

Scottsdale Channel 11 Programming Guidelines

1. Overall focus of Scottsdale Channel 11 programming

Scottsdale Channel 11 is a Government Access Channel operated by the City of Scottsdale. Scottsdale Channel 11 is not a public access channel.

The mission of Channel 11 is to create and distribute informative video programs about city government, programs, projects, and services and community amenities, attractions, businesses and quality of life.

The success of Channel 11 programming will be measured via citywide surveys and online viewership numbers as compared amongst Channel 11 programs and with similar programming produced in other communities. Additional measures to determine the best use of Channel 11 resources will be regularly explored and employed where appropriate.

2. Programming responsibilities

The public affairs officer is responsible for overall direction of Channel 11 staff and activities and for determining whether existing or proposed programming is consistent with Channel 11 priorities and policies. The public affairs officer will apply these guidelines to all existing or proposed programming with the exception of City Council discussion shows, which are composed of guests and topics determined by the elected member hosting those programs.

The video production manager is responsible for the day-to-day scheduling of programming on the channel and assuring that programming meets technical standards for production quality.

3. Programming Priorities

In descending order of priority, programming shall be prioritized as follows:

- (1) City council meetings and other City-related public meetings of general interest;
- (2) programs produced or commissioned by or produced in cooperation with Channel 11 that inform viewers about city government, programs, projects, and services and community amenities, attractions, businesses and quality of life;
- (3) programs at other levels of government that are relevant and of interest to Scottsdale viewers; and

- (4) In times of emergency, the dissemination of information vital to public safety and welfare shall take precedence over all other programming.

4. Prohibited Programming

The following programs/announcements are prohibited on Scottsdale Channel 11:

- (a) Commercial or for-profit material that promotes commercial/profit-making services, products, trade, or business.
 - 1. Channel 11 may produce programs that profile local businesses or organizations for the purpose of informing the public about local options and the importance of local organizations and businesses to the city's cultural and economic health.
- (b) Programming of a political nature that tends to advance a personal or political viewpoint or to build support for a person, organization, or issue.
 - 1. City Council discussion programs as outlined in Section 6 are not included in this prohibition.
 - 2. Neutral programs produced by Channel 11 to inform voters about Scottsdale ballot issues are not included in this prohibition.
 - 3. Election forums as provided in Section 8 are not included in this prohibition.
- (c) Programs intended to solicit support or raise funds for any purpose.
 - 1. Announcements by community-based, not-for-profit organizations about fundraising events or activities that meet the provisions of Section 5 are not included in this prohibition.
- (d) Material which is obscene, offensive, defamatory, or violent in nature.
- (e) Copyrighted material will not be aired without lawful copyright authorization submitted by the individual or entity proposing the program.
- (f) Any material which may subject the City unreasonably to potential liability.

5. Programming from outside sources or organizations

Scottsdale Channel 11 does not cablecast programming produced by private individuals or non-governmental or non quasi-governmental agencies, however, Scottsdale Channel 11 welcomes suggestions for program topics from members of the community and will encourage such suggestions on original programming and via the city website.

At the discretion of the public affairs officer, Scottsdale Channel 11 may cablecast programs produced by other government or quasi-governmental agencies that are relevant and of interest to Scottsdale viewers provided that:

- (1) the program meets standards for technical quality as determined by the video production manager; and
- (2) there is sufficient community, cultural, historic or economic interest across the city to warrant coverage.

6. Programs hosted by Scottsdale City Council members

The Mayor and members of the Scottsdale City Council may host discussion programs featuring topics and guests of their choosing. Channel 11 staff will provide technical assistance to record and cablecast Mayor and City Council discussion programs.

- (1) The Mayor or City Council member must moderate the discussion.
- (2) The Mayor and each City Council member may host no more than four discussion programs in any 12 month period.
- (3) No more than three members of the Scottsdale City Council may appear on any single discussion program.
- (4) No member seeking election or re-election may host a program during the period that begins six months prior to the city's primary election in which that member will seek election and ends with the canvass of the city's November general election.
- (5) Mayor and City Council discussion programs may not feature any organization or individual that has endorsed or will endorse, or has opposed or will oppose, any political candidate or issue during the period that begins six months prior to the primary election in which the candidate or issue will seek election/approval and ends with the canvass of the city's November general election.
- (6) No candidate for election or re-election for any public office shall be permitted to be a guest on a City Council discussion program during the period that begins six months prior to the primary election in which that member will seek election and ends with the canvass of the November general election.
- (7) Members seeking election or re-election may appear on Channel 11 only in the performance of their official duties during meetings including City Council meetings, study sessions, special sessions, board, commission and subcommittee meetings, task forces and other official meetings during the period that begins six months prior to the city's primary election in which that member will seek election and ends with the canvass of the city's November general election.

7. Appearances by other elected officials

Channel 11 will, as resources allow, air video tapes provided by or featuring local, state or federal elected officials other than the Scottsdale Mayor and City Council, provided that the main purpose of the program is to provide information and perspectives on current issues pertaining to the official's public office. Officials such as U.S. Representatives and Maricopa County Supervisors have provided such programs to report to their constituents on government issues. Channel 11 will give priority to programs that provide information or perspectives on issues of specific interest to Scottsdale.

No candidate for election or re-election for any public office shall be featured on any program appearing on Channel 11 during the period that begins six months prior to the primary election in which that member will seek election and ends with the canvass of the November general election.

8. Election Forums

Channel 11 will, as requested and within available resources, televise candidate and ballot question forums for city, county and state elections.

Forums must meet the following conditions:

1. Candidate or issue forums may not be hosted by or feature any organization or individual that has endorsed or will endorse, or has opposed or will oppose any political candidate or issue during the period that begins six months prior to the primary election in which the candidate or issue will seek election/approval and ends with the canvass of the city's November general election.
2. All candidates must be invited to participate or, in the case of a ballot question, recognized spokespersons for and against the question must be present.
 - a. "Candidates" are defined as all those who have filed with the City Clerk's Office to be considered an official or write-in candidate.
3. Channel 11 will give preference to forums scheduled in a timely manner that can be accommodated within the Channel 11 production schedule.
4. Forums shall be held in the City Hall Kiva and will provide for audience participation.
5. Channel 11 reserves the right to determine whether to broadcast forums live or to videotape the forums for later rebroadcast.