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CITY OF SANTA FE, NEW MEXICO

RESOLUTION NO. 2007-75

INTRODUCED BY:

Councilor Bushee

A RESOLUTION

ADOPTING POLICIES AND PROCEDURES GOVERNING SANTA FE GOVERNMENT TELEVISION.

WHEREAS, on May 30, 2007, the Governing Body adopted Resolution No. 2007-45, A Resolution Adopting the Fiscal Year 2007/08 Operating Budget; and

WHEREAS, the 2007/08 Operating Budget includes funding for the implementation of a new government channel, which will be operated primarily by the City of Santa Fe; and

WHEREAS, staff has drafted policies and procedures governing the new Santa Fe Government Television (“SFGTV”) Channel 28, attached hereto as Exhibit “A”; and

WHEREAS, SFGTV will promote a well-informed public with a programming schedule that is informational and educational; and

WHEREAS, the policies and procedures are intended to clarify functions and services of SFGTV, provide operational direction for management and staff, define access and exclusions and established procedures for conflict resolution, grievances and controversial issues.

NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF THE

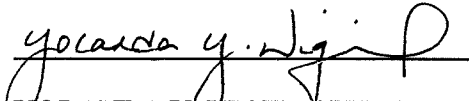
1 CITY OF SANTA FE that the Policies and Procedures Governing Santa Fe Government
2 Television, attached hereto as Exhibit "A", are hereby adopted.

3 PASSED, APPROVED, and ADOPTED this 27th day of August, 2007.

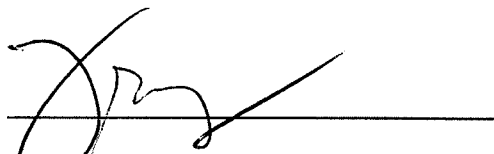
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6 DAVID COSS, MAYOR

7 ATTEST:

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10 YOLANDA Y. VIGIL, CITY CLERK

11 APPROVED AS TO FORM:

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14 FRANK D. KATZ, CITY ATTORNEY

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CITY OF SANTA FE, NEW MEXICO
POLICIES AND PROCEDURES GOVERNING
SANTA FE GOVERNMENT TELEVISION
SFGTV CHANNEL 28

I. STATEMENT OF PURPOSE

The purpose of City of Santa Fe Government Television (hereinafter “SFGTV”) is to promote a well-informed public with a programming schedule that is both informational and educational.

These policies regulate:

- A. Programming;
- B. Grievance procedures;
- C. Operational criteria;
- D. The role of SFGTV in all politically oriented programming;
- E. The role of SFGTV in pursuing diversified programming of value and interest to the citizens of Santa Fe;
- F. The role of SFGTV in ensuring policy and recommendations consistent with Federal Communication Commission (FCC) rules for a cable broadcasting station;
- G. The role of SFGTV in developing proposed policy amendments for review and approval by the Governing Body;
- H. Functions and services of SFGTV by providing operational direction for management and staff, including access and exclusions and established procedures for conflict resolution, grievances and controversial issues; and
- I. The implementation of all policies and procedures approved by the Governing Body.

1 **II. THE GOVERNMENT ACCESS CHANNEL**

2 A. Designation.

3 The Government Access Channel shall be designated as City of Santa Fe
4 Government Television hereinafter referred to as "SFGTV."

5 B. Operation.

6 SFGTV is a function of the City Manger's Constituent Services Office. The
7 Multimedia Production, a section of Constituent Services, shall operate SFGTV.

8 C. Mission Statement.

9 SFGTV is a government telecommunications facility established to promote an
10 informed public by providing leading edge television and radio programming that
11 is accessible to the community.

12 D. Goals.

13 The Goals of SFGTV are to:

- 14 1. Increase public awareness and understanding of local government and
15 public issues;
- 16 2. Foster increased communication by and between citizens and their
17 government;
- 18 3. Enhance the quality of life in Santa Fe through programming that
19 contributes to making the Santa Fe area a better place to live;
- 20 4. Ensure that SFGTV programming meets a journalistic standard of
21 unbiased, non-partisan transmission of information; and
- 22 5. Require SFGTV programming and operations meet ethical, professional
23 and broadcast quality technical, production and artistic standards.

