

- 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 B1a 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. 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