

Operating Policies / Procedures for WSTV 13

(Revised July 2012)

Mission Statement for WSTV 13:

WSTV 13, cablecast on Time Warner Cable, in Winston-Salem, North Carolina, will provide local television programming 24 – hours a day 7 days a week. This programming shall be informative, educational and entertaining, and shall ultimately educate viewers as to the purpose and efforts of city government.

Objectives for WSTV 13:

1. Provide television programming 24 hours a day, 7 days a week that reflects a high degree of professionalism and mastery of existing technology.
2. Generate television programming highlighting public services available to the citizens of Winston-Salem through local government.
3. Provide programming that educates the viewers on activities and meetings of local legislative bodies, advisory boards and departments.
4. To provide multimedia assistance to city departments.

Standard Operating Procedures for WSTV 13:

1. All public meetings of city legislative bodies or advisory boards and commissions are authorized for cablecast. Meetings shall be covered from gavel-to-gavel and not edited or subjected to editorial comment. Cablecasts of city legislative, advisory boards, commissions or public meetings shall be by request only, and must be scheduled at least two weeks in advance of the meeting. All requests must have the approval of the city manager.
2. All regularly scheduled City Council meetings shall be cablecast live. Replays of the meetings shall be scheduled throughout the same week.
3. Cablecasting of committee meetings will be decided on a case by case basis, but only upon a vote of the full board.
4. Videotapes and DVD copies of previous City Council meetings shall be retained by WSTV 13 for a period of three months.
5. WSTV 13 is not intended as a medium to be used by elected or appointed federal, state, or local officials for political or personal use.

6. Copies of public meetings and city produced programs, can be obtained by completing a copy request form and paying the required fee. A label must be included stating: Duplications shall not be considered an official public record and there shall be no liability incurred for inadvertent erasure or omissions.
7. WSTV 13 will accept information for billboard announcements from city and county departments. Requests for announcements must be submitted a week in advance of the desired air-date, except in the event of an emergency.
 - a. Billboard announcements shall be limited to information about city and county services, resources, issues and city/county sponsored or co-sponsored events and activities including that of city/county agencies.
 - b. Billboard announcements shall run for a period of 30 days unless otherwise designated by the department head.
 - c. Emergency messages shall be given priority over all other announcements and/or programming and will run a length of time reasonable to ensure the emergency is over.
8. Training programs, produced by Marketing and Communications for city departments, may be aired on the station as long as they meet broadcast standards and city policy. Requests for air-time of training programs must be scheduled three weeks in advance of broadcast date and must be mutually agreeable with the Marketing & Communications Department and the requesting department head.
9. Marketing and Communications shall produce informational programs about municipal services, resources, issues and city sponsored and co-sponsored events. Schedules will be announced three weeks in advance of air date.
 - a. City manager or his/her designee will make the final approval of program topics.
 - b. The city manager or his/her designee will review requests for governmental programming that is not city related.
10. The live airing of City Council Committee meetings will be decided on a case by case basis, but only upon the vote of the full Council.
11. Externally prepared information programs pertaining to the operation and management of local government shall be cablecast if city policy requirements and quality standards are met and the programs are not in violation of copyright law.
12. The Marketing and Communications Department shall periodically review the programming, policies and operations of WSTV 13 and make recommendations to the city manager and/or City Council.

13. WSTV 13 will 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.).
14. Programming produced by WSTV 13 is the property of the City of Winston-Salem. Programs and stock video may be used for other purposes only with the consent of the Marketing & Communications Department.
15. The director of Marketing and Communications and his/her designee has the authority to negotiate underwriting arrangements between the city, WSTV 13 and 3rd parties.
16. The County and its departments shall purchase time and services from the city at a rate set by Marketing and Communications. Adjustments to the rate may be negotiated on an annual basis. **(Rate card attached)**.
17. Approved by Winston-Salem City Council in November 2012, City Council members may produce quarterly television programs in conjunction with Marketing and Communications staff. The fifteen minute live-to-tape interview program will not be political or subject to future actions by any government, or quasi-governmental body. The programs are produced during regular business hours of 8 a.m. – 5 p.m. in the WSTV 13 studio.

Government Television Access Priorities

The following is a list of general priorities that will apply to WSTV 13 programming. The priorities may be altered on a case-by-case basis by the city manager.

1. Programming of an emergency nature involving public safety or health matters.
2. Programming of or about meetings of policy-making bodies such as the City Council.
3. Programming of various departments and their services.
4. Programming of City Council quarterly programs, county, state, federal government and/or City boards, commissions and authorities and/or agencies that use public dollars.
5. Programming produced by outside sources that are relevant to City government.

Programming Requests From Outside Sources

Each of the following criteria must be present to consider a programming request from an outside source:

1. The event directly supports items included in the current City of Winston-Salem Strategic Plan or key work items;
2. The event furthers a mission of a City of Winston-Salem department, as determined in the sole discretion of the department; and
3. The outside source agrees to fund any contract labor needed to tape and air the event.

The event must be primarily informational and educational in nature. All other WSTV 13 policies and procedures must be followed.

4. The following procedures for requesting WSTV 13 air time are as follows:
 - A request must be made, in writing, to the Marketing and Communications Director at least two weeks in advance of the airing.
 - The request must include a comprehensive description of the event and include an explanation of how it meets one of the criteria noted above.
 - The event must be held in Winston-Salem.
 - WSTV 13 staff must be included in the logistical planning of the event to be televised.

Outside Program Procedures

1. Full Disclosure - Upon offering a program to WSTV 13, producers must identify all funders. Producers are required to disclose all written or oral funding arrangements for the program in question including any arrangements for ownership or control of copyright, any arrangements for ownership or control of ancillary rights and products, and any arrangements for the provision of valuable in-kind goods and services or any other consideration. WSTV 13 may also examine other relevant facts and circumstances to arrive at a reasoned judgment concerning the acceptability of a program in connection with these principles.
2. WSTV 13's principal goal in administering these guidelines is to maintain its reputation for editorial integrity and the noncommercial nature of public television. At the same time, however, WSTV 13 is also committed to assisting producers and underwriters to achieve their communication objectives to the fullest extent possible within the limits of the guidelines. Therefore, WSTV 13 strongly urges producers to provide to WSTV 13 any storyboards, scripts or any other information that will facilitate an understanding of the design and intended execution of the proposed credit **before** it is produced. Underwriting credits produced prior to

WSTV 13's review and approval are produced at the sole financial risk of the program producer and/or the funder.

3. Programs that are not compliant with these guidelines will be returned to the producer for editing if time permits, or, with the producer's permission, the credits will be edited by WSTV 13 at the producer's expense. Programs that do not conform to these guidelines will not be distributed as a WSTV 13 program and will not carry the WSTV 13 logo.
4. 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 graphics and an audio track at the beginning and the end of this type of programming stating:

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 WSTV 13 or the City of Winston-Salem.

Underwriting

1. WSTV 13 will accept underwritings for the station or programming. However, all underwriting must follow the guidelines for the Public Broadcasting System (PBS). The WSTV 13 policy is produced from the Public Broadcasting System's plan and like the PBS policy, is intended to ensure:
 - a. That editorial control of programming remains in the hands of the producer;
 - b. That funding arrangements will not create the perception that someone other than the producer had exercised editorial control, or that the program has been inappropriately influenced by its funding sources;
 - c. That the noncommercial character of public broadcasting is protected and preserved.
2. A written agreement must be prepared and signed by the underwriter and the city. A committee selected by the city manager must approve all underwriting partnerships.
3. Records will be available in Marketing and Communications showing the list of underwriters and the programs they support.

Guidelines for Sponsor Credits

WSTV 13's guidelines serve to ensure that we "fully and fairly disclose the true identity" of all program funders. Our intent is in an effort to identify the funder in the interests of full disclosure, not to promote the funder or its products and services.

Credits permitted:

1. Preferred text and audio 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 and brief message]"; or "Brought to you by [Sponsor name]".
2. Logos, slogans, and video which identify but do not promote.
3. Business address or location.
4. Brand and trade names, product names or service listings that aid in identifying the owner.
5. Value neutral descriptions of a product line or services.
6. Web site addresses, but only if their purpose is to allow the viewer to obtain more information. If their purpose is to solicit sales, however, they are prohibited.

Credits prohibited:

1. Any call to action or solicitation to purchase a product, i.e. slogans such as "Get Met. It Pays" are prohibited.
2. Superlatives, i.e. "...the most intelligent car ever built."
3. Direct comparisons, i.e. "... when a Cadillac just isn't good enough."
4. Price or value information, i.e. "...for only \$100 down and \$100 per month."
5. Inducements to buy, i.e. "six months free service when you buy."
6. Any use of "you," "your," "we" or any other phrase that implies a relationship between the sponsor and the viewer.
7. Phone numbers or Web site addresses with a purpose of soliciting sales.
8. Any language that may create the perception that there is a connection between the program content and the sponsor's products or services.
9. Any form of misrepresentation.
10. Text of credits for production or acquisition funding.

