

	ADMINISTRATION		
	SUBJECT: Surry on the Go		
	EFFECTIVE DATE:  January 1, 2023	SUPERSEDES:  N/A	APPROVED BY:  Board of County Commissioners

## **SURRY ON THE GO POLICY**

### **Section 1. Policy Statement**

Programming shall be under the direction of County Administration. County Administration will appoint a Screening Committee that will transparently and collectively review created and submitted content prior to airing on Surry on the Go.

The programming policy shall be to provide County residents with direct, non-editorial information concerning governmental deliberations, services, programs and activities, and to provide educational and public information to positively impact citizen quality of life.

Surry on the Go shall not be utilized as a political forum by elected officials or political party organizations or as a mechanism for building support for a particular policy, program or issue.

### **Section 2. Objectives**

1. To improve emergency communications in the event of disaster or widespread service disruption
2. To provide comprehensive information about programs and services available to Surry County residents
3. To provide information pertinent to Surry County residents from other local, state and federal governmental entities
4. To widen the dissemination of information on the activities of Surry County, the four municipalities, public education entities, public authorities, and other third-party/civic organizations that contractually or otherwise provide a service that local governments are authorized to engage in per North Carolina General Statutes
5. To expand community awareness of local governments and their decision-making processes
6. To provide educational and public informational materials to County residents
7. To provide technical assistance to County departments in the exercise of their functions and to assist in the training of County employees

### **Section 3. Channel Designation**

The Government Access Channel/Streaming Platform shall operate on Surry Communications' cable system and Spectrum's cable system. It shall be known as, "Surry on the Go."

### **Section 4. Types of Programs**

#### Live cablecast

Coverage of selected meetings and events may consist of live meetings, advisory board meetings, and other special programming. The County Manager's Office shall determine what will be covered live.

#### Recorded cablecast

Meetings, programs, and events, which are broadcast live, may be recorded and played back later on cablecast.

#### Staff-originated programming

Programming may include content produced by Surry on the Go staff, to include programs for departments/offices, programs related to local government or programs about groups, committees, boards, etc., that are affiliated with local government, or which utilize public funds. These programs may be live or recorded cablecasts.

#### Outside-originated programming

Material that is related to county, municipal, state or federal government that is produced by an outside source that can be purchased, rented or borrowed for cablecast may be cablecast. Also, programs disseminated through satellite down-link that are related to local, state or federal issues may be cablecast.

#### Bulletin-board information

Character generated messages related to local government activities, programs, services and events affecting Surry County citizens may be aired. This service will operate 24 hours a day when other programming is not scheduled.

### **Section 5. Access Policy**

All programming cablecast over Surry on the Go through Surry Communications or Spectrum must be government related. Content may include meetings, activities, programs, services and events of County departments and services of other government entities. Final approval of all requests will be made by the Screening Committee. A weekly program log will be kept to log all programming cablecast during that week by Surry on the Go staff.

Surry on the Go is not to be utilized for announcements from the general public. Access to the channel shall be limited to County, government or quasi-governmental functions and operations.

Utilization of the channel for personal gain shall not be permitted.

## **Section 6. Access Priorities**

The following is a list of general priorities that will apply to Surry on the Go; the priorities may be altered on a case-by-case basis by County Administration:

1. Programming of an emergency nature involving public safety or health matters.
2. Programming of or about meetings of policy-making bodies such as the Board of County Commissioners and other county boards.
3. Programming about various departments and their programs and services.
4. Programming of county, state, federal government and/or County boards, commissions and authorities and/or agencies that utilize public funding.
5. Programming produced or commissioned by third parties that is within the scope of this policy.

## **Section 7. Political Programming**

Political programming shall not be permitted on Surry on the Go. Elected officials shall not be permitted to make personal political statements via Surry on the Go, except in the regular discourse of public meetings.

Direct access to Surry on the Go for political programming by individual candidates, political organizations or supporters of any candidate or issue, except as provided in the preceding paragraphs, shall not be provided.

The County reserves the right to reject, suspend, discontinue, or change the playback schedule of any program at any time without notice to the program's sponsor.

## **Section 9. Editing Policy**

### Meetings

Any open session of a public meeting cablecast shall not be edited, nor subjected to editorial comment. Meeting breaks or pauses for closed sessions will be shortened for the benefit of the viewer. Meeting coverage shall be from gavel-to-gavel. Meetings may be videotaped in their entirety for later re-cablecast.

### Programs

Any program may be modified or edited as appropriate, except meetings. Editing will be based upon an approved script or outline, provided by the producer, dictated by scheduling and staffing requirements.

### Bulletin Board

Messages programmed into the bulletin board may be submitted to Surry on the Go staff by appropriate user departments, agencies, municipalities, etc. Messages submitted should be consistent with this policy and shall be cablecast at the discretion of the Screening Committee. Messages may be edited by staff to provide clarity and maximum utilization of pages available.

### County Responsibility

Surry County shall not be held responsible for the accuracy of any information cablecast over the channel that was submitted by outside sources, third parties, etc.

### **Section 10. Endorsement Prohibited, Exceptions**

At no time will Surry on the Go be utilized to endorse, market, or advertise an issue or political candidate. Documentaries about a specific person or persons who have made a significant contribution or brought acclaim to Surry County will be permitted following approval by the Screening Committee. Any advertising for a business or promotion of a brand name of a product for consumer use is prohibited, except, 1) those entities who have purchased advertising on Surry on the Go, 2) those that may inadvertently or unavoidably be included in video segments produced for Surry on the Go because they are in the background or located in close proximity to public spaces where recording is occurring or featured in tourism or economic development programming.

### **Section 11. Promotions**

Promotional announcements for local events, programs and activities will be permitted. These announcements may include, at the discretion of the Screening Committee, the names of co-sponsoring agencies. Promotional announcements for events, charities or outside organizations in which the County has no official interest or sponsorship shall not be permitted.

### **Section 12. Use of County Owned Equipment**

County-owned video equipment shall be restricted to authorized activities and its use shall be restricted to employees of Surry County or trained personnel under the direction of Surry on the Go staff.

Loaning of equipment for personal or outside use shall not be permitted. Utilization of County-owned media production facilities shall be limited to Surry County personnel or others trained and under direction of Surry on the Go staff.

### **Section 13. Retention and Ownership of Media**

One copy of all County staff produced programs, meetings and events will be kept by the County for five years. It shall be a general policy not to retain raw video of staff produced programs, meetings and events. At any time, memory devices used during recording may be reused and the original material erased. Videotapes shall not be considered an official record of any meeting and there shall be no liability for inadvertent erasure or omissions.

### **Section 14. Duplication of Programming**

Requests for copies of Surry on the Go programs should be made to County Administration via written request and will be fulfilled within a reasonable amount of time. The individual/group requesting copies will be notified when the copies are available for pickup.

Cash, check, or credit cards are accepted, and payments are made at the Finance Department in the Historic Courthouse. Checks should be made payable to Surry County.

A receipt of payment will be provided. The cost per copy will be determined by Surry County's current fee schedule. Proof of payment must be provided before the copies are released.

If a DVD or digital copy is requested by the Board of County Commissioners or staff, and is needed in the course of County business, no fee will be charged.

**Section 15. Production of Video**

All video projects completed with the intention of cablecasting on Surry on the Go or placement on the streaming application should be initiated through County Administration. Programming should be supported by the continued involvement of the County Administration to ensure standards and guidelines are met. Video projects not performed in collaboration with County Administration may not be cablecast or placed on the streaming applications.

<b>Date Adopted by the Board</b>	<b>January 3, 2023</b>
<b>Policy Effective Date</b>	<b>January 1, 2023</b>