

# **Board of County Commissioners**

## **Escambia County, Florida**

Title: ECTV Policies and Procedures Guide  
Date Adopted: February 19, 2009  
Effective Date: May, 19, 2011, as amended  
Reference:  
Policy Amended: May 19, 2011

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### A. **Overview**

#### 1. Description

- a. Escambia County Government Access Channel (ECTV) is a cable TV channel that provides non-commercial government and educational programming 24 hours per day, seven days per week to Cox Cable subscribers in Pensacola and parts of Escambia County, where available, as part of their digital cable service.
- b. The channel is supplied by Cox Cable, managed and operated by the Escambia County Board of County Commissioners (BCC). A program schedule is ~~also~~ available on the Internet at [www.myescambia.com](http://www.myescambia.com)

#### 2. Mission Statement

- a. The mission of ECTV is to serve the people of Pensacola and Escambia County by providing quality television programming and services that is a conduit to distribute “the power of education and information” by these methods:
  - (1) Making government more accessible and understandable to citizens as to encourage more participation in government activities and programs.
  - (2) Educating children and adults.
  - (3) Fostering citizen involvement in their community through time, talent or resources.
- b. Some of the ways that ECTV will achieve its mission and benefit the community include:
  - (1) Coverage of government meetings and special events
  - (2) Broadcast time for pre-produced government and educational programs, public service announcements and skills development programming.
  - (3) Video bulletin board to display useful information to the community.
  - (4) Production of original, local interest programming such as talk shows, magazine programs and documentaries.
  - (5) Broadcast time for local election results.

- (6) Opportunities for local high school and college students to receive real world television experience.
- c. ECTV is not a public access channel; therefore channel resources and airtime are restricted to government and educational use only as indicated in this policy manual.

### 3. History

In order to utilize public rights of way for the installation of cable wiring, cable television operators must apply for and obtain a franchise from the governing authority. Pursuant to section 610 of the Florida Consumer Choice Act of 2007, communities may require a cable operator to set aside at least one channel for public, education, or government (“PEG”) use as part of their negotiated franchise agreement.

In 2003 during discussions about the Cox Cable franchise agreement, Escambia County staff presented the idea to establish a television channel to serve as a key communication tool for Escambia County residents. Franchise negotiations and discussions continued until late 2007 when an agreement was reached.

Also in 2007, the Escambia County Commission approved the creation of a government access TV channel.

The channel launched on November 1, 2008, on channel 98 of the digital cable package.

Goals for the channel include:

- Broadcasts of the bi-monthly Escambia County Commission, Pensacola City Council and Escambia County School District meetings (LIVE and tape-delayed).
- Broadcasts of other meetings and workshops from the Commission, Council and School District
- Creation of the local county/city/school features that focus on county/city/school projects, community events, public safety, health, crime and prevention, etc.
- The development of special videos/programs for the purpose of government and public education.
- The expansion of the internship program to include students from Pensacola Junior College, Pensacola Christian College, University of West Florida and local high schools.
- The development and airing of videos and programming for other entities including: Escambia County Constitutional Officers and others.
- The growth of political education programs: Voter Education Videos, Legislative Session, etc.
- The expansion of equipment for editing stations, computers, cameras, software, audio, and set pieces.
- The growth of staffing:
  - Production coordinator (full-time)
  - Video assistant (full-time)
  - Internship funding
  - Freelance funding
  - Interlocal staffing agreements

#### 4. Organizational Structure and Responsibilities

- a. ECTV is supplied, managed and operated by the BCC. County policies, procedures and administrative regulations will be utilized for the operation of the channel, supervision of employees and subsequent services.
- b. Public Information Office: ECTV is a service of the Escambia County Office of Public Information and Communications. The Public Information Manager (PIO) provides management of all programming, productions, marketing, equipment, budget planning, expenditures, staffing and other aspects as they relate to the channel. The PIO will supervise the daily tasks of ECTV.

#### 5. Funding

The BCC and Cox Cable provided all the capital funding for this project. Equipment replacement and repair is part of the PIO budget.

### B. **Content**

#### 1. General Criteria

- a. Channel content for ECTV must meet at least one of these four guidelines:
  - (1) Government (Escambia County, Escambia County Constitutional Officers, City of Pensacola, Energy Services of Pensacola, Emerald Coast Utility Authority, Santa Rosa Island Authority, State of Florida, US Government and other governmental agencies).
  - (2) Education
    - a) The School District of Escambia County, State of Florida and Federal Departments of Education, including public and private schools.
    - b) An educational opportunity for high school and college video production students to learn media communication skills and receive real life television production experience. Educational opportunities that benefit other groups of students (middle school or college video production, theater production, journalism, music, writing, etc.) may also be considered.
  - (3) Library. Note ECTV is not a public access channel; therefore community information must be relevant to a government and/or education function (e.g., health, safety, economy, cultural, historical, recreation, etc.).
- b. Additional criteria that may be used in evaluating original and acquired program content includes:
  - (1) Citizen interest
  - (2) Production quality
  - (3) Public service/safety needs
  - (4) If ECTV must pay for broadcast rights

- (5) Timeliness of information
  - (6) Compliance with program restrictions outlined in this document
- c. The process for determining programming, production requests or other channel services is as follows:
- (1) The Public Information Manager will decide on programs and requests for the channel.
  - (2) Those groups or individuals who disagree with the Public Information Manager's decision must seek input from the County Administrator for a resolution.
  - (3) If the County Administrator is unable to meet the requests of the groups or individuals to their satisfaction, then the issue may be brought before the ECTV Committee during a meeting as a written request (e-mail).
  - (4) The decision of the ECTV Committee is final.

## 2. Modes of Broadcast

- a. Live: "as it happens" televised coverage of a public meeting or event.
- b. Tape Delayed: recorded replays of meetings or events so that a larger audience may view them.
- c. Original Programs: programs produced with ECTV resources: talk shows, public service announcements, special videos, news-magazine shows.
- d. Pre-produced Programs: programs created without ECTV resources (e.g., NASA, Department of Education, Florida State Legislature, Annenberg Channel, etc.).
- e. Video Bulletin Board: PowerPoint (text and graphical video) slides communicating government and educational information through automated system.

## 3. Appropriate Content

- a. Live, tape delayed and/or edited recaps of government meetings including policy making boards.
- b. Announcements of upcoming public meetings and their agendas.
- c. Emergency and public safety information such as hurricane shelter and school closing information.
- d. Informational talk shows, documentaries and news magazine programs that help citizens learn more about how local government functions and the variety of services it provides.
- e. Educational programs that teach local children and adults, plus staff development programs to increase the skills of County, City, School District and related staff.
- f. Non-instructional school programs such as sporting events, student concerts, theatrical performances, and scholastic competitions that help publicize the accomplishments of Escambia youth.

- g. Elections results coverage that is non-biased, nonpartisan and neutral in nature.
- h. Coverage of Pensacola and Escambia County special events.
- i. Video Bulletin Board: PowerPoint (graphics and text) and/or audio information providing information relating to the entities listed in section B1a. Other community information may be included if it has government or educational relevance.
- j. Public Service Announcements (PSAs) communicating government events and services and promoting positive citizen involvement and activity.
- l. ECTV promotional and channel identification announcements.
- m. Content acquired from another source and not created by ECTV resources will be similar in nature to the above and must adhere to the policies in this document.
- n. The following disclaimer will air after all County or City meetings aired on ECTV:

*The opinions expressed by any member of the public during any period of public comment do not necessarily reflect the views or opinions of the Board of County Commissioners, ECTV or program sponsor and are solely those of the presenter. The Board of County Commissioners, ECTV and program sponsor hereby expressly disclaim any and all responsibility for liability for any defamatory or slanderous statements expressed by any member of the public during any such period.*

#### 4. Inappropriate Content

- a. ECTV is not a public access channel, therefore programming that does not have a connection to government or education objectives will not be allowed.
- b. Programming that does not adhere to FCC guidelines for television programming.
- c. Programming that does not include all necessary copyright clearances.
- d. Advertising of a commercial (for profit) service or product. Advertising for the purposes of these policies, is defined as a program, video or bulletin board slide that blatantly sells a product or service featuring prices, discount or special offers. The following are permitted:
  - (1) Promotions of services/programs offered by the entities defined in section B1a (without pricing, discount, special offers).
  - (2) Sponsorship acknowledgements at the beginning and end of a program using business logos and business names.
- e. Endorsements of political issues or proposed ballot items (sample ballots and ballot listings are permitted). This does not apply to programs produced by the entities defined in section B1a that inform citizens about Escambia County legislative efforts or priorities.
- f. Information concerning any lottery, gift enterprise or similar promotion offering prizes based in whole or part upon risk or chance.
- g. Direct solicitation of funds.
- h. Material that would violate any federal, state, county or city ordinance, statute or law.

- i. Material that promotes religious beliefs or religious philosophies.
- j. Obscene, indecent or defamatory materials as defined by county or city ordinance or local community standards.
- k. Programming that depicts people in a manner that discriminates or fosters discrimination on the basis of race, color, religion, national origin, family status, age, disability, sexual orientation, veteran status or any other status or condition protected by applicable state or federal laws.
- l. Any other material inappropriate to the mandate, mission, goals and priorities of ECTV as determined by the Board of County Commissioners.

ECTV reserves the right to edit programs submitted for broadcast and/or to display disclaimers which shall be communicated in writing to the applicant prior to broadcast. ECTV also reserves the right to edit re-broadcasts of live events for subject or editorial comment.

#### 5. Political Content

- a. ECTV will not broadcast political programming or campaigning by or on behalf of any candidate for public office. Use of ECTV by elected officials seeking re-election and candidates seeking election is prohibited for a period of 90 calendar days prior to the election date, except in balanced, nonpartisan open forum programming formats or regularly scheduled government meetings. Special voter education programs through one of the entities defined in section B 1a are exempt.
- b. Current elected officials who have qualified for election/re-election to any elective office will be shown only in the performance of their official duties: conducting official business at meetings or incidental appearances in other programming.

#### 6. Priorities

- a. The following programming priorities determine how content will be broadcast and assigned ECTV production resources:
  - (1) Emergency/Public Safety content concerning government and educational information that must be urgently communicated to the residents of Pensacola and Escambia County. This includes: natural disasters (hurricanes, tornadoes), road closures, massive power outages, unexpected school closings, major event cancellations.
  - (2) Approved government and/or educational programming from the entities defined in section B1a (see examples under “Appropriate Content”). A video request form must be submitted.
  - (3) Approved community programming and any other content from entities other than those defined in section B1a that fall within the guidelines of this document. A video request form must be submitted.
- b. The priorities will be determined by the Public Information Manager or designee, or the County Administrator based on:
  - (1) Current workload of existing projects

- (2) Available resources, equipment, staffing
- (3) Submittal date of video request form
- (4) Timeliness of due date for project request
- (5) Size, scope and nature of the proposed project

## C. **Procedures**

### 1. Video Program Submissions

Eligible applicants may complete an ECTV Program Submission request to the ECTV office. Programs must conform to format specifications. Applicants will be subject to an administrative fee for initial screening and editing at a rate of \$20.00 per hour. If programs meet established criteria they can be assigned airtime according to priority, subject matter and topical nature as contained herein. For requests, contact ECTV at the Public Information Office, P.O. Box 1591, Pensacola, FL 32591, by phone: 850-595-3476, or email [sonya\\_daniel@co.escambia.fl.us](mailto:sonya_daniel@co.escambia.fl.us). In case of an appearance by an elected official other than public commission/council meetings, the PIO manager and/or assistant PIO manager shall determine that the official is participating in accordance with the criteria as set forth herein. If it is determined that the official is not in conformance with the established criteria, the program may be edited. If the program originator refuses to edit the program, the program may not be aired. Other programming may also be subject to editing as required to meet established criteria.

### 2. Technical Standards for Program Submittal

- a. Programs from five to thirty minutes are preferred; however, programs of any length are accepted subject to availability of time. DVD/Videotapes should be labeled with program title, episode (if applicable) and length. A contact name and phone number should also be included on the label. Additionally, a program submittal form (Appendix A) should also be submitted with each DVD/Videotape.
- b. All DVD/video-tapes submitted for broadcast from an outside source will be subject to an initial screen fee at a rate of \$20.00 per hour as referenced in section C1 and previewed by ECTV for the following technical criteria:
  - (1) Technical quality
  - (2) Relevance of subject matter of content
  - (3) Relevance and appeal
  - (4) Absence of advocacy
  - (5) Absence of defamatory material
- c. Programming shall be submitted on DVD/DV Cam/DV cassette/MiniDV. Videotapes shall have at least thirty (30) seconds of color bars and tone at the head of the program and at least ten (10) seconds of black at the breaks and end of the program. Video programs must be FCC compliant.

### 3. Original Programming

- a. A video request form (Appendix B) must be submitted to request the creation of an original program/video or for the use of ECTV resources (facilities, equipment). The form must be received by ECTV no later than 30 business days prior to the anticipated start of production, date of the event, or the date for the requested resources. Approval of requests submitted inside of 30 business days is at the discretion of the Public Information Manager.
- b. Entities defined in section B1a: All requests must be submitted by the agency representative or staff designee.
- c. Non-Entity Requests: All requests must be submitted with written support by one of the ECTV entities (Escambia County, City of Pensacola Escambia County School District, ECUA and others defined in section B1a). The non-partner requests must:
  - (1) Further the mission of ECTV as defined herein.
  - (2) Be accomplished without compromising the ECTV production schedules.
  - (3) Meet the guidelines stipulated in Section B3 Appropriate Content, and may not be in conflict with the guidelines stipulated in Sections B4 Inappropriate Content and B5 Political Content.
- d. Implementation of video request form: The submittal of a Video Production Request form does not guarantee approval of the applicant's request. Coordination of the request form will adhere to the following process:
  - (1) ECTV staff will contact the applicant to confirm receipt of request form.
  - (2) Pre-production: ECTV staff will evaluate request and will schedule a pre-production meeting with the applicant if staff deems it appropriate.
    - a) The applicant will communicate the vision, goals and expectations of the project.
    - b) In response, ECTV staff will communicate the assistance required from the applicant, if any, prior to proceeding forward with the project such as:
      - 1) Written approval of shot locations.
      - 2) Funding of materials or equipment outside the scope of ECTV's operating budget.
      - 3) Pre-production tasks of script writing, graphics/video, talent scheduling and resource allocation.
  - (3) Production: ECTV will communicate with the applicant throughout the process with regular updates. Additional requests of the applicant or changes to the project will be submitted in writing to ECTV staff



- (4) Post-Production: The Public Information Manager will review all original productions prior to submittal to applicant. The applicant will have two proofing stages to note specific changes to the project on the request form. Upon signing the Project Completed section of the form, no additional changes will be made by ECTV under the original request form. The applicant must re-submit a new request form for those changes.
- e. Request Form Guidelines:
- (1) ECTV staff will use the request form to document meetings, changes and final approval.
  - (2) Changes by the applicant once the production or post-production phases have begun may require delays in the requested completion date. This includes revisions to scripting/video elements, rescheduled meetings or rescheduled production dates.
  - (3) Request forms that include only the use of equipment (camera) or facilities (studio, edit stations) will be coordinated by the ECTV staff based on project needs. Inappropriate use or storage of facilities/equipment may result in future unapproved requests from the applicant by ECTV staff.
  - (4) Completed original videos and all work footage shall be the sole property of Escambia County. Video shall be retained as follows:
    - a) Final edited programs: Archived into ECTV library
    - b) Un-edited work footage (field production, studio shoots): a period of one month beyond the completion date of the project determined by approval of Project Completed section on request form.
    - c) An exception to this policy is recordings of Escambia County public meetings, which shall be maintained by the Clerk's Office. It will be the responsibility of the applicants, who have their public meetings recorded by ECTV, to fulfill state or local regulations regarding public records retention.
    - d) A DVD copy of all Escambia County public meetings recorded by ECTV will be provided to the Clerk's Office no later than noon of the following business day.

#### 4. Use of Production Facilities and Equipment

##### a. Production Services

ECTV may provide video/public relations assistance at a fee for all entities listed in section B1a, except those under the direction of the Board of County Commissioners. These costs will include full compensation for staff, rental fees for equipment and miscellaneous fees to cover other costs associated with production.

Subject to availability, production services may be made available to BCC members and all departments under the direction thereof at no cost. BCC members, departments and divisions thereof must submit a written request for production services at least 30 days before the requested completion date and priority will be given to time sensitive requests. Each BCC member may be allowed up to one hour of production services (filming/video) per month.

b. Equipment Rental

Use of ECTV equipment may be made available upon written request and only upon approval by the operations manager. Use of ECTV equipment must be under the direction supervision of the PIO manager and/or ECTV staff. An hourly rate will apply, and all equipment must be signed-out by the requesting party.

c. Studio Facility Rental

Upon approval of the operations manager, a studio facility rental rate of \$6 80.00 per hour will apply to any outside organization wishing to use ECTV studios. This rate applies to studio space only and does not include lighting, cameras, or any other electronic device as part of the studio facility. Any additional equipment used will require additional charges imposed by the County through the discretion of the operations manager. Use of ECTV studio facilities must be under the direction supervision of the PIO Manager and/or ECTV staff.

5. Program Scheduling

- a. The Public Information Manager will be responsible for coordinating and scheduling appropriate programs and segments on the channel and for publicizing the schedule. The monthly program schedule is subject to change by the Public Information Manager.

Once publicized, the schedule will not be modified except in emergencies affecting the health or safety of local residents, or at the discretion of the County Administrator. Programming will be scheduled (frequency of broadcast times, high viewership times) for broadcasting according to the following order of priority:

- (1) Emergency programs, segments or announcements.
- (2) Live programs such as public meetings, town hall discussions, and interactive shows that by their very nature require a live broadcast in order to provide timely information and best serve viewers.
- (3) Original programs produced by ECTV staff.
- (4) One-time special or non-regular programs.
- (5) Regularly scheduled pre-produced programs such as meetings, educational programs, talk shows, magazine programs, training programs, special event coverage and public service announcements.
- (6) Video bulletin board, providing text and graphic information about government and educational services and programs

- b. All content on ECTV is subject to repeat broadcasts, so that the maximum number of viewers has the opportunity to see a program. ECTV does not have the capability to provide time-delayed live programming, and ECTV reserves the right to edit re-broadcasts of live events for subject or editorial comment.

- c. Program schedules will be publicized on the channel, channel website, printed flyers/inserts and advertising as available in the operating budget. Additional opportunities to publicize the program schedule such as in bill inserts, cooperative advertising,

community events, etc., will be considered on a case-by-case basis by the Public Information Manager.

- d. Program Logs – a daily log will be maintained documenting all programming broadcast during each twenty-four hour period. Log information will include program title, airtime and length of program.

## 6. Video Bulletin Board

- a. Any of the ECTV partner agencies and the divisions they represent may utilize the video bulletin board to communicate services, events, employment opportunities and other public service announcements. Representatives of the agencies or their staff designee are to create and submit their slides in PowerPoint along with the Video Bulletin Board Form (Appendix C) to ECTV for approval and insertion into the automated system. Agencies should notify ECTV staff by phone or e-mail of awaiting slides.
- b. Non-partners and community groups may also utilize this service if the information they wish to communicate has a connection to government or education. All bulletin board messages should be consistent with the policies in this document. Community groups can submit their request to:
  - (1) A partner agency for creation or submittal on their behalf, or
  - (2) The Public Information Manager for creation and placement into the system with written support by one the ECTV entities. Receipt of a message does not guarantee its appearance on the channel.
- c. Video Bulletin Board requirements include:
  - (1) Messages for the video bulletin board must be received at least ten (10) business days prior to the desired broadcast date.
  - (2) Messages without the appropriate notice must be approved as a justified emergency by the Public Information Manager, and will be scheduled as time permits.
  - (3) Messages may be edited for brevity and clarity
  - (4) Home phone numbers and other personal information about an individual may not be included without their written permission.
  - (5) Submittals may be sent via e-mail, compact disc or flash drive and must include the Video Bulletin Board Form (Appendix C), which includes:
    - a) General description of the item with a 35 word maximum. (Who, what, when, where, contact).
    - b) Slides should be no more than 6 lines of text per slide and no more than 6 words per line.
    - c) The name, phone number and e-mail address of a contact person.
    - d) The date the message should begin airing.

- e) The date the message should stop airing.
  - f) Special elements (e.g., photos, logos, artwork, etc.).
- d. All messages submitted in a group series should be packaged in groups of a minimum of 3 slides.

## 7. Dubbing Procedures

- a. Procedures: The public is encouraged to videotape ECTV programs at home. Re—editing, selling or using ECTV programming in a way other than what it was intended for is prohibited by copyright laws. The following fees may apply to dub requests: DVD format: \$10.00 An additional \$5.00 fee will be assessed for each DVD shipped upon the request of the applicant. Payment must be made in the form of cash or check (payable to Escambia County Board of County Commissioners) prior to receiving the DVD to: Escambia County Office of Public Information, P.O. Box 1591, Pensacola, FL 32591. ECTV will provide a free dub to entities defined in section B1a or government/media organizations who submit a video request form.
- b. To order a dub, fill out the video request form (Appendix D) available from ECTV staff, on the ECTV website or at the Escambia County Office of Public Information (located on the 4<sup>th</sup> floor of the Escambia County Governmental Complex at 221 Palafox Place, Pensacola). The applicant must allow five business days from receipt of request for order fulfillment. DVDs may be picked up at the Public Information Office when completed.
- c. Public Meetings
  - (1) Escambia County Commission: Meetings may be viewed at no charge in one of the following manners at the Public Information Office:
    - a) View a DVD of a meeting. A copy of the meeting will be available no later than noon the following business day.
    - b) Supply a blank DVD to record a meeting using the self-service video duplication station.
- d. Original Programming: The same guidelines apply as are stated in C4a.
- e. Pre-Produced Programming: Any “third-party” programs supplied to ECTV or programs downloaded from satellite cannot be dubbed due to copyright law.
- f. Other Videos: Videos and other projects (animation, PowerPoint presentations) will be handled on a case-by-case basis.
  - (1) Requests for dubs of personal videos for staff, elected officials or the public cannot be fulfilled.
  - (2) Requests to make work-related dubs (i.e. training videos) for staff members or departments of one of the partners must be accompanied by a letter from the copyright owner of the video giving permission to duplicate it.
  - (3) Dub requests from any of the ECTV entities will take priority over all other dub requests.

## 8. Endorsements and Underwriting

ECTV shall not be used to endorse any issue, company or product, with the following exceptions:

- a. Underwriting contributions – Individuals or organizations that provide contributions to the County or an agency thereof that is exempt from federal income tax under section 501(c)(3) of the Internal Revenue Code to support government access programming may be identified by name and, if a business or organization, display its business or organization logo and tagline consistent with Section 399B of the Federal Communications Act of 1934, as amended, and FCC regulation (47 C.F.R. §73.503(d) and policies and guidelines governing noncommercial, educational broadcast services with respect to underwriting announcements.

Underwriting disclosures – the names, addresses and phone numbers of individuals and/or organizations providing funding for production of programming must be disclosed to the Public Information Office and the same noted on the production proposal.

Underwriting credits – credit may appear at the beginning and/or end of the program identifying the underwriter. The display should be no longer than 10 seconds and the word “sponsor” cannot be used. The credit may include the words “This program made possible in part by \_\_\_\_\_” followed by the underwriter’s name or logo. Such underwriting announcements or acknowledgements shall be for identification purposes only and shall not be to promote the contributor’s products, services or company. Such announcements may not contain comparative or qualitative descriptions, price information, calls to action or inducements to buy, sell, rent or lease.

Underwriting payments – all underwriting contribution funds shall be submitted to and paid to Escambia County Board of County Commissioners with receipts provided for same.

- b. Public forums on ballot issues where all sides have equal opportunity to speak.

## D. Internship

### 1. Unpaid Interns

- a. Description: Volunteers and students with an interest in video production, digital media, journalism or theatrical arts who are attending an Escambia County high school, college, university or trade school have the opportunity to gain real world television production experience at ECTV as an unpaid volunteer. Students must have reliable transportation and commit to volunteering a minimum of five hours per week for one semester. Students will work under the direction of the Public Information Manager and staff.
- b. Requirements: To remain in good standing, students must:
  - (1) Arrive on time for meetings, shoots and other assignments.
  - (2) Meet project deadlines
  - (3) Demonstrate proficiency in the video production tools and equipment used at ECTV.
  - (4) Perform quality work to the standards of the Public Information Manager.

- (5) Make a positive creative contribution to the channel.
- (6) Adhere to Escambia County policies and procedures, including dress code and cell phone policies.
- c. Evaluation: At the end of each internship semester the Public Information Manager will evaluate the performance of the intern. The student will be provided with a written evaluation that will:
  - (1) Summarize the projects and duties performed.
  - (2) Provide specific examples of accomplishments.
  - (3) Identify performance/knowledge areas to be enhanced.
- d. High school students volunteering at ECTV may be eligible to receive credit through three school district programs: On the Job Training (OTJT), Community Service and the Executive Internship Program. College students may also be eligible to receive school credit through programs at their institution.

## 2. Auxiliary Staff

Description: ECTV may hire experienced professionals on a per-project basis at the discretion of the Public Information Manager. Compensation will be based on the individual's rate of pay, with no overtime, benefits or cost of living (COLA) increase. The rate of pay will be classified as Contract/Professional Services. The individual is considered an independent contractor, who shall take direction from the Public Information Manager. Auxiliary staff is not required to adhere to Escambia County policies and procedures since they might be required to work off site and use their own equipment.

## E. Miscellaneous

### 1. Viewer Comment and Complaints

ECTV may, under the direction of the PIO manager or assistant PIO manager, distribute viewer comment forms to monitor viewer satisfaction with programming on ECTV. ECTV may also develop and distribute annual surveys and questionnaires to determine viewer ship statistics and input through local cable providers.

### 2. Errors and Omissions

- a. Eligible entries shall represent and warrant to the County that they have all necessary copyright, trademark, service mark and likeness permissions and authorizations for ECTV to broadcast submitted programming consistent with these guidelines and that such information or programming is not libelous, slanderous or defamatory and is otherwise consistent with these guidelines.
- b. Such eligible entries shall indemnify and defend the County against damages and loss, including attorney's fees, for any claims arising out of such representations and warranties. Such indemnification shall also extend to the cable operator to the extent it is not exempt from liability under the Cable Act or other applicable law. A copy of the certificate of copyright authorization is to be attached as part of the production proposal.

- c. The County may obtain appropriate broadcaster's liability insurance, in which case it may name such eligible entities as additional insured and assess such entities, pro-rata, the premium amount of any such insurance.
- d. Alternatively, any such eligible entity that has or obtains such insurance shall name the County as an additional insured with respect to governmental access programming broadcast pursuant to these guidelines.

3. Amendment and Repeal

The Escambia County Board of County Commissioners reserves the right to amend or repeal the guidelines set forth herein.

Appendix A

**Program Submittal Request Form**

For more information contact: Sonya Daniel, Public Information Manager, Escambia County, P.O. Box 1591, Pensacola, FL 32591, phone: 850-595-3476, [sonya\\_daniel@co.escambia.fl.us](mailto:sonya_daniel@co.escambia.fl.us)

**Contact Information**

Name: \_\_\_\_\_

*Project Title:* \_\_\_\_\_

Date Submitted            \_\_\_/\_\_\_/\_\_\_                      Requested Begin Air Date    \_\_\_/\_\_\_/\_\_\_

Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone Number:    \_\_\_\_\_                      Cell:            \_\_\_\_\_

Email Address: \_\_\_\_\_

Brief Description: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_ Additional information provided by attachments.

**I understand this in only a request and does not guarantee acceptance of my program. I understand that ECTV has final authorization on any aspect of the request.**

Name: \_\_\_\_\_                      Signature: \_\_\_\_\_                      Date: \_\_\_/\_\_\_/\_\_\_

(INTERNAL USE ONLY)

ECTV Notes/Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



Appendix B

**Programming Request Form**

For more information contact: Sonya Daniel, Public Information Manager, Escambia County, P.O. Box 1591,  
Pensacola, FL 32591, phone: 850-595-3476, [sonya\\_daniel@co.escambia.fl.us](mailto:sonya_daniel@co.escambia.fl.us)

**Contact Information**

Name: \_\_\_\_\_

Project Title: \_\_\_\_\_

Date Submitted: \_\_\_\_/\_\_\_\_/\_\_\_\_ Requested Completion Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Organization: \_\_\_\_\_ Mailing Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Cell: \_\_\_\_\_

Email Address: \_\_\_\_\_

Type of Service                       Video Production                       Video Services  
    Video Dubbing                                       Video Equipment  
    Bulletin Board                                       Other

Brief Description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ Additional information provided by attachments.

**I understand this is only an application, and does not guarantee acceptance of the request. I agree any changes in the application or to the elements of the production could delay the completion of the project by the original requested date and ECTV has final authorization on any aspect of the request. I agree to repair or replace (at the discretion of ECTV) any equipment damaged through the use of the applicant. No post-production editing will begin until all elements (scripting, graphics, titles, etc.) are provided by the applicant.**

Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

**Request Completed**

Yes, I agree that the project was completed to my satisfaction. I understand additional requests from this point forward pertaining to the original application may delay the original completion date and it is at the discretion of ECTV staff to reschedule a new completion date.

No, the request was not completed to my satisfaction.

Applicant comments: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

(INTERNAL USE ONLY)

ECTV Notes/Comments: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Approved

Denied

Video Production Section

Pre Production

(Note: Staff will conduct a pre-production meeting to establish details of project)

Scripting:	Applicant:	Initials:	_____	Date:	_____
	Staff:	Initials:	_____	Date:	_____

Location Approval	Applicant:	Initials:	_____	Date:	_____
	Staff:	Initials:	_____	Date:	_____

Staff Comments: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Post Production:

A. 1<sup>st</sup> Proof

These elements are to be revised: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Applicant:	Date:	_____
Staff:	Date:	_____

B. 2<sup>nd</sup> Proof

These elements are to be revised: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Applicant:	Date:	_____
Staff:	Date:	_____

_____ DVD	<u>Copies of Project</u>	_____ VHS
(Quantity)		(Quantity)

Applicant:	Date:	_____
Staff:	Date:	_____

Staff comments: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

2. Video Services Section

A/V

Document event/meeting

---

---

3. Video Dubbing Section

Format type

# of copies

Due by

Pick-up date/time

---

---

---

---

4. Video Equipment Section

Camera

Types

Mics

# of tapes

# of batteries

Lights

Other

---

---

---

---

---

---

---

---

5. Bulletin Board Section

Name of message

Copy submitted

Start date

End date

---

---

---

---

Staff comments:

---

---

---

---

Appendix C

**Video Bulletin Board Form**

For more information contact: Sonya Daniel, Public Information Manager, Escambia County, P.O. Box 1591, Pensacola, FL 32591, phone: 850-595-3476, [sonya\\_daniel@co.escambia.fl.us](mailto:sonya_daniel@co.escambia.fl.us)

**Contact Information**

Name: \_\_\_\_\_

*Project Title:* \_\_\_\_\_

Date Submitted      \_\_\_\_/\_\_\_\_/\_\_\_\_      Requested Begin Air Date      \_\_\_\_/\_\_\_\_/\_\_\_\_

Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone Number:      \_\_\_\_\_      Cell:      \_\_\_\_\_

Email Address: \_\_\_\_\_

Brief Description: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_ Special Elements Provided

Are slides no more than 6 lines of text per slide and no more than 6 words per line?  
\_\_\_\_\_ Yes      \_\_\_\_\_ No

**I understand this in only a request and does not guarantee acceptance of my program. I understand that ECTV has final authorization on any aspect of the request.**

Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

(INTERNAL USE ONLY)

ECTV Notes/Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Appendix D

**Video Request Form**

For more information contact: Sonya Daniel, Public Information Manager, Escambia County, P.O. Box 1591,  
Pensacola, FL 32591, phone: 850-595-3476, [sonya\\_daniel@co.escambia.fl.us](mailto:sonya_daniel@co.escambia.fl.us)

**Contact Information**

Name: \_\_\_\_\_

*Program/Meeting Title:* \_\_\_\_\_

Date Submitted      \_\_\_\_/\_\_\_\_/\_\_\_\_      Requested Begin Air Date      \_\_\_\_/\_\_\_\_/\_\_\_\_

Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone Number:      \_\_\_\_\_      Cell:      \_\_\_\_\_

Email Address: \_\_\_\_\_

Format type      \_\_\_\_\_

# of copies      \_\_\_\_\_

Mail or Pick up \_\_\_\_\_

Name: \_\_\_\_\_      Signature: \_\_\_\_\_      Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

(INTERNAL USE ONLY)

ECTV Notes/Comments: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Total Cost \_\_\_\_\_

Payment Received \_\_\_\_\_

Appendix E

**Fee Schedule**

Section	Description	Rate
C1	Administrative fee for initial screening and editing	\$20.00 per hour
C4	Studio facility rental	\$80 per hour
C7	Dub requests	\$10.00 per hour DVD \$5.00 shipping