



St. Tammany Parish

**Department Of Cultural and Governmental Affairs
Access St. Tammany, Channel 10**

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Access St. Tammany Guidelines

The purpose of St. Tammany Parish Government, Access St. Tammany (the channel) is to educate citizens about parish government, parish government services, and general information regarding St. Tammany Parish.

Objectives:

1. Increase citizen awareness, understanding and participation in parish government
2. Serve as a forum for on-going dialogue of issues pertaining to parish government
3. Enhance interaction and communication between citizens and their elected parish officials
4. Encourage debate and discussion of ideas on local issues
5. Provide on-going and updated information about parish government services and programs
6. Produce and cablecast programs that inform, educate, enlighten and encourage participation in parish government, its services, activities and decision making
7. Broadcast information of service to the residents of St. Tammany Parish

Access St. Tammany

A cable access channel was granted to St. Tammany Parish Government to provide cable subscribers with parish government television programs, public meetings, and public service announcements. The channel is administered by St. Tammany Parish Government.

Access St. Tammany is broadcast on Channel 10 provided by Charter Communications.

As part of the Government's cable franchise agreement with the cable operator to provide the channel, they also pay the parish for use of the public right of ways. These funds, known as franchise fees, are part of the parish government general fund.

The programming and scheduling of the channel is supervised by the department director. Programming decisions are the exclusive right of parish government. The government exclusively reserves the right to accept or reject outside programming.

Programming Priorities:

- Emergency information involving public safety or health
- Parish government public proceedings and meetings involving officials of St. Tammany Parish including the Parish President, Chief Administrative Officer and Councilpersons.
- Programs explaining Government policies and programs that solicit citizen input

- Issues of parish-wide significance
- Programs that affect the citizens of St. Tammany Parish as a whole, including live election results
- Programs featuring cultural and historic aspects of the parish and its citizens, while providing programs of general interest to the citizens of the parish
- Public service announcements

Editing:

Meetings of elected parish officials videotaped and cablecast over the two parish cable channels shall not be edited for content nor subjected to editorial comment. Coverage shall be gavel to gavel whenever possible.

The Parish President, in his exclusive discretion, may rebroadcast a segment of a meeting or public hearing previously shown in its entirety. In that event, the entire segment on that particular issue shall be cablecast unedited. Programs produced in the studio that involve legislative or parish governing activity may include edited segments of meetings previously shown in their entirety.

Programming Regulations:

St. Tammany Parish government retains the sole and exclusive right to determine the programs airing on government access channels. Determination shall be made by the St. Tammany Parish Administration, according to published guidelines. St. Tammany Parish government is not required to tape or broadcast any programming. To clarify these decisions regarding public education during election seasons, the following guidelines are to be followed:

Government access channels shall not be used to endorse an issue, candidate, or product. A candidate is defined as a person having officially qualified to run for a public office with the Clerk of Court's Office of St. Tammany Parish and/or the State of Louisiana. The persons cease to be a candidate at midnight of the final day of the election period.

Candidates for election, or reelection, to a public office shall not be provided access to government access programming or its facilities prior to the election for the office, except:

1. When participating in a candidate forum, open to all candidates for the intended office, organized and implemented by a strictly nonpartisan organization that neither supports nor opposes candidates for office at any level of government. The sponsoring organization shall be deemed 501(c) 3 or 501(c) 4 under the U.S. Internal Revenue Codes as defined in IRS publication 557. Public educational institutions are included in this designation. The organization shall also be in good standing with the Louisiana Secretary of State.
 - a. Exception: When a primary election has been closed to all voters except for registered party members, party forums may be shown on government access if the candidate forum is open to all candidates for the primary election in the specified party. Party-affiliated organizations may sponsor primary forums; however, they may not issue an endorsement for a particular candidate for the intended public office until the primary election is complete and certified by the Clerk of Court. If the government access channels make filming or air time available to one party, each registered party in the State of Louisiana must be allowed equal opportunity. Sixty days written notice to the government access

channel office is required before any such taping or airing shall be approved. Failure by the registered party to notify the government access channel office in writing of its desire to host a forum within the specified time period shall release the government channels from this section of the guidelines. All scheduling shall be at the discretion of the government access channel office.

2. Candidates may appear in televised government official events or programs. For example: Appearances before the Parish Council, Parish School Board, a City Council, or other posted government meetings.
3. Candidates may appear when acting in his/her official elected capacity; such as participating in official meetings, briefings, or government authorized functions.
4. No other material that takes a position or stance on any issue to come before the electorate shall be broadcast with the following exception:

Balanced, educational debates or discussions of issues to come before the public may be aired on government channels. The debates and/or discussions shall not result in any conclusions or endorsements by the sponsoring organization or any of the debate/discussion members. Debates and/or discussion must include both proponents and opponents. Sponsoring organizations shall meet the criteria of IRS 501(c) 3 or 501(c) 4, or be a public educational or governmental institution. No recommendation on the subject of the debate may be made by the sponsoring organization, or any organization directly affiliated with the sponsoring organization. Direct affiliation may include shared board member(s), and/or joint policy committee(s).

Organizations which break these guidelines, in fact or in spirit, shall be prohibited from future government access channel broadcasts for a minimum of two years from the date of infraction.

Programming taped by St. Tammany Parish government access channels is copyrighted and may not be excerpted for political use.

These guidelines do not imply the intent to broadcast any programming or content whatsoever without the express written authorization of the government access channel. The decision to tape and/or broadcast on government access channels is solely and exclusively reserved to St. Tammany Parish government.

Underwriter Recognition:

All Underwriter recognition must be approved by the director of Cultural & Governmental Affairs, St. Tammany Parish, hereinafter known as the director, or his/her designee.