24 E. Priorities.

25 The priorities for use of personnel and equipment of SFGTV are:

- 1 1. To write, produce, direct, shoot and edit various media projects for the
- 2 Mayor, City Council and City departments;
- 3 2. Live and delayed coverage of City of Santa Fe public meetings;
- 4 3. Live and delayed coverage of City of Santa Fe co-sponsored programs
- 5 and activities;
- 6 4. Real time emergency broadcasting;
- 7 5. Informational programming on local government activities;
- 8 6. Acquired programming consistent with the mission statement and goals
- 9 of SFGTV.

10 **III. PROGRAMMING POLICIES**

11 A. Allocation of Resources.

12 Scheduling of production personnel and air time will be governed by the

13 priorities set forth in paragraph II (E) of these policies and at the discretion of

14 SFGTV management

15 B. Exclusions.

16 SFGTV shall not air programming containing:

- 17 1. Libelous statements or matter;
- 18 2. Copyrighted material without appropriate releases or permissions;
- 19 3. Obscene or indecent material;
- 20 4. Commercial speech;
- 21 5. Political programming, as set forth in C., below;
- 22 6. Material submitted for cablecast which does not meet professional
- 23 broadcast production standards in quality of picture, sound, and technical
- 24 or editorial execution; and
- 25 7. Any other material inappropriate to the mandate, mission, goals, and

1 priorities of SFGTV.

2 C. Political Programming.

3 1. SFGTV shall not cablecast political programming or campaigning by, or
4 on behalf of, any candidate for public office. Use of SFGTV by elected
5 officials seeking reelection and candidates seeking election is prohibited
6 for a period of ninety (90) days prior to an election date, except in
7 balanced, nonpartisan open forum programming formats or regularly
8 scheduled City Council meetings. There shall be no exceptions to this
9 policy.

10 2. SFGTV shall cablecast measure programming, at the discretion of the
11 City Manager, provided there is fair and equal opportunity for
12 presentation of opposing views.

13 D. Non-Discrimination Policy.

14 Programming on SFGTV shall depict people in a manner which does not
15 discriminate on the basis of ethnicity, race, age, religion, creed, color, national
16 origin, ancestry, sex, gender, sexual orientation, physical or mental disability,
17 medical condition or citizenship status, Section 2.02 of the "Santa Fe Municipal
18 Charter".

19 **IV. PRODUCTION POLICIES**

20 A. Resource Allocation.

21 Scheduling of production personnel and equipment shall be governed by the
22 priorities set forth in paragraph II (E), of these policies, and at the discretion of
23 SFGTV management. Because of the limited staff and technical resources
24 available, SFGTV cannot operate like a commercial station news department.

25 B. Scope of Work.

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1. SFGTV shall not compete with the private sector;
2. Audio and video production by SFGTV staff shall be available primarily to City government departments and divisions. If production is sponsored by a City department, agencies and activities associated with City government may request the use of SFGTV staff and resources.

C. Fees.

SFGTV may charge departments and divisions for consumable supplies including but not limited to tapes, DVDs, CDs, batteries, CD/DVD labels and ink cartridges.

D. Responsibility for Content.

Responsibility for the content of any programming produced by SFGTV for any City department or division lies solely with the initiating department or division. Department and division directors shall be required to approve, in writing, programs and production requests relating to their departments and divisions. SFGTV shall have the right to edit copy without changing content if such copy does not meet professional journalistic and broadcast standards. Copy editing shall be performed in consultation and collaboration with City staff, the Governing Body or other governmental entities. If necessary, copy editing may be performed in consultation and collaboration with members of the general public.

