

Policy & Guidelines for the Operation and Use of



The City of Las Cruces' Government Access Channel and Video Productions

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Table of Contents

I. CLC-TV Description and History.....	3
II. CLC-TV Mission and Objectives	3
III. Operational Procedures.....	3
A. Cable Franchise Agreement.....	3
B. Staffing.....	3
C. Channel Designation	3
D. Modes of Broadcasting	4
1. Live.....	4
2. Live-to-tape.....	4
3. PIO Produced Programs.....	4
4. Outside Source Programs	4
5. Bulletin Slides	4
6. Website / Social Media.....	4
E. Requests for PIO to Produce a Program.....	4
1. Public Meetings, Forums, Press Conferences.....	5
2. Informational Programs	5
3. Public Service Announcements (PSAs)	6
4. Interdepartmental Training	6
5. Bulletin Slides	6
6. Live-to-Tape	6
F. Departmental Responsibilities	6
G. Funding	7
H. Outside Pre-Produced Programming	7
1. Public Meetings, Forums, Events, Press Conferences	7
2. Public Service Announcements	7
3. Programs.....	7
4. Bulletin Slides	7
I. Quality Standards.....	7
J. Media Formats	8
1. Resolution	8
2. Frame Rate	8
3. Codec	8
4. Delivery	8
K. Endorsements.....	8
1. Product Placement	8
2. Elected Officials	8
3. Elections.....	8
L. Use of City Equipment	8
M. Duplications.....	9
1. CLC-TV Programming Duplication	9
2. Outside Programming Duplication	9
IV. Reference, Guidelines and Instructions.....	10
A. Broadcast Quality Criteria	10
B. PowerPoint Guidelines for Public Meetings or Forums	11
C. MPEG2 Encoding for CLC-TV	11
V. Contacts.....	12

I. CLC-TV Description and History

CLC-TV programming is available on a continuous basis on Comcast Cable channel 20, CLCTV.com and various social media outlets such as Facebook and YouTube. CLC-TV was created through a franchise agreement with Comcast in 1999. The channel became operational in February 2003 on a channel share basis with Comcast. At that time, only live city council meetings were televised on channel 5. In 2005, Comcast dedicated channel 20 as a full-time channel. Since then, CLC-TV expanded programming and operates on a full-time basis. In 2007, CLCTV.com began operating, expanding the TV channel's capabilities to a much wider audience.

II. CLC-TV Mission and Objectives

CLC-TV is operated by the City of Las Cruces Public Information Office (PIO). CLC-TV's main objective is to provide information to the citizens of Las Cruces concerning operations, programs, activities and services of City government. CLC-TV may also provide programs concerning the operations and programs of other governmental agencies and educational institutions.

III. Operational Procedures

A. Cable Franchise Agreement

Under the franchise agreement between the City of Las Cruces and Comcast Cable, CLC-TV is designated an education/government (EG) channel. It is not a public access channel and will not accept or televise any programming outside the parameters of EG. Comcast provides use of the CLC-TV channel at no cost to the City of Las Cruces.

B. Staffing

Two full-time media production specialists **from the City's Public Information Office** operate CLC-TV on a 24/7 basis. Duties include:

- Pre-production
- Production
- Post-production
- Live broadcasts
- Programming
- Equipment technicians
- Graphic design
- CLCTV.com webmasters

The **City's** media specialist assists as a writer, producer and on-camera talent.

C. Channel Designation

CLC-TV is cablecast on Comcast Cable channel 20 in Las Cruces, NM. The cablecast can also be watched online at CLCTV.com

D. Modes of Broadcasting

1. Live

Consists of public meetings, forums, events, press conferences and emergency alerts that are broadcast live on CLCTV Comcast channel 20 and/or streamed live on CLCTV.com or social media.

2. Live-to-tape

Consists of public meetings, forums, events, press conferences and emergency alerts that are recorded for internal use or broadcast on CLCTV Comcast channel 20, CLCTV.com or social media at a later time.

3. PIO Produced Programs

Programs produced by the **City's Public Information Office**, including magazine style news shows, interviews, public service announcements, documentaries, etc. These programs primarily deal with City government related issues.

4. Outside Source Programs

Programming produced by an agency outside of the City and focuses on local, state, county and /or federal government issues, educational issues and related interests or concerns to the community at large as determined by **the City's Public Information Office**.

5. Bulletin Slides

Announcements, calendars and other items of interest to the citizens via static bulletin board. This programming is provided everyday in conjunction with regular programming.

