

PUBLIC MEETINGS COVERAGE POLICY – WSTO

Approved by Common Council 1/24/05

WSTO will produce high quality television coverage of local government deliberations and public policy events of citywide significance. **WSTO** exists to provide information to citizens of Stoughton, letting the viewer reach conclusions about the issues and the proceedings covered. To achieve this goal, **WSTO** will adhere to the following policies:

1. Programming will be **fair, accurate, balanced** and without regard to partisanship or ideology. **WSTO's** gavel-to-gavel coverage is intended to offer viewers access to government deliberations. **WSTO** coverage will be unedited. **WSTO** will accurately transmit the deliberations to the viewer without manipulation or addition of editorial comment.
2. Production values will be of the **highest possible quality** to accurately convey the business of government rather than distract from it.
3. Programming will be **scheduled in a manner which recognizes the role of timeliness** in the value of information. Programming, which by its nature is enhanced through "live" telecast, will be telecast live. Programming with content which does not lose value through immediacy may be delayed and telecast on a tape delayed basis.
4. Programming and scheduling of telecasts will **reflect a balance of possible subject matter and deliberating bodies**. Balance shall also reflect the importance of covering deliberations of interest to particular issues. Issues of broadest interest and significance will have first priority in cases where programming exceeds available scheduling opportunities. Balance shall be judged against annual performance rather than daily or weekly scheduling practices.
5. **WSTO** programming will **reflect the importance of all aspects of local government**, including city, school, county, and on occasion state.
6. Programming will **increase the understanding of issue and the processes of self-governance in a democratic society**. Programming may include content which enhances our democratic processes and empowers citizens of the Stoughton. Programming may include elements which increases understanding of the Stoughton, Stoughton government, and the issues before the citizens of the Stoughton.
7. Because there are finite resources available to cover a broad range of events, the **Cable Commission delegates full authority to the DIRECTOR OF MEDIA SERVICES** to make decisions on policies and practices of programming and scheduling consistent with these adopted policies.
8. **WSTO** shall make **provisions to address complaints** into the programming decisions of **WSTO**.