

SLCTV

ST. LUCIE COUNTY TELEVISION OPERATING GUIDELINES MANUAL

Created By:
St. Lucie County Media Relations Department

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Operations

SLCTV debuted on Jan. 7, 2003, and is a 24-hour, 7-days-a-week government access cable channel programmed and operated by the St. Lucie County Florida Board of County Commissioners.

Guidelines:

I. St. Lucie County Television (**SLCTV**) is a 24-hour, 7 days/week government access cable channel programmed and operated by the St. Lucie County Board of County Commissioners. The channel is available to Comcast cable subscribers in unincorporated St. Lucie County and the City of Fort Pierce on Channel 21 and Adelphia cable subscribers in unincorporated Port St. Lucie on Channel 20.

II. MEDIA RELATIONS DEPARTMENT MISSION STATEMENT

To promote and enhance St. Lucie County through consistent, professional high-quality imagery via television (SLCTV), publications and media relations.

St. Lucie County and **SLCTV** will accomplish this mission by providing the following:

- Information and explanations on local government services
- General information to the public about meetings and government-sponsored events
- Emergency and public safety information
- General announcements of government entities
- Program coverage of government events, such as facility openings, recreational and cultural events, and meetings of government boards and committees

SLCTV is NOT a public access channel. Access to **SLCTV** is restricted to governmental entities. Appropriate programming will include:

- Public service announcements (PSAs) of government-sponsored events and services
- Informational or instructional programs on various government agencies and government-sponsored services
- Public meetings of government policy-making boards/commissions
- In-service training programs appropriate for public viewing only, unless authorized otherwise by the Technical Operations Manager

- Election coverage of vote counting only
- Emergency service operations for natural and man-made disasters, weather phenomena, poison prevention, first aid, etc.

III. OPERATING GUIDELINES

A. The **SLCTV** Technical Operations Manager shall oversee the various phases of production for programming aired on **SLCTV**. **SLCTV** is responsible for televising local government meetings, government-sponsored activities and events, and offering limited technical assistance to agencies.

B. It shall be the policy of **SLCTV** to cooperate with all related news agencies (commercial, educational, and industrial) to the extent that cooperation will not interfere with the operation of **SLCTV** or its Procedures, Standards and Guidelines.

C. **SLCTV** recognizes the jurisdiction of the Federal Communications Commission guidelines pertaining to television programming. All such guidelines will be adhered to in the approval of programs for broadcast. Accordingly, the following representative programming applies:

1. Meetings/Programs containing obscene, offensive or defamatory material/language shall not be broadcast on **SLCTV**. Community standards of good taste will be adhered to at all times. It shall be the responsibility of each contributing entity to assure that meetings/programs submitted to **SLCTV** shall not contain such material/language.

2. Programs containing copyrighted materials will not be broadcast without proper copyright authorization. Staff submitting programs for broadcast are responsible for obtaining all necessary copyright clearance, and shall hold **SLCTV** and /or St. Lucie County Board of County Commissioners harmless in any case of copyright infringement.

3. Copyright for creative properties (original scripts, music, artwork, etc.) shall accrue to the owner/creator of said property. Agreements between the owner/creator and **SLCTV** will contain the following assurance:

(a) owner/creator shall grant **SLCTV** copyright clearance for the use of the property in an agreed-upon manner;

(b) each party agrees to notify the other of any distribution of the program;

(c) programs will not be sold, commercially distributed or loaned without prior approval of the Technical Operations Manager.

4. Programs, which have as the primary purpose to promote commercial/profit-making services, political candidates, products, trade or business will **NOT** be broadcast on **SLCTV**.

5. **SLCTV** will not endorse any consumer products.

D. ELIGIBLE APPLICANTS

SLCTV will prioritize programming based on availability of airtime as follows:

1. St. Lucie County Board of County Commissioners for use in connection with official government and government-sponsored activities.
2. Local, State and Federal government agencies for use in connection with their official non-partisan government and/or government-sponsored activities that affect the interests of local governments in St. Lucie County.
3. Programs originated by and/or produced by non-profit group(s) must be related to, approved and sponsored by agencies referenced in D.1. and D.2. above.