6. Website / Social Media

Most programming **produced by the City's Public Information Office** is viewable on-demand on CLCTV.com including archived city council meetings along with interactive agendas. CLC-TV is also streamed live 24/7 on CLCTV.com. Individual programs can also be placed on the **the City's social media pages that currently include Facebook, YouTube, Twitter and Instagram.**

E. Requests for PIO to Produce a Program

The **City's Public Information Office** will consider producing videos for City departments or outside agencies that are primarily funded by the City of Las Cruces. Programming produced by the **City's Public Information Office** must be intended for informational use for Las Cruces citizens via broadcast on CLC-T, CLCTV.com, social media or paid advertisements with limited exceptions. Due to limited staff and availability, make all video requests as far in advance as possible. (Also refer to section F – Department Responsibilities)

1. Public Meetings, Forums, Press Conferences

The City's Public Information Office will consider televising either live or taped meetings, forums, events or press conferences from City departments or outside government agencies. The following criteria must be met by the requester:

- Live broadcasts on CLCTV Comcast channel 20 must be held in City Council Chambers.
- Production request must be placed with the Public Information Office.
- Reserve City Council Chambers with **the City's** Building Services.
- Work order for audio/computer support placed with the I.T. Help Desk.
- All Power Point presentations must be pre-approved and placed on the presentation council drive by the meeting organizer. (Please refer to Power Point Guidelines for Public Meetings or Forums - Section IV, B).
- Provide names and titles of all speakers to **the City's Public Information Office** at least 48-hours in advance.
- Inform **the City's Public Information Office** of any media special needs, such as video/audio playback, wireless microphones, live phone in, etc.
- The meeting organizer is responsible for turning ON & OFF, the presentation computer monitor and projector.

2. Informational Programs

a. **City Beat**

Monthly news magazine show focusing on local government and the community. Segments included two-to-three **"Know Your City" spots, and "Ask The..." interview**. City Beat premieres the first Saturday of each month and is re-broadcast multiple times throughout the month. Individual segments are placed on social media sites such as Facebook and YouTube. To participate, contact PIO at least four to eight weeks in advance. All creative control and approval is made by PIO.

▪ **Ask The...**

A two-five-minute interview program within City Beat featuring government or education officials. Interview subjects are based on public interest. However, City departments may request to be placed on the wait list.

▪ **Know Your City**

A two-five minute magazine-style segment or news story within City Beat that focuses specifically on City or community programs, activities and events.

b. **CLC-TV In-Depth Programs**

A three-to-thirty-minute informational program highlighting a City program, announcement or event. Due to limited resources, in-depth programs are done upon CLC-TV staff availability. City departments

may request to be placed on waiting list. Department staff requesting video will be required to assist in producing the video with tasks, such as but not limited to, providing written information, scheduling, being present during filming, coordinating talent and locations, video logging and approval.

3. Public Service Announcements (PSAs)

Video announcements (usually 15, 30 or 60 seconds in length) of City-sponsored events or informational messages about City programs and services. Due to high demand, PSAs are only produced if air-time is purchased (\$500 minimum), on cable or network television, movie theaters, social media or any other paid media outlets. Contact the **City's Media Operations and Production Coordinator**, Adrian Guzman for more information.

4. Interdepartmental Training

Production of interdepartmental videos will only be considered for training and education of City employees or newly hired employees. Due to limited resources, these interdepartmental videos are produced on a limited basis at the discretion of the **City's Public Information Office**. The **City's Public Information Office** will consider the time availability, importance, and the amount of employees benefiting from a professionally produced training video. Contact the **City's Media Operations and Production Coordinator**, Adrian Guzman for more information.

5. Bulletin Slides

Static, billboard-style slide shows. CLC-TV utilizes a system that allows users to create and upload content from their own Windows PC to be placed on rotation on CLC-TV. (**Contact the City's Media Operations and Production Coordinator**, Adrian Guzman for instructions)

6. Live-to-Tape

Live event, presentation or training that is recorded but not broadcast or streamed. These are intended to be long-form programs typically for internal use and normally not for rebroadcast. These productions are available immediately upon conclusion. The following criteria must be met:

- Must be continuous – no retakes.
- Try to avoid or limit breaks.
- Must be arranged directly through **the City's Media Operations and Production Coordinator**, Adrian Guzman, a minimum of two-weeks in advance.

F. Departmental Responsibilities

Departments requesting program development must be willing to assist in providing written material and producing the program. The requesting department shall be responsible for content development and must

identify a contact person to provide necessary information including, but not limited to, research, data, persons, visuals and props to be used for the production. The contact person must be available to be on-site during production and post-production as needed. The contact person must adhere to all deadlines provided by PIO.

G. Funding

Most productions are produced by the Public Information Office at no cost to the requesting City departments. However, talent, props and specialized equipment may require additional charges.

H. Outside Pre-Produced Programming

CLC-TV is not the same as a “public access” channel. The City’s Public Information Office will consider accepting programming for broadcast from outside agencies to include local, county, state and federal governments, government-funded educational institutions and 501c3 organizations that are primarily funded by a government / educational organization. The submitting agency is responsible for all copyright clearance and release issues pertaining to the program. All programming must meet minimum technical and broadcast aesthetic standards and submitted in the proper format. (Refer to section F - Quality Standards and section G - Media Formats).

1. Public Meetings, Forums, Events, Press Conferences

The City’s Public Information Office will consider accepting pre-produced start-to-end meetings, forums, events, press conferences, etc.

2. Public Service Announcements

The **City’s Public Information Office** will consider accepting 15, 30 and 60-second pre-produced video public service announcements for rotation on CLC-TV cable channel, website or social media outlets.

3. Programs

The **City’s Public Information Office** will consider accepting pre-produced documentaries, magazine-style programs, live events, talk shows, etc.

4. Bulletin Slides

Static, billboard-style slide shows. CLC-TV utilizes a system that allows users to create and upload content from their own Windows PC to be placed on rotation on CLC-TV. (Contact **the City’s** Media Operations and Production Coordinator for instructions)

I. Quality Standards

Outside programs requested to be shown on CLCTV Comcast channel 20 must meet minimum broadcast quality standards that are determined by

the **City's Public Information Office**. (Refer to section IV,A – Broadcast Quality Criteria)

J. Media Formats

Programs submitted to CLC-TV should be the highest quality possible. Do not submit master-copy. Media WILL NOT be returned.

1. Resolution

Preferred: 1920x1080. Will Accept 4K, 720p or 480i(for television only).

2. Frame Rate

Preferred: 29.97, 30 or 24. Will Accept 60

3. Codec

Preferred: Apple ProRes 422. Will Accept H.264, VOB (dvd) or MPEG2 **(Preferred for programing over 1hr. Refer to section IV,B - MPEG2 Encoding for CLC-TV).**

4. Delivery

Preferred: Dropbox. Will Accept USB drive, portable hard drive, FTP, CD or DVD.

K. Endorsements

1. Product Placement

At no time will CLC-TV endorse specific brand names of products for consumer use or promote any businesses by intentionally showing their business or logo for promotional purpose.

2. Elected Officials

When a city or any other elected official of a government body appears on CLC-TV, staff will strive to offer the same opportunity to all City Councillors, or the specific governmental body to appear in the same/similar program. Ceremonial heads of government including but not limited to the mayor, the governor, district attorney, chief judge are exempt from these guidelines.

3. Elections

CLC-TV will not televise any candidate running for elected office from the official date of candidate certification until that election is concluded. Candidates may appear on CLC-TV for Council Meetings, Work Sessions and candidate forums. They may also appear in public forums and press conferences in which they are part of the general public and not a presenter or sponsor.

L. Use of City Equipment

Use of City-owned professional video and related production equipment shall be restricted to City activities by Public Information personnel only. Loaning of professional equipment for other City departments, personal or

outside agency use shall not be authorized. PIO does have a consumer grade camera, tripod and wireless camera for department use. Please contact PIO for more information.

M. Duplications

1. CLC-TV Programming Duplication

CLC-TV produced programming is considered public record. The fee for City of Las Cruces public record requests is \$20 per production. Meetings or other long format productions will be only be put on an authored DVD. Shorter productions will be delivered as a digital file. Request online at CLCTV.com. Copies of meetings will be of the entire meeting. Meetings will not be edited. Any content reused by an outside organization must be credited to the City of Las Cruces Public Information Office - CLC-TV. *All archive Council meetings are available for viewing online at CLCTV.com for free. All other programs are available for viewing on YouTube.com/clctv20 for free.

Exempt from Payment. Must Explain.

- City staff or Council using media for official City Business.
- Citizen or group participating in Council Meeting “Opening Ceremonies” will receive one complimentary copy.
- A person who provides designated assistance, or who is designated as a principal performer in a CLC-TV produced program will receive one complementary copy. Does not include person merely appearing and/or speaking at a televised meeting, work session or forum.
- **The City’s Public Information Office will consider requests from outside government / educational agencies for exemption on a case-by-case basis.**

2. Outside Programming Duplication

City departments may request duplications of their own media if it is for official City business. Guidelines are as follows:

- Source content must be on DVD, Blu-Ray, CD, usb drive or portable hard drive
- Media will be duplicated as-is, **the City’s Public Information Office** will not edit the media.
- Media will be duplicated to DVD-R, CD-R Blu-Ray or USB.
- Bulk duplications require requester to purchase their own DVD-R/CD-R media with cases and **the City’s Public Information Office** is not responsible for labeling.
- The **City’s Public Information Office** will not duplicate any media that is copyrighted or DRM protected unless the department obtains written permission from the copyright holder.

IV. Reference, Guidelines and Instructions

A. Broadcast Quality Criteria

For outside produced programming, all productions must meet minimum technical and broadcast aesthetic standards as determined by the **City's** Public Information Office. **Below are the criteria set forth by the City's** Public Information Office.

Video (Exposure / Color Temperature / Focus)

- Video must be properly white balanced to outdoor or indoor color temperature.
- Video must have correct exposure (not too bright, not too dark)
- Video must have main subjects/objects in focus (unless done for a special effect).

Lighting

- Subjects/objects need to be lit properly. No under or over exposure from artificial or natural light.

Audio

- Audio should be clear and at the proper levels.
- Make sure you have no overpowering background noises (popping “p’s”, **wind, echoes, lights, mic interference**, phones, talking, automobiles, etc).
- Interviews, natural sound and/or voice-overs should be done on a separate mic (handheld or lavalier) from the on-camera mic (do not show handheld mics in the frame).
- The on-camera mic should be used to record natural sounds only.

Camera Movement

- Pans, tilts, zooms and off-the-shoulder shots can be dangerous, and should only be used by experienced photographers. It will expose an amateur photographer. Use carefully or not at all.
- Unless it helps the shot to shoot off the shoulder, always use a tripod.

Shot Composition

- Subjects and objects should be placed properly in frame (Rule of Thirds).
- Subjects should have proper headroom, nose room, leading space and avoid bad backgrounds.

Interviews/ Hosts

- The person being interviewed needs to answer questions, looking directly at the interviewer/host and not the audience (camera). So they need to be placed properly in frame.
- The same applies when the host is talking to the guest. When the host is addressing the audience (viewers at home) then they look at the camera.

Music

- **Music shouldn't overpower** a-roll (interviews, natural sound and/or voice-overs) and should be appropriate for the production.
- **You shouldn't have competing voices (narrator and the singer).**

- Music selected must be copyright/royalty-free, otherwise you need written permission from the copyright holder to use the music for the productions.

Transitions

- **No “jump cuts” or empty frames** in the final production.
- Transitions should be smooth and clean (unnoticeable).
- Use plain edit cuts or dissolves only.
- Plan ahead for in-camera transitions and NOT fancy effect transitions in your editing system.

Text

- Text should be clear, bold and easy to read.
- Text should have good contrast from background.
- Stay away from bright green, pink and red.
- Shadows should always be black or gray.
- Fonts should be consistent in style, size and color throughout the production. Keep text short and sweet.
- Text must be placed within the safe title area and be placed properly in the frame.
- Duration of the text should be just long enough for an average reader to read aloud.

Shooting Formats

- Video must be shot in high definition or better quality professional/prosumer camera.
- Should be shot in 16:9 aspect ratio.
- See section III, J – Media Formats; to see acceptable media formats and encodings to submit programs in.

Timing

- Always time your production to the exact second & frame as required or asked for if required.

For any questions contact Media Operations and Production Coordinator, Adrian Guzman.

B. PowerPoint Guidelines for Public Meetings or Forums

When preparing PowerPoint presentations for recorded or televised meeting in City Council chambers, you are **REQUIRED** to use the guidelines and templates found at CityNet > City Forms > Standardized Forms > Form Type: PowerPoint > PowerPoint Template for Recorded/Televised Meetings

C. MPEG2 Encoding for Broadcasting CLC-TV Comcast 20

CLC-TV is operated using the Leightonix Nexus video server. All programming must be uploaded to the server as a special MPEG2 encoding. Though the Public Information Office can encode most formats

received, we request if possible, to submit productions as a MPEG2 encoding (especially if over one hour in length) using the following guidelines as required by the Leightronix:

- Video Resolution: 720x480 (horizontal x vertical)
- Picture Rate: 29.97 frames per second
- A maximum bit rate of 10mb/s is allowed. Higher rates are not supported.
- A minimum bit rate of 2.5mb/s is allowed. A bit rate between 4mb/s – 7mb/s is preferred.
- National TV Standards Committee (NTSC) with 4:3 aspect ratio required.
- 4:2:0 sampling format required. (Main profile at Main or Low level, < 10 Mb/s)
- IBBP group of pictures (GOP) structure recommended for best quality (30 frame maximum GOP size).
- 1-10 frames of black video in the front and end is recommended.
- Audio, if present, must be encoded into the MPEG file using Audio Layer II (audio & video must be encoded onto one file not two separate files).
- Audio may be encoded at 32, 44.1, or 48KHz sampling frequency. We recommend an audio sampling rate of 44.1 KHz for optimal performance.
- MPEG filenames may contain up to 27 characters (no spaces) in addition to the required ".mpg" extension.
- Files may be submitted on a disc (DVD-R/+R/RW/DL, CD-R/+R/RW), or flash drive.

V. Contacts

- Adrian Guzman, Media Operations and Production Coordinator
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