

**CITY OF DE PERE GOVERNMENT CHANNEL  
DE PERE TV (DPTV)  
2017  
MISSION STATEMENT AND POLICIES**

**MISSION STATEMENT:** The mission of DPTV is to make local government accessible to the citizens of De Pere. DPTV will promote citizen access and exposure to local government and it will further government accountability. Finally, DPTV will promote citizen engagement with local government and the community.

In order to complete this mission, DPTV's activities will include the following prioritized programming and services:

1. City government meetings of the Common Council and its Boards, Committees, and Commissions.
2. County meetings of the County Board and its Boards, Committees and Commissions.
3. Programs on current events or particular community issues.
4. Programs regarding city or county government services.
5. Public Service Announcements furthering local government activities, programs or services.
6. Bulletin board information on meeting schedules of city and county government meetings.
7. Bulletin board information regarding community events sponsored by city or county government, city non-profit entities, or educational institutions located within the county.
8. Productions which feature city, county, or community services.
9. Bulletin board information regarding employment opportunities.
10. Productions with a local cultural or educational interest or element.
11. Programs from outside sources which further the DPTV mission statement.
12. Providing video production assistance to city departments for training purposes.
13. Providing video production assistance for purposes of non-commercial promotion of the City.

## POLICIES

### GENERAL

1. For purposes of the Mission Statement and Policies, the following words or phrases shall mean the following:
  - a. Cablecast includes video on demand and video streaming.
  - b. City means City of De Pere, Wisconsin.
  - c. City non-profit entities mean a non-profit organization where at least 50% of its members reside within the corporate limits of the City of De Pere.
  - d. County means Brown County, Wisconsin.
  - e. De Pere TV or DPTV means the city government access channel as provided under the Cable Communications act of 1984, as amended, which is operated and administered by the City of De Pere.
  - f. Sponsor acknowledgement means acknowledgement of program sponsors in accordance with the National Federation of Community Broadcasters (NFCB) Guidelines.
  - g. Video Production and Marketing Coordinator (“Coordinator”) means the person holding that position in the City or that person’s designee.
2. The Mission Statement and Policies have been developed to provide guidelines for the efficient and effective administration of DPTV and have been approved by the De Pere Common Council. Changes to the Mission Statement or Policies require Common Council approval.
3. DPTV staff and resources are for the use of the City government. The Coordinator may utilize DPTV resources to assist other government agencies and city non-profit entities provided doing so furthers the mission statement of DPTV.
4. Programming compliance with these policies is subject to the review of the City Administrator. Complaints regarding programming or adherence to these policies shall be made to the City Administrator.
5. Changes to these policies are subject to review by the Finance/Personnel Committee, with final approval by the Common Council.
6. Non-DPTV productions which further the mission of DPTV, City Departments or city non-profit entities may be cable cast, provided they comply with the DPTV policy and fit within the DPTV schedule.
7. Selection and scheduling of live events, programs, and bulletin board entries are within the sole discretion of the Coordinator in accordance with the priorities identified in the Mission Statement. DPTV will retain storage media of recorded meetings for three months. Requests for copies will be granted provided the costs thereof are paid for by the requestor.
8. DPTV will retain the master copy of all programming it produces, or aids in producing in accordance with the approved record retention schedule. Copies of the master will be

used for cable casting and may be purchased at cost. All work storage media used in the production of the master copy will be available for purchase for 30 days after completion of the project and then recycled, in the discretion of the Coordinator.

## **PROHIBITIONS ON USE**

DPTV facilities and resources shall not be used for the following:

1. Any advertisement on behalf of a political candidate or measure on a ballot. This does not prohibit DPTV production of programming which includes the opportunity for all candidates for an elective office or position or proponents of all sides of an issue to appear in a fair and equitable forum.
2. Any advertisements including specific messages on behalf of or opposing any measure under consideration by the City Common Council. This does not preclude the production of programming by DPTV staff which provides information on such issues if all sides of an issue are presented, or the production of programs where all sides of an issue are debated/discussed by their proponents/opponents.
3. Any promotional material concerning products or services presented for the purpose of any solicitation of funds or items of value by groups other than city government or city non-profit groups. This does not prohibit sponsor acknowledgements. [See Sponsor Acknowledgements on page four (4).]
4. Any information concerning lotteries, gift enterprises or the like.
5. Any material which constitutes libel, slander, defamation, pornography, violation of copyright or trademark, or which might violate any local, state, or federal laws, including Federal Communications Commission (FCC) regulations.
6. Any programming which advocates a particular religious belief or beliefs.
7. Use of DPTV production equipment shall be restricted to designated city employees and only for purposes of fulfilling the mission statement and these policies. Loaning, renting or use of the equipment for personal or commercial use is prohibited.

## **COPYRIGHT ISSUES**

1. All DPTV productions (i.e. meeting coverage, program production) and video works produced by DPTV are copyrighted works of the City and under the copyright control of the City unless:
  - a. The work is solely produced as a “work for hire” for, and funding is provided by, an entity other than the city, such as the county or a city non-profit entity.
  - b. Language in a grant or other funding source which pre-exists the production of the work, establishes a different, related entity as the copyright holder.
  - c. An agreement is signed granting copyright ownership to a different, related entity, such as the funding source or the host/moderator of a program.

- d. Nothing in this section is intended to provide a means for the city to avoid the Wisconsin Public Meetings or Open Records Laws. Requests for video copies of such meeting will be granted as required by the Public Records Law, with the right of the City to require compensation for the production of the video copy.
2. All pre-recorded programming shall be identified by producer or source of programming credits at the end of the program.

#### **EDITING POLICIES FOR PROGRAMS AND BULLETIN BOARDS**

1. Public meetings aired will be covered gavel-to-gavel. No editing shall be performed except:
  - a. When the governmental body convenes in closed session;
  - b. Addition of title and credit pages for cable casting replays;
  - c. Coverage lost due to technical problems;
  - d. Editing out possible recesses; or
  - e. Addition of overlay graphics, including DPTV logo and lower third informational elements.
2. Programming prepared by a government department or other submitter may be modified or edited as appropriate to meet these policies governing channel use, or as dictated by scheduling and personnel resource requirements.
3. Informational messages on the bulletin board may be edited for clarity and to maximize the capacity of the system.

#### **SPONSOR ACKNOWLEDGEMENTS**

DPTV may provide acknowledgments of program sponsors in accordance with NFCB Guidelines:

1. Underwriting defines what DPTV may and may not do in announcing funding for a specific program or series of programs.
2. If money is given without a direct connection to any programming, it is considered a donation. Donor announcements are not required, but may be made at DPTV's discretion.
3. When announcements for donations or underwriting from for profit entities are made, they may include:
  - a. a trade name or brand name;
  - b. location and phone number;
  - c. logograms or slogans that are not of a promotional nature;
  - d. value-neutral descriptions of a product line or service that aid in identifying the contributor; or
  - e. names or service listings that do not include qualitative or comparative language

4. Additional Underwriting and Sponsorship Guidelines are approved and provided as Appendix A.