

**RESOLUTION ALLOWING ELECTED OFFICIAL ACCESS  
TO WSTV DIGITAL MEDIA**

**WHEREAS**, in November 2012, the Winston-Salem City Council approved the creation of a quarterly City Council member television program featuring news in a member's ward. The programs were formatted to be fifteen minute interview-style program that were not political, or subject to future actions by any government, or quasi-governmental body. The shows were intended to be retrospective of activities versus promotions of upcoming activities. The "live to tape" recorded program was aired on the City's television station, WSTV Digital Media, the City's YouTube channel, and distributed to residents of the ward using targeted Facebook posts. It was originally approved to be produced quarterly, but was increased to monthly due to only one Council Member taking advantage of the outlet; and

**WHEREAS**, the City recently received a request to provide the same services to all locally, state, and federally elected officials who represent at least a portion of Winston-Salem; and

**WHEREAS**, approval would allow an update to the current WSTV Digital Media Operating Guidelines to include the newest proposal that would grant locally, state, and federally elected officials similar access to WSTV Digital Media programming, not to pre-empt any City Council or City business being undertaken by WSTV Digital Media and not any more often than monthly. Taping would occur during the regular business workday hours of 8 a.m. to 5 p.m.; and

**WHEREAS**, any expenses involved beyond staff time would be paid for by the representative; and

**WHEREAS**, state or federally elected officials' videos would be aired on WSTV Digital Media and would only be posted on the official's own social media accounts to prevent City staff from being responsible for moderating comments and questions; and

**WHEREAS**, Marketing and Communications staff would alert all eligible elected representatives of the policy change by mail explaining the process of contacting the assigned producer to make arrangements for taping, and

**WHEREAS**, the same blackout period is recommended for the state and federal representatives. No programs are to be produced for the elected representative from the filing date of a pending election, to the end of the election to avoid the appearance of the station being used for the political gain of a sitting representative.

**NOW, THEREFORE, BE IT RESOLVED**, that the Mayor and City Council approve the aforementioned mentioned policy change allowing elected officials who represent at least a portion of Winston-Salem to have access to monthly programming on WSTV Digital Media.