

INTRODUCTION & ORGANIZATIONAL STRUCTURE

St. Augustine Beach TV Policy

Introduction

St. Augustine Beach Government Channel is a government access channel programmed and operated by the City of St. Augustine Beach. SAB-GTV consists of programming primarily produced by, county, City, state, and federal agencies.

Organizational Structure

SAB-GTV is operated under the jurisdiction of the City Commission and the City Manager to provide television communications activities for the City.

Mission

The mission of the Government Channel is to communicate information to the residents of St. Augustine Beach about governmental issues that will impact the welfare and quality of life in the City.

MISSION STATEMENT & GOALS

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Goals

1. Broadcast all City Commission meetings.
2. All standing and special committee meetings are subject to being broadcast when feasible.
3. Broadcast emergency and public service information.
4. Develop and publicize a schedule of broadcasts that the working public can view.
5. Develop programs to provide background information on governmental issues of local interest.
6. Broadcast forums and debates on issues of impact on the community by non-partisan or involved community groups.
7. Assist presenters at governmental meetings.
8. Ensure high quality programming is delivered.
9. Assist the City Commission and other governmental agencies to communicate with the residents of the City of St. Augustine Beach, through announcement of meetings & programs of interest, and surveys of citizen opinions through questionnaires.

PROGRAMMING

I. Programming

SAB-GTV encourages the submission of programs for airing by eligible organizations that are appropriate to the SAB-GTV mission and conform to technical and production standards. All requests for air time on SAB-GTV should be submitted to the office of the City Manager. (Appendix C).

A. Eligible Organizations:

1. Government organizations in connection with official government activities that are of interest to the citizens of the City.
2. Local groups working on official government activities.

B. Broadcast Content:

1. Emergency and public safety information.
 2. Public meetings of government boards.
 3. General announcements of current government information (e.g., meetings, sponsored events and job listings).
 4. Coverage of government events, such as facility openings, recreational and cultural events, and meetings of government boards and committees.
 5. Informational or instructional programs on various government agency functions or services.
 6. In-service training programs of general public benefit.
 7. Election coverage that is non-biased and non-partisan.
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PROGRAMMING

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C. Programming Guidelines:

1. Government meetings will not be edited.
2. SAB-GTV is not intended as a mechanism for building support for a particular policy, program, issue, party, platform, or individual.
3. Current elected officials who have announced and/or qualified for election/reelection to any elective office will be shown only in the performance of their official duties - i.e., conducting official business at meetings or incidental appearances in other programming. Programs or segments not related to meetings shall not be produced and/or broadcast after qualification and prior to the election. The only exception will be a non-partisan, impartial candidate forum.
4. Programs may not purposely contain advertising of a commercial product or service; information concerning any lottery, gift enterprise, or similar promotion offering prizes based in whole or part upon lot or chance; direct solicitation of funds; material that would violate any federal, state, county, or City statute or law; material that promotes religious beliefs or religious philosophies; obscene, indecent, or defamatory material; appearances on behalf of individual candidates for public office; endorsements of particular ballot issues unless authorized by the City Commission. (Sample ballots and ballot listings may be permitted.)
5. The City Manager's Office reserves the right to edit programs submitted for SAB-GTV and/or to display disclaimers.
6. Program submissions must include all copyrights. Copyrighted music and video will not be used in SAB-GTV programs without written permission.

D. Public Service Announcements:

All requests for public service announcements must include completion of the appropriate form (Appendix B).

SCHEDULING

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II. Scheduling

SAB-GTV is responsible for scheduling of programs. The program schedule will be provided to local print media and posted to the City web page. The following programming priorities determine how programs will be aired:

Priorities:

1. Live or tape-delayed official public meetings of the St. Augustine Beach City Commission or its agencies, departments, or committees.
2. Approved programs produced under the sponsorship of the St. Augustine Beach City Commission.
3. Approved programs submitted by other government agencies or departments.
4. Public Service Announcements.
5. Approved programs originated by an outside group and related to the City's agencies, departments, public service, and safety.
6. Public meetings, community events, and other requests.

PRODUCTION POLICIES

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III. Production Services

Video production is often effective for communicating with citizens and for training staff. It is anticipated that requests for broadcast and non-broadcast production will sometimes exceed staff capacity. SAB-GTV can use outside production staff and trained volunteers to provide production support. Requests for production services must be made to the office of the City Manager. Requests will be accepted from:

1. Divisions and departments under the supervision of the City Manager/Police Chief and the St. Augustine Beach City Commission.
2. Governmental bodies and agencies located in and around St. Johns County for use in connection with official government activities.
3. Local nonprofit organizations working with government agencies or departments on official government activities.
4. Organizations working in collaboration with SAB-GTV to accomplish goals within the mission of SAB-GTV.

IV. Video Duplication Service

This service will be provided by either the City or outsourced depending on SAB-GTV workload. Customers will be required to pay a fee covering the CD/DVD/Tape(s).

SAB-GTV REQUEST FORMS

- APPENDIX A - Presentation Request Form**
- APPENDIX B - Request for Public Service Announcement**
- APPENDIX C - Programming Request**
- APPENDIX D - Videotape Duplication Request**

St. Augustine Beach Government TV
2200 A1A South
St. Augustine Beach, FL 32080

Max Royle
City Manager

Office (904) 471-2122

Fax (904) 471-4108

E-mail sabadmin@cityofsab.org

REQUEST FORMS AVAILABLE AT:

<http://www.staugbch.com/applications.htm>

Or in the City Manager's Office

Technical requirements for content:

Video:

- **DVD, MPEG1 or MPEG2 format. DVD is preferred**
- **Video must be delivered by media, as all but the shortest video is too large to be e-mailed. (VCD,DVD)**
- **Video in MPEG format (1 or 2), audio must be encoded into the MPEG file using Audio Layer II and must be at 32, 44.1, or 448KHz sampling frequency.**
- **Picture rate must be at 29.97 frames/pictures per second.**
- **Maximum bit rate of 10Mb/s is allowed.**
- **MPEG filenames may contain up to 27 characters (no spaces or symbols) in addition to the .mpg extension.**

Still Images

- **Can be accepted in digital format or in print. All material is subject to editing.**
- **Digital formats may be in the following file extensions only: JPEG, JPG, BMP, GIF, TGA, PSD, TIF, TIFF, PPT, PPTX, PNG, AND PDF.**
- **Digital formats may be delivered via media (CD or DVD) or by e-mail.**
- **Still images should be in a 4:3 aspect ratio (e.g., 640x480, 800x600).**
- **Top 1/6 of the image should be blank. This area is used for logotype.**
- **Although formats that allow animation are allowed (e.g., PPT and GIF), the image must be a still image with no animations.**