



PIMA COUNTY, ARIZONA BOARD OF SUPERVISORS POLICY

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PURPOSE

The following policies, objectives and operation procedures provide guidelines to effectively and efficiently manage the overall operation of the Pima County Government Access Channel(s) ("Channel").

POLICY

It is the policy of Pima County to provide accurate, current, non-editorial information to the citizens of Pima County about the operations, deliberations, policies, services and activities of the County government. The Channel is not a mechanism for building support for a particular candidate or candidates.

Objectives

- To expand community awareness of county government and its decision-making processes;
- To widen the dissemination of information on the activities of the Board of Supervisors and other decision-making or advisory bodies;
- To provide comprehensive information about programs and services offered by Pima County departments, boards, commissions, and government-supported agencies;
- To provide notice of and encourage participation at Pima County sponsored or affiliated events;
- To provide information pertinent to Pima County residents from other local, state, tribal and federal governmental entities;
- To create a channel with programming comparable in quality and accessibility with other television and cable channels;
- To provide a consistent source of information to all Pima County residents from the Office of Emergency Management and Homeland Security during emergency events;
- To assist with internal training of County personnel; and
- To create a library of Pima County programming sources for both Video on Demand and historical preservation.

Requirements

1. The Channel is intended to provide information about Pima County government. Therefore, program requests are encouraged from a department, division, office, board, commission or special district. Programming provided or requested by other non-government agencies, groups or individuals not sponsored by a Pima County entity will not be developed or cablecast.
2. Pima County departments and entities may invite outside organizations, agencies or individuals to participate in a program as long as such invitees are central to the topic of the program.



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3. The Channel will be active 24 hours per day. The Communications Office shall be responsible for scheduling programs and for publicizing the schedule, as well as authorizing programming on the Channel in accordance with these policies. Programming will be scheduled according to the following order of priority:
 - A. Announcements or programs concerning emergencies affecting residents, health or safety.
 - B. Public meetings.
 - C. Reoccurring programs and informational series or one-time special or non-regular informational programs.
 - D. Public service announcements.
 - E. Programs produced by persons, agencies, or groups outside Pima County that are submitted by County departments or offices.
 - F. A bulletin board service providing information on government events and services when other programs are not being aired.
4. No promotion, endorsement, or advertising of any private business, commercial service, program or product, profit-making activity, political candidate or partisan cause shall be allowed on the Channel.
5. No slanderous, lewd, obscene or violent material or language shall be allowed on the Channel.
6. It is the responsibility of the Director of the Communications Office to determine whether a program shall be cablecast.
7. Should human error results in the cablecast of incorrect information over the Channel, Pima County, its officers, employees, and agents shall be held harmless.
8. Pima County shall hold the ownership and copyright for any program produced by the County and is liable for the content and use of that program. Pima County does not own nor is it responsible for programs produced by other than Pima County even if cablecast on the Channel.
9. When cablecasting a public meeting, the program will begin when the Chair calls the meeting to order. Prior to the start of the meeting, a character generated message will identify that the meeting is about to begin. Video and audio coverage of the meeting will begin when the Chair calls the meeting to order and will end when the meeting is adjourned, continued or otherwise order to be interrupted, by the Chair.



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10. During the recesses and executive sessions of a public meeting, a character generated message will explain (subject to legal constraints) the nature of the recess. At the discretion of the Director of the Communications Office, music, still photographs and/or video can be played during such recesses and executive sessions.
11. During a public meeting, there will be no close-up reaction shots either from members of the body, staff or the audience.
12. Public meetings will be cablecast live whenever possible and will continue in their entirety without preemption.
13. Tapes of the meetings are intended for cablecasting purposes only and are not considered to be an official record of the meetings.
14. It is the responsibility of the Director of the Communications Office to determine which public meetings are to be cablecast.
15. All programming must meet minimal technical and broadcast standards before it is scheduled for cablecasting. The operating standards for technical quality of live and taped programs shall follow the Federal Communications Commission (FCC)/industry technical specifications and recommendations for broadcast television.
16. Per the Americans with Disabilities Act (ADA) Federal Standards, closed captioning will be provided for programs produced by Pima County.

RESPONSIBLE PARTIES

The Communications Office or other designee of the County Administrator and all employees, volunteers, contractors and other affiliated individuals who provide programming.

Effective Date: June 21, 2011