

City Council – Action Request Form

Date: September 11, 2018

To: The City Manager

From: Ed McNeal, Director of Marketing and Communications

Council Action Requested:

Adoption of Resolution Allowing Elected Officials to Record Monthly Programs on WSTV Digital Media

Strategic Focus Area: Service Excellence

Strategic Objective: No

Strategic Plan Action Item: No

Key Work Item: No



Summary of Information:

The City recently received a request to provide the same services to all locally, state, and federally elected officials representing a portion of Winston-Salem.

Approval would grant locally, state, and federally elected officials similar access, 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. Any expenses involved beyond staff time would be paid for by the representative. State or federally elected officials' videos would be aired on WSTV Digital Media and only be posted to their social media accounts to prevent City staff from being responsible for moderating comments and questions. 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.

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.

Committee Action:

Committee

Action

For

Against

Remarks: