

**Town of Sunset Beach, North Carolina
Municipal Public, Education and Government (PEG) Channel Policy**

I. Scope

This policy specifies guidelines for the appropriate use of the Town of Sunset Beach’s municipal cable access channel, hereinafter referred to as the “PEG channel”, as well as establishing procedures for the use of said PEG channel.

II. Objectives

1. To create a non-commercial, non-partisan, outlet for the distribution of high-quality municipal programming. The PEG channel shall not compete with the private sector and utilization of the channel for personal or commercial goals shall not be permitted.
2. To enhance access to the processes of government and government officers.
3. To encourage interaction and dialogue between citizens and town officials.
4. To enhance delivery of quality government services to the public.
5. To provide greater public awareness and understanding of Town Government by producing and distributing information about policies, procedures, resources, activities, services and events.
6. To increase community awareness of the depth and breadth of important community issues and provide programming that informs, educates and enlightens.
7. To provide accurate and timely information before, during and after an emergency event.
8. To act as a resource of television technologies for all town departments to enhance their public information dissemination.
9. To require that PEG programming and operations meet ethical, professional and broadcast quality, technical, production and artistic standards.

III. Exclusions

The Town shall not air programming which contains:

1. Libelous statements or matter.
2. Copyrighted materials without appropriate written releases or permissions.
3. Obscene or indecent material as defined by town ordinance or community standards.
4. Commercial speech.
5. Political programming
6. Material submitted for cablecast which does not meet professional broadcast production standards in quality of picture, sound, technical or editorial execution.
7. Any other material inappropriate to the mandate, mission, goals and priorities of the Sunset Beach PEG channel.
8. Any material, which is, in the judgment of the Town Attorney, inconsistent with Federal, State or Local law, ordinance or rule, or which may subject the Town of Sunset Beach to liability.

IV. Procedure

1. The Sunset Beach Town Council or designee shall determine whether content proposed for broadcasting on the PEG channel complies with these policies. Any material submitted for broadcast on the PEG channel may be

modified, edited or denied as deemed appropriate to assure compliance with these policies.

2. Content to be broadcast on the PEG channel shall be exclusively limited to municipal business of the Town of Sunset Beach. Municipal business shall include, but not be limited to, municipal service, educational services, Town sponsored special event information, charity events, public meetings of the Town policymaking boards, job postings, emergency management information, and municipal-related data and statistics.
3. The Town may choose to contract with an outside source to perform one or more aspects of the administration of the PEG channel as it determines appropriate.
4. The uploading and maintenance of content onto the PEG channel shall be the sole responsibility of the Town, unless otherwise noted in the PEG channel related contracts that the Town may establish with outside organizations. All material posted on the PEG channel shall be limited to available broadcast space.
5. Any broadcast material on the PEG channel may be modified or removed at any time when such material is deemed by the Sunset Beach Town Council or designee to be in violation of these policies.

V. Submitting Requests

1. Town Departments, partnering governmental agencies and non-profit organizations may submit material for PEG channel broadcasting by sending an electronic copy thereof to the Town Administrator for review and approval. Proposed broadcast material shall be submitted with as much advance notice as possible in the interest of the related event's time frame.

VI. Programming

A. Responsibility for Programming

1. The Town retains the exclusive authority to determine the programming schedule for the PEG channel.
2. If incorrect information is broadcast over the PEG channel, the Town shall not be liable for the inaccuracy of the information.
3. The Town may refuse to allow use of production, operation, or other PEG channel-related facilities and equipment, or sponsorship of any PEG channel programming, to those who interfere with the proper administration of the PEG channel, or for violating this policy.
4. Typically, programs broadcast on the PEG channel will be taped delayed and may be repeated on a predetermined basis. However, certain programming may be broadcast live and as appropriate, rebroadcast as tape delayed programming.

B. Programming Restrictions

The primary focus of the PEG channel fulfills the aforementioned goals, including the creation of quality and informative programming for the residents and visitors of Sunset Beach.

The Town shall administrate the PEG channel in the manner that is in compliance with the rules, regulations and guidelines of the Federal Communications Commission (FCC) and the cable provider. In addition, the following restrictions shall apply:

1. Content which has the purpose of promoting commercial/profit making services, products, trade, business, religion, direct fund solicitation, or any other non-municipal purpose shall not be broadcast on the PEG channel.
2. Content containing copyrighted materials shall not be broadcast without proper copyright authorization. Any non-Town personnel who produce or are responsible for programming for the PEG channel shall be responsible for obtaining all necessary copyright clearance with respect to such production and programming and shall indemnify and hold the Town harmless in any instance of copyright infringement.
3. Programming shall depict people in a manner which does not discriminate or foster discrimination on the basis of race, color, creed, religion, national origin or ancestry, familial status, age, gender, disability, marital status, sexual orientation or mental condition.
4. Discussion of partisan or political issues shall not be broadcast on the PEG channel including campaign information for public office candidates. Polling locations and times may be broadcast.

C. Program Rights/Copyright Accrual

The master videotape or slides of all programming produced using the PEG channel equipment shall be the property of the Town of Sunset Beach. Reproduction or rebroadcast of any and all programming produced on the Town's PEG channel is prohibited without the express written consent of the Town of Sunset Beach.

Copyright for creative properties (scripts, music, artwork, etc.) shall accrue to the owner/creator of said property. Agreement between the Town and creator/owners shall contain the following assurances:

1. Owner/creator shall grant the Town of Sunset Beach copyright clearance for the use of the property in an agreed-upon manner.
2. Each party agrees to notify the other of any distribution of the program.
3. Programs shall not be sold or commercially distributed without the express permission and authorization of the Town.

Adopted this the ____ day of _____, 2014

TOWN OF SUNSET BEACH

Ronald Watts, Mayor

ATTEST:

Lisa H. Anglin, Town Clerk