Credit Formatting Rules:

1. Credit Placement - Sponsors may receive credits at the beginning and end of a program. Opening credits are to begin no later than 3 minutes into the program. Closing credits are to air immediately before the production credits.
2. Credit Duration - Standard Sponsorship credits are to be no longer than 15 seconds. No credit sequence is to exceed 60 seconds. Premier sponsorships, for extraordinarily generous contributions, have an allowable 30 seconds. While there no limit on the number of underwriters, WSTV 13 will limit the number to those that can be comfortably and reasonably read within the time allowed.
3. In-Kind Goods and Services - All in-kind goods and services credits must appear in normal production credits and may not incorporate brands or logos. These credits must appear as text only and within the normal production credits. Production assistance credits may identify the actual product or service provided.

Underwriter Eligibility

The FCC requires the station to "fully and fairly disclose the true identity" of all program funders. Therefore, an underwriting credit must contain the legal corporate name of the underwriter (or the legal name) of any private person who has contributed to the production.

1. Corporate divisions and subsidiaries - If the funding comes from a *bona fide* operating division or subsidiary of a corporation, that division or subsidiary may be identified by its logo or name. It is not necessary to identify the parent corporation, but it is permissible to do so (e.g., a credit may be given to Lincoln-Mercury or to the Lincoln-Mercury Division of the Ford Motor Company).
2. Brand names - In some cases, the name of a corporation and its brand are the same; for example, Coca Cola, Apple and VISA. But in some cases, brand names are not the same as the corporation's name, nor are they *bona fide* divisions or subsidiaries of the parent company. For example, "Jell-O" is a brand owned by Kraft, "Crest" is a brand owned by Procter & Gamble, and "Tylenol" is a brand owned by McNeil Consumer Products Co. Brand names that are not corporate entities may still be identified as an underwriter provided that the corporate owner of the brand name, i.e., the accountable entity, is also fully and clearly disclosed on-air. One way this can be accomplished is by superimposing a lower-third disclosure statement, e.g., "*Jell-OTM is a registered trademark of Kraft.*"
3. Dual Credits - While these guidelines permit *bona fide* corporate divisions, subsidiaries and brands to be identified as underwriters, this accommodation may not be used as the pretext for providing a single underwriter with two underwriting announcements in a single credit pod. In the case of multiple grants to the same program from multiple divisions, subsidiaries or brands of a single corporate parent, WSTV 13 will examine the facts on a case-by-case basis to determine whether the grants were sufficiently separate or coincidental to warrant separate

credits. The main concern will be whether the underwriting is indeed being provided by separate and independent entities, and will so be perceived; or whether, taking into account all the circumstances of the financial commitments and the creative elements of the spots, the separate underwriting is, or will be seen as, an attempt to circumvent the guidelines. *For these purposes, terms such as "Corporation," Inc.," etc., need not be used. For example, Exxon need not be identified as the "Exxon Corporation."

4. Cigarettes and Distilled Spirits - WSTV 13 will not accept programs partially or fully underwritten by entities engaged **solely** in the manufacture or marketing of cigarettes, little cigars, and/or smokeless tobacco, as those terms are defined in Title 15, United States Code, Sections 1332 and 4408; or distilled spirits, as that term is defined in Title 26, United States Code, Section 5002 (a) (8).

It should be noted that this prohibition relates only to cigarettes, little cigars, smokeless tobacco and distilled spirits and not to companies that manufacture or market other tobacco products, or to companies that manufacture or market wine and beer. Nonetheless, the latter may be inappropriate underwriters for certain programs or in certain day-parts.

It should also be noted that diversified companies engaged only in part in the marketing or manufacture of cigarettes, little cigars, smokeless tobacco or distilled spirits may be acceptable as underwriters. However, on-air credits acknowledging the support of such diversified companies may neither depict nor refer to the above-named products in any manner whatsoever.

5. Personal Products - While underwriting by entities engaged in the manufacture or marketing of personal products is acceptable, such underwriting may not be appropriate for certain programs or in certain day-parts. Such determination will be made by WSTV 13 on a case-by-case basis.
6. How-to programs - WSTV 13 must exercise care to ensure that the editorial integrity and the noncommercial nature of its programs are vigorously maintained. Because how-to programs contain frequent references to consumer products, such as food, gardening and building items and implements, the underwriting credits on how-to programs must not contain any product identifications that would create the perception of a commercial connection between the program and the underwriter or its products or services.
7. Identification Restrictions - No underwriting credit may in any manner whatsoever depict or refer to any **tobacco products, distilled spirits, or firearms**. Display of **personal products** shall be evaluated on a case-by-case basis by WSTV 13, subject to a general "waist-to-knee" prohibition.