Check, or Credit Card are accepted and payments are made to the Finance Department in City Hall. Checks should be made payable to the City of Fayetteville. A receipt of payment will be provided to the requestor by the Finance Department.
2. The cost per copy will be determined by the City of Fayetteville's current fee schedule. Proof of payment must be provided to City staff before copies of the videos are released.
3. If a DVD or digital copy is requested by Council or staff, and is needed in the name of city business, the product is provided free of charge.
4. Videos uploaded to social media sites must comply with the City of Fayetteville's Social Media Policy and Branding & Corporate Identity Policy.

XV. Production of Video or Requests for Video Recording

1. Requests for video production services must be received in writing 30 days in advance of the desired project completion time. Request forms are on COFweb under Corporate Communications.
2. Requests for the recording of meetings or events in conference style settings, with their limited sound and lighting provisions, are not conducive to recording, nor do we normally record such sessions for documentation purposes. Exceptions can be approved by the Corporate Communications Director based on the availability of resources.
3. All video projects done with the intention of cablecasting on FayTV or placement on the City's website should be initiated through the Corporate Communications Department and have their continued involvement to ensure they will meet City standards and guidelines. Video projects not done in collaboration with the Corporate Communications Department may not be cablecast or placed on the City's website.

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XVI. Other

Questions or concerns should be directed to the Corporate Communications Director for assistance at (910) 433-1978 or karata@ci.fay.nc.us.

Initiating Department: Corporate Communications Department

Approved by:



Theodore L. Voorhees, City Manager

2/9/16

Date