



City of New Bern

FOUNDED 1710

New Bern, North Carolina

CITY OF NEW BERN  
300 POLLOCK STREET  
P.O. BOX 1129  
NEW BERN, NC 28563

Three Centuries of North Carolina Heritage

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## CITY 3 TV POLICY & PROCEDURES

The City of New Bern launched its public, educational, and governmental (PEG) channel on April 1, 2011. City 3 TV is a government access channel available to local Suddenlink customers, and it is located on channel 3. City 3 TV is broadcast 24 hours a day and is designed to increase communication with our communities. The City of New Bern's goal for this PEG channel is to show government at work through live broadcasting of Board of Aldermen meetings, other city meetings, as well as programming, news, and information that meets the needs and interests of our citizens. City 3 TV also features Video On Demand, where web users can watch segments at their leisure.

Funding for City 3 TV is appropriated by the Board of Aldermen. The revenue for this appropriation comes from annual franchise agreement fees from local cable providers.

The PEG channel is located inside **City Hall at 300 Pollock Street, New Bern, NC 28563**. Announcements and programming can be emailed to our station, or dropped off during operating hours: **Monday-Friday 8 a.m.-5 p.m.** excluding City-recognized holidays.

### HOW TO CONTACT US:

Email: [City3TV@NewBern-NC.org](mailto:City3TV@NewBern-NC.org)

Web: [www.newbern-nc.org/C\\_Hall/City3TVLive.php](http://www.newbern-nc.org/C_Hall/City3TVLive.php)

Colleen Roberts, Public Information Officer

Email: [RobertsC@NewBern-NC.org](mailto:RobertsC@NewBern-NC.org)

Phone: (252)639-2707

Mark Stephens, City Manager

Email: [StephensM@NewBern-NC.org](mailto:StephensM@NewBern-NC.org)

Phone: (252)636-4000

**POLICY:** Individuals and organizations who submit programming material for City 3 TV are required to adhere to City 3 TV Policy & Procedures. Individuals and organizations must review, complete, sign, and date a submission form(s) before the material will be cablecast. Any person(s) who are under the age of 18 who wish to submit announcements or programming must have their material submitted by a sponsoring adult. All forms submitted to City 3 TV are valid for one year from initial submission date.

The producer, individual, organization, or community sponsor bears sole responsibility for the content and materials used within their announcement or program. Proper paperwork, including a “City 3 TV Application” and a “Content Compliance” form, must be signed and dated explaining the submission materials and stating the announcement or program does not contain prohibited material. Examples of prohibited material include, but are not limited to:

- Indecent or obscene material that violates any local, state, or federal law
- Libelous or slanderous material
- Violent material
- Racially, sexually, ethnically or other discriminatory programming
- Commercial programming or advertising, including campaigns for public office candidates
- Religious programming
- Direct soliciting of any funds for any individual, organization or group
- Advertisements or information pertaining to a lottery or similar prize/gift scheme
- Unauthorized use of copyrighted or licensed material
- Content programming submitted by the public

Effort will be made to air video and programming in several time slots, including but not limited to, once during the day and once at night each week. Event announcements should be submitted no more than 90 days in advance of the event. Effort will be made to air community announcements at a minimum of twice weekly up until the date of the event. Frequency of cablecast for videos, programming, and announcements will depend on availability. Priority will be given to government programming and events; regularly scheduled, repeat programming; programming, announcements, and events by non-profit organizations; and finally, community announcements. Cablecast of materials for non-local events will be decided by City 3 TV staff. Any material that requires conversion to comply with City equipment or format may require additional time to prepare before broadcast.

The City of New Bern reserves the right to refuse or eliminate from circulation any announcement, video, or programming for any reason. If you disagree with a decision by City 3 TV staff regarding your programming or announcement, you may request in writing a review by the City Manager. The City Manager may rescind, modify or sustain the staff decision.

All video and programming material submitted for cablecast must be clearly labeled with the program title, run time, producer/individual/organization name, and appropriate contact information.

**PROGRAMMING GUIDELINES:** The City of New Bern’s goal for the PEG channel is to show government at work, as well as programming, news, and information that meets the needs and interests of our citizens.

The City of New Bern welcomes you to become a part of City 3 TV. Our government access channel permits cablecasting of public events or meetings sponsored by local or state government; educational content provided by the school system, colleges, community colleges, or universities; public service announcements; coverage of non-profit organizations and events; and community announcements and activities. All programming is pre-screened by City 3 TV staff.

Video and programming playback should be submitted in MPEG format. The City does not accept responsibility for programming that is submitted incorrectly or does not play properly. The City of New Bern will make every effort, upon request, to convert programming into an acceptable format, however, such requests may take several days to fulfill. An updated schedule of programming can be found at our website: [www.newbern-nc.org/](http://www.newbern-nc.org/) Click on the “Watch City 3 TV” link. Programming schedules are also updated daily on the City 3 TV channel.

Announcement slides should be submitted in either Microsoft PowerPoint or JPEG format to City 3 TV. Please see the guidelines below for creating slides for City 3 TV. Note that users who submit materials electronically must have all the required forms submitted before any announcement will be posted. If you are unable to submit an electronic version in the above formats, City 3 TV staff will create one for you and post it within one week of submission. Users may create up to three (3) slides per announcement.

## City 3 TV: Guidelines for Slide Design

- Leave a ½” border around your slide.
- Use a minimum 30 point font size.
- Try to use at least one Clip Art, image, or logo on each slide.
- Include title information on every slide.
- Page transitions, flying text, or sounds should not be used.  
They will not be replicated on tv.
- Be creative with your slide, but please note that some fonts do not show up well on tv. **Arial Style** is encouraged.  
**Times New Roman** does not display well.



**PUBLIC RECORDS:** The City of New Bern will maintain a complete record of all groups, organizations, entities, or persons who request cablecast time for announcements and video programming. These records will be kept for 3 years and are available for public review by appointment. Requests to inspect these records need to be made in writing and must include the requesters name, address, and contact information.

**EMERGENCY USAGE:** The City of New Bern reserves the right to pre-empt any programming in order to immediately broadcast emergency alerts or disaster information. These decisions will be made on a case by case basis by the Public Information Officer, City Manager, and/or IT Manager.

The City of New Bern may waive portions of these procedures and requirements as deemed necessary or advisable. The City reserves the right to amend these policies, procedures and guidelines at any time.



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## CITY 3 TV APPLICATION

Use of the City of New Bern’s PEG channel City 3 TV for the posting of announcements and events is limited to government agencies, non-profit groups, educational services, and emergency management services. Other community announcements are permitted at the discretion of staff. These events must meet all policy requirements and the content must be viewed as having general, broad based appeal to the public interest. Any type of commercial advertisement or the direct soliciting of funds is prohibited.

Please attach copies of your slides or any supporting materials to this form. Slides can also be emailed to City 3 TV at [City3TV@NewBern-NC.org](mailto:City3TV@NewBern-NC.org). Per applicant request, the City of New Bern can also design and create announcement slides for you. These requests may take up to a week to fulfill. The City of New Bern reserves the right to refuse or remove any announcement at any time for any reason.

By signing and submitting this form, I accept responsibility for this announcement and certify that I currently have a “Content Compliance” form on file with the City of New Bern. Note that contact information may appear on City 3 TV. This agreement is valid for a maximum of one year from the application date below.

NAME OF APPLICANT: \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_

EMAIL: \_\_\_\_\_

\_\_\_\_\_  
(Print Name)

\_\_\_\_\_  
(Sign)

\_\_\_\_\_  
(Date)

IF YOU ARE SUBMITTING ANNOUNCEMENT SLIDES VIA EMAIL, CHECK HERE: \_\_\_\_\_

IF YOU WOULD LIKE CITY STAFF TO CREATE YOUR ANNOUNCEMENT SLIDE, CHECK HERE: \_\_\_\_\_



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## CONTENT COMPLIANCE

In consideration for cablecast by City 3 TV and the City of New Bern, I, \_\_\_\_\_ hereby make the following representations, agreements and releases:

I certify that:

- (1) No inappropriate or prohibited materials are contained within the submitted announcements and programs, including those listed as prohibited under the City of New Bern's City 3 TV Policy & Procedures;
- (2) No announcements or programming submitted herein contain materials deemed inappropriate under local, state, and federal laws;
- (3) All materials submitted by me for cablecast consideration within one year of this agreement meet the same compliance requirements;
- (4) I have obtained all permissions and clearances for the cablecast of this announcement or program from broadcast networks, music and film licensing organizations, performers, representatives, authors, composers and all other copyright or license holders contained within the announcement or program. I understand that, if asked, I may be required to produce these materials. I accept full responsibility for all liabilities that arise from the illegal use of licensed or copyrighted materials.

I have read City 3 TV's Policy & Procedures document. I understand the requirements and limitations of City 3 TV. I will comply with these policies and procedures. I understand that the materials I submit might also appear on the City's web page. I authorize the City to remove any of my programming or announcements that violate its City 3 TV Policy & Procedures. I understand that the City of New Bern reserves the right to remove or refuse any announcement or programming for any reason at any time.