E. PROGRAMMING

SLCTV consists of eight basic programming modes:

1. Gavel-to-gavel live, unedited coverage of meetings/events; generally County Commission meetings, public hearings, workshops and other live programming as may be determined from time to time by the sponsoring government entity/agency.
2. Tape-delayed public meetings and other government-sponsored activities. Gavel-to-gavel meetings may be presented both live and tape-delayed unedited.
3. Locally produced programs to inform the public of services and programs provided by local government. Such programming shall only be used when appropriate to the Procedures, Standards and Guidelines.
4. Outside source programs may be acquired for use. Such programming shall only be used when appropriate to the Procedures, Standards and Guidelines.
5. Local affiliate repeats obtained through local news organizations and other related groups (PBS, local network affiliates, etc.). Arrangements for repeat programming may be made with such organizations when appropriate to the Procedures, Standards and Guidelines.
6. Public Service Announcements (PSAs) – **SLCTV** will accept and broadcast prepared PSAs according to the program selection criteria. All PSAs shall be submitted only on DVD/DV Cam/DVCassettes/Mini DV or ½” SVHS videotape. (SVHS being the poorest quality). PSA must appeal to the residents of St. Lucie County and will be approved by the Technical Operations Manager.
7. Promotional announcements for government-sponsored events and activities are acceptable for broadcast on **SLCTV**. However, promotional announcements for events, activities of charities, or outside organizations which the government has no official interest or sponsorship shall NOT be broadcast. The Technical Operations Manager shall resolve any questions regarding message appropriateness.
8. Sample ballots and ballot listings may be permitted if submitted by the County Supervisor of Elections or State Division of Elections spokesperson. Non-partisan voter education information on ballot referendum will only be allowed if submitted by an eligible applicant.

F. PROGRAM REVIEW

1. Programs submitted from eligible applicants are evaluated on the following criteria: (not necessarily in order of importance)

- Citizen interest
- Governmental nature
- Broadcast quality
- Compliance with programming restrictions
- Public service/Safety needs

2. The Technical Operations Manager, prior to airing, will preview all programs for **SLCTV**. **SLCTV** program submission process is as follows:

(a) program is submitted to **SLCTV** for review.

(b) program is reviewed and any changes needed are made. The Technical Operations Manager reserves the right to exercise editorial discretion with regard to **SLCTV** programming according to the Procedures, Standards and Guidelines set forth and contained herein.

(c) if the program is accepted as submitted, it can then be scheduled for airtime.

(d) requests for review, revision, or clarification of program content will be honored in order for the program to be aired.

G. PROGRAMMING RESTRICTIONS

Programming on **SLCTV** shall adhere to the following restrictions:

1. Programming is prohibited that contains:

- (a) any advertising of a commercial product or service nature;
 - (b) any information concerning any lottery, gift enterprise, or similar promotion offering prizes based in whole or part upon lot or chance;
 - (c) any direct solicitation of funds;
 - (d) any material that would violate any Federal, State, County or Municipal statute or law;
 - (e) any material that promotes religious beliefs or religious philosophies;
 - (f) any obscene, indecent, defamatory material, and it is the responsibility of each submitting entity to assure **SLCTV** of same;
 - (g) any political advertisement by or on behalf of legally declared candidates for public office;
- and

(h) endorsements of ballot issues; sample ballots and ballot listings may be permitted if submitted by the County Supervisor of Elections or State Division of Elections spokesperson. Non-partisan voter education information on ballot referendum will only be allowed if submitted by an eligible applicant.

2. Programming not prohibited previously must conform to the following criteria:

(a) Programming policy shall be to provide non-partisan information concerning the operations and deliberations of government.

(b) **SLCTV** is not intended as a mechanism for building support for a particular policy, program, issue, party, platform, or individual. Candidates who have qualified (declared) for election/re-election to any elective office, shall not be permitted to make individual statements on **SLCTV** regarding their elections/candidacy. At all times, current elected officials can participate only in the performance of their official duties. St. Lucie County Commissioners shall not host programs to be broadcast outside of regularly scheduled Board Meetings, Workshops or Special Meetings.

(c) It is recognized that grants and/or other types of support may be made available to individuals, groups, or entities for the purpose of underwriting the cost of production. In such instances, a standard "patron's acknowledgment" may be placed at the end of the production (i.e., "This program was made possible by a contribution/grant from the XYZ Corporation.").

(d) All necessary copyright materials must be obtained. (Also see Section D.) Written permission must be obtained for all programs produced by outside sources that are aired on **SLCTV**. Copyrighted music is not allowed unless written permission is obtained.

H. SCHEDULING OF PROGRAMS AND PRIORITY

1. **SLCTV** is responsible for the approval of all programs and scheduling of same programs on **SLCTV**. A schedule will be made available on the **SLCTV** website.

2. The Technical Operations Manager will establish the program schedule for **SLCTV**. The scheduling of programming (to include local government meetings) takes place only after it has been determined that (1) the program meets all the programming guidelines established; and, (2) any affected agency has approved its release.

3. Live Programs

Live programming has the highest priority in scheduling. Special meetings or other live events may displace any regularly scheduled videotaped programming.

4. Regularly Produced Programs

This programming will be given regular time slots around which individual programs will be scheduled. Programming is subject to change by the Technical Operations Manager.