V. PROCEDURES

A. Program Origination.

Design and development of programs produced by SFGTV shall be the responsibility of originating departments, in consultation with SFGTV staff. While the staff, members of the governing body or other governmental entities

1 shall be responsible for the content, SFGTV staff shall be responsible for
2 presentation.

3 B. Scripting.

4 Preparation of a program script shall be the responsibility of originating
5 departments, in consultation with SFGTV staff.

6 C. Responsibility for Content.

7 No audio or video production shall be initiated by SFGTV staff until written
8 objectives and a script are completed and “signed off” by the Department
9 Director on the attached Multimedia Services Request Form.

10 **VI. GRIEVANCE PROCEDURE**

11 A. Authority.

12 SFGTV management shall have the discretion to interpret definitions and enforce
13 prohibitions and policy guidelines and procedures.

14 B. Programming and Policy.

15 1. Complaints. Complaints shall be made in writing to SFGTV
16 management. Staff shall assist persons with disabilities who are unable
17 to submit a complaint or grievance in writing, or refer them to the City’s
18 Americans with Disabilities Act Coordinator if further assistance is
19 required.

20 2. Response to Complaints. After receipt of a complaint, SFGTV
21 management shall attempt to resolve the issue with the complainant. A
22 written response outlining SFGTV management’s decision on the issue
23 shall be provided to the complainant within ten (10) working days of
24 receipt of the complaint.

25 3. Appeals. Written appeals of SFGTV management decisions shall be

1 made to the City Manager. The City Manager shall attempt to resolve
2 the issue with the complainant within fifteen (15) working days of
3 receipt of an appeal. Should there be no resolution of the appeal; the
4 complainant may appeal to the Governing Body.

5 **VII. AMENDMENTS**

6 SFGTV management may make recommendations to the Governing Body to amend these
7 policies and procedures from time to time. Proposed amendments shall be presented to
8 the Governing Body for review and approval.

9 **VIII. GLOSSARY**

10 *Candidate* means any individual who seeks election to municipal, county, state or federal
11 office. An individual shall be a candidate when they:

- 12 1. Announce publicly;
- 13 2. File for office;
- 14 3. When contributions are accepted or expenditures made; or
- 15 4. Any activity is held to promote an election campaign of an individual if
16 that activity is endorsed or supported by that person or if the benefits of
17 such activity are later accepted by such person.

18 *City manager* means the chief administrative officer of the City of Santa Fe.

19 *Commercial speech* means a message that advertises a product or service for profit or for
20 business purposes.

21 *Elected official* means an individual who is elected to holds a public office.

22 *Governing Body* means the Mayor and members of city council.

23 *Government* means the City of Santa Fe.

24 *Local government activities* means channel-developed studio and remote programming or
25 documentaries on municipal services, documentation of recreational, cultural or

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educational activities and/or performances endorsed by City government departments.

Mayor means the chief executive officer of the City of Santa Fe.

Measure means any proposition or ballot issue submitted to a popular vote at an election, whether by initiative, referendum, recall procedure or otherwise.

Political programming means programming that involves the participation by any candidate for public office for the purpose of campaigning or otherwise soliciting public support or public opposition for any candidate, measure, or party, or the endorsement of any candidate for public office, political party, or measure.

Programming means television programs scheduled for cable casting on SFGTV.

Programs means projects, issues, agendas and measures established for the purpose of providing information and service to the public.

SFGTV management means the designated managers and administrators employed by the City of Santa Fe who are responsible for the operation of SFGTV.

**City of Santa Fe
Multimedia Services Request Form**



Received by: _____

Date of Request _____ Date Due _____ Date Completed _____

Requested by _____ Div/Dept . _____

Copies Needed _____ Contact Phone Number _____

Services Requested

Please explain your request in detail below. Include what format project will need to be saved as.

**All projects will be worked on in the order they are received.*

Approved _____

Disapproved (reason below)

Supplies provided for request:

CDR ____ DVD ____ Photo Paper ____ Other ____

Signature of Customer