For example: St. Tammany Parish Hospital may be recognized at the beginning and/or the end of a program for underwriting that specific program. The underwriting business or organization may be recognized in the following ways:

1. Name
2. A picture of the business
3. Logos
4. Address & Phone Number

5. One modifying slogan, i.e. St. Tammany's largest bank, or the place for all your shopping needs.
6. The first half-hour production may contain up to 60 seconds of underwriter recognition divided into pre and post credits. Each additional half-hour of programming may include an additional 30 seconds of underwriter recognition.
7. No listing or demonstration of product lines is acceptable. The recognition should be in the spirit of public service, i.e. Brown's Hardware, serving St. Tammany's hardware needs for half a century, is proud to sponsor...
8. Recognition may be audio and/or visual.

The channel will not broadcast any underwriting credits from any business, organization or individual whose primary concern is, or is related to, the following businesses or activities:

1. Promoting political positions or candidates
2. Gambling, lotteries or gaming
3. Alcohol and/or tobacco related
4. Offensive adult entertainment
5. Material that is not fit for general viewing (G-rated) as previously determined standards adopted, and now incorporated fully herein, by the Motion Picture Association of America.
6. Underwriters shall be approved, in advance and in writing, by the Channel. The Channel specifically reserves the exclusive right to approve or deny all underwriters that in any way violate the policies or standards of the Channel.

Promotional Spots:

Nonprofit groups sponsoring events may submit promotional spots for their event. Admission paid events are acceptable for promotion but must be open to the general public. Promotional spots should be at least 30 seconds in length and should not exceed 15 minutes in length. Any promotional spot submitted shall be on MINI DV, DVC PRO, DVCAM, or BETA tape format.

Copyright and Other Program Restrictions:

Copyrighted material, or other material subject to ownership or royalty rights, will not be broadcast without copyright releases or written permission for the use of such materials from the tape provider and/or owner of such rights.

Ownership and copyright for programs cablecast and/or produced by the Government's cable channel shall be held by the St. Tammany Parish Government. Original or taped copies of any program cablecast over the channel may be made available to other stations or channels for viewing.

The St. Tammany Parish Government retains, at its unilateral and exclusive discretion, the right to refuse to broadcast any and all programming.

Technical Standards/Tape format standards:

- SVHS, SP mode only
- Mini DV
- Beta SP

- DCV PRO
- DVCAM, preferred format

Note: SVHS tapes submitted must be complete with Color bars, beginning slate and countdown. Editing this format is not possible.

Tape Submittal Process:

- Tape face and spine labeled properly
- SMPTE color bars, 30 seconds
- 15 sec slate
- Countdown
- At 2 sec dip to Black Countdown

Note: All tapes submitted shall be labeled on the face and spine with program titles and show lengths.

Formats may change from time to time at the discretion of the Parish government.

The Following Shall Be Prohibited:

- Programming made unlawful by any applicable federal, state or local legislation
- Advertising or material that solicits people to buy, sell or lease any product or service
- Appeals for funds, write in or phone requests, which have not been approved by the director or his/her designee
- Political advertising or other program material which is calculated to obtain votes or money for a particular candidate or candidates for public office and/or any issue on any ballot
- Material that advocates one or more specific religious denominations
- Libelous or slanderous materials
- Lottery information
- Invasion of privacy
- Materials offending community standards and/or that of the reasonable person
- Materials that conflict with these guidelines
- Any other material that is deemed unsuitable as per the unilateral and exclusive discretion of the director.

The above list is not inclusive, but is for illustrative purposes. St. Tammany Parish Government determines what shall be broadcast on the channel without exception.

The St. Tammany Parish Government reserves the unilateral right to reject or edit any program material submitted for cablecast.

Programs produced using government cable access channel facilities are to be cablecast exclusively on the channel, unless special arrangements have been made with other cable access channels, in writing, addressed to the Director of Cultural & Governmental Affairs. St. Tammany Parish Government reserves the right to share broadcast programming with other government entities at its exclusive and unilateral discretion.

Videotapes of public meetings are not the official public record, and there shall be no liability for

inadvertent erasures or omissions. Tapes are re-used in the normal course of business.

Tape Duplication (Dubbing) Policy:

The channel provides duplication (dubbing) of master program tapes of regularly scheduled public meetings, special public meetings, and programs produced in-house. No program will be duplicated prior to being cablecast over the channel. Duplications are for private use only and may not be rebroadcast or used in any other commercial manner.

No facilities will be made available for viewing master program tapes. Under no circumstances will master video tapes be permitted to leave the channel's office.

All duplication requests must be in writing, and paid for in advance, with no exceptions. Duplications will be completed in the order in which they are received. The time given for completion of duplications is estimated and not guaranteed.

Duplication will be done only as duplicating equipment and staff are available during regular working hours 8AM-4:30PM, Monday through Friday.

Duplications are available only of programs produced and/or taped by the channel. Private source program duplications must be obtained from the supplier.

Fees Charged For Duplications:

(Straight DVD only, no editing)

CD/DVD REPRODUCTION

- \$15.00 0-1 HOUR
- \$20.00 1-2 HOURS
- \$25.00 2-3 HOURS
- \$30.00 3-5 HOURS
- \$35.00 5.6 HOURS

A surcharge of \$250.00, in addition to duplication fees, will be charged for duplication of all St. Tammany Parish tapes that have been archived with the Secretary of State, State of Louisiana.

NOTE:

Requests by Government staff will take priority over all other requests. Channel staff will not be responsible for delays in completing duplication requests caused by equipment and technical problems. Staff will not be held responsible for program tapes found damaged or missing from tape files. Staff will not be held responsible for tapes with technical problems, such as partial loss of audio and/or video.

Access St. Tammany reserves the right to revise the foregoing policies without prior notice.

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