5. Individual Programs

Individual programs produced or acquired on a one-time only basis will be scheduled around regular programs and their regular time slots.

6. *Emergency Programs*

Emergency programs are defined as last minute and/or high- priority programming. They must still meet all programming requirements. The Technical Operations Manager may “bump” any programming during its respective time slot to schedule the emergency program.

7. *First Priority*

Live or tape delayed official public meetings of the St. Lucie County Board of County Commissioners and its Municipalities, dependent districts, and the Florida Legislature.

8. *Second Priority*

Approved programs submitted by departments and agencies under the supervision and sponsorship of local governments.

9. *Third Priority*

Approved programs originated by an outside non-profit group, and must be approved, related to and sponsored by government agencies.

I. VIDEO PROGRAM SUBMISSIONS

1. Eligible applicants may complete a “**St. Lucie County Television Program Submission**” request to the SLCTV Office (SLCTV@stlucieco.gov) and return to the Media Relations Department, St. Lucie County Administration Building, 2300 Virginia Ave., Fort Pierce, FL 34982. Programs must conform to format specifications (that is, “broadcast quality,” inclusion of bars/tone, slate, countdown etc.). If programs requested meet established criteria, they can then be assigned airtime according to priority, subject matter, and topical nature as contained herein. For requests, contact **SLCTV** at 772-462-6413 or SLCTV@stlucieco.gov.

J. DUPLICATION

1. Videotapes of public meetings will be retained for two (2) years. Videotapes are not official records of public meetings but are authorized for public inspection or dubbing.
2. Requestors of copies of meetings/programs aired on **SLCTV** will be charged the actual cost of duplication for each meeting/program: a new, wrapped, brand name VHS tape. Copies will be dubbed in VHS format. The copy shall include the entire meeting/program/event without editing. Staff will not custom-edit portions of any program. Request forms are available at the **SLCTV** Office in Fort Pierce and on this website www.stlucieco.gov/slctv.

L. PROGRAM LOGS

1. A daily log will be kept of all programming broadcast during each twenty-four hour period. Log information will include program title, airtime, length of program.

M. TECHNICAL STANDARDS AND PRODUCTION SERVICES

1. Programs/Public Service Announcements from thirty seconds to thirty minutes format are preferred. However, programs of any length are accepted subject to availability of time. Videotapes/DVDs should be labeled with program title, episode (if applicable), and length. A

contact name and phone number should also be printed on the label.

2. All videotapes/DVDs submitted for broadcast from an outside source producer will be previewed by **SLCTV** for the following technical criteria:

(a) Technical quality – Video and audio quality must be acceptable levels as determined by **SLCTV** staff.

(b) Relevance of Subject Matter of Content– subject matter must be of interest to the general audience and serve a governmental purpose.

(c) Relevance and Appeal– program must be relevant to the needs and interests of St. Lucie County residents and visitors. The County Administrator will hear all appeals and make the final decision to broadcast if needed.

(d) Absence of Advocacy– if eligible, community issues programming must adhere to equal time guidelines. Every effort must be made to present all points of view.

(e) Absence of Defamatory Material– subject matter that slanders or libels individuals or organizations will NOT be broadcast.

3. Programming and PSAs shall be submitted on DVD/DV Cam/Dvcassette/MiniDV or ½"SVHS videotape only. (SVHS being of the poorest quality.) Videotapes shall have at least thirty (30) seconds of color bars and tone at the head of the program and at least ten (10) seconds of black at the breaks and end of the program. Video programs originated in SVHS format must be FCC compliant. Reassigning a program in SVHS and dubbing onto DV videotape does not ensure compliance with FCC standards. Usually, FCC compliance for SVHS equipment requires the use of a broadcast-grade time-base corrector during playback and editing. Video programs originated, edited, or dubbed on VHS format may NOT be accepted for playback on **SLCTV**.

N. USE OF PRODUCTION FACILITIES AND EQUIPMENT

1) Production Services/Equipment Use.

(a) **SLCTV** may provide video/public relations assistance for non-profit/government outside agencies at a charge for those services at full cost, plus any additional fees. These cost will include full compensation for staff, rental fees for equipment and miscellaneous fees to cover other costs associated with production(s).

2) Use of **SLCTV** equipment may be made available upon written request and only upon approval of the Technical Operations Manager. An hourly rate will be charged and all equipment must be signed out by requesting party.

3) Studio Facility Rental

(a) Upon the approval of the Technical Operations Manager, a studio facility rental rate of \$150.00 per hour will be charged to any outside organization wishing to use SLCTV studios. This rate applies to studio space only and does not include lighting, cameras, or any other electronic devices as part of the studio facility. Any additional equipment used will require additional charges imposed by the County through the discretion of the Technical Operations Manager.