I, \_\_\_\_\_ indemnify and hold harmless the City of New Bern, City 3 TV, City staff, and City representatives from any and all liability, damage, injury, and judgments resulting from this cablecast.

With my signature below, I accept responsibility for my announcements and programming. I understand that I am the contact person for questions and comments from City Hall and/or the public. I certify that this statement has been completed truthfully.

NAME OF APPLICANT (Print): \_\_\_\_\_  
ADDRESS \_\_\_\_\_ PHONE #: \_\_\_\_\_  
EMAIL: \_\_\_\_\_

\_\_\_\_\_  
(Sign) (Date)



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## MINOR MEDIA RELEASE AGREEMENT

The City of New Bern maintains a website and a public, educational, and governmental (PEG) channel (known as City 3 TV) that contain information about City programs and initiatives, as well as events and public interest programs.

Occasionally, we may videotape or photograph City projects and programs. For the photo(s) or video(s) of someone under the age of 18 to appear on our web page or in a broadcast on our PEG channel, we require written permission.

Your child will be identified only by first name in photos or videos published by the City of New Bern on its web page or PEG channel. No other personal information about your child will be published or broadcast at any time, other than general participant information about an activity or event.

Please sign below to allow your child to be part of a photo(s) or video(s) to appear on the City's web page and/or City 3 TV.

I give permission for my child's picture or work to appear on the City of New Bern's web page and/or on the PEG channel City 3 TV. I understand that information and programming posted to the City's web page and/or broadcast on City 3 TV may be accessed by the public at any time.

CHILD'S NAME \_\_\_\_\_

PARENT/GUARDIAN \_\_\_\_\_

(print)

(sign)

ADDRESS \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_ DATE \_\_\_\_\_



## SLIDE DESIGN GUIDELINES

- Some fonts do not display well on television. **Arial** style is encouraged. **Times New Roman** is discouraged. Use a minimum 30 point font size.
- Stick to no more than 3 font colors per page.
- Limit 3 slides per announcement.
- Page transitions, flying text, and sounds should not be used. They will not replicate on tv.
- Leave a ½" border around your slide.
- Include a title bar on every page.
- Use one logo, image, or photo per page.
- Email submissions to: [City3TV@NewBern-NC.org](mailto:City3TV@NewBern-NC.org) or drop them off at City Hall, 300 Pollock Street, New Bern, NC 28563

Include a title bar on every page.

Leave a ½" border around your slide.

**MUMFEST**  
October 8-9, 2011  
9am-6pm Saturday  
Noon-6pm Sunday  
Rides, games, food,  
entertainment, demonstrations,  
arts & crafts  
Featuring  
Alex Clark & Project Dynamite  
**Back by popular demand**  
Boat Show • Corvette Racing Tour  
BMX Stunt Show • Silver Drummer Girl  
Fire & Police Demonstrations

The logo of the City of New Bern, featuring a black bear on a yellow shield with a red border.

Be creative! Use one logo, image, or photo per page.

The example slide is a rectangular graphic with a light beige background. At the top, there is a horizontal strip of five different flower images. Below this strip, the text for "MUMFEST" is centered. The text uses various colors: "MUMFEST" is in pink, the dates are in purple, and the times and activities are in black. The "Featuring" section lists several acts, with "Back by popular demand" in bold purple. At the bottom right of the slide, there is a small logo of a black bear on a yellow shield. Red arrows point from the text annotations to the corresponding elements on the slide: one points to the top edge, one to the top-left corner, one to the top-right corner, and one to the bear logo.

If you have any questions, please do not hesitate to call & ask!  
Colleen Roberts, Public Information Officer, City of New Bern, (252)639-2707



### PROGRAMMING GUIDELINES

What we <u>CAN</u> show on City 3 TV	What we <u>CANNOT</u> show on City 3 TV
Local government at work	Fund raisers**
Events sponsored by local government	Religious programming
Public Service Announcements	Retail Advertisements*
Educational content provided by the school system, colleges & universities	Non-local government sponsored groups/events
Non-profits	Content Programming Submitted by the Public
	Advertising or campaign programming

\*Corporate entities can be mentioned on City 3 TV if they provide grant funding for projects such as Public Service Announcements, or local event coverage.

\*\*For non-profits: event fundraisers may be posted, but only with the name of the organization, title, time and location of the event, and a contact number or website for more information.

Programming, announcements and events must not only meet the above guidelines, but they must also have significant interest to the public and to government entities and issues.