



CITY OF TAYLOR

MEDIA USE POLICY

Purpose: To define the usage and scope of City of Taylor media, including City web sites, City social media platforms, cable access channel, Community Connections newsletter, and messages inserted into City of Taylor utility bills.

Section 1. General Provisions

- a. Definition. "City of Taylor media" include, but are not limited to, City websites, City social media platforms, the City cable access channel, Community Connections newsletter, and messages inserted into the City of Taylor utility bills.
- b. Purposes. City of Taylor media are for the purpose of informing Taylor residents about the City of Taylor, including:
 1. City-sponsored events, news programs, initiatives, and services
 2. City Council discussions and decisions
 3. Board and Commission actions
 4. Neighborhood association meetings
 5. Health and public safety issues
 6. City recreation programs and events
 7. City economic development initiatives and issues
 8. Attractions, festivals and performances
- c. Advertisements for businesses or notices promoting the sale of products or services by non-City entities are not allowed on City of Taylor media.
- d. Advertisements, articles, programs or other content for or against political candidates, political referenda, or ballot items are not permitted on City of Taylor media.
- e. Religious proselytizing is not permitted on City of Taylor media.
- f. The following are allowed on City of Taylor media and are excepted from the above provisions:
 1. Messages or advertisements that promote the City of Taylor, City-sponsored events or City programs, services or initiatives.
 2. Sponsorship statements or logos on City of Taylor media by organizations or businesses providing funds or in-kind services to City of Taylor departments, events, or services. Such sponsorship does not constitute an endorsement of organizations, persons or entities not related to the City of Taylor.
 3. Statements by or about political candidates that occur in the context of public meetings or other City-sponsored events that are broadcast on the access channel or posted/streamed on City of Taylor websites.
 4. Notices for or tape delay broadcast of public forums involving political candidates or about ballot items/referenda, if all of the following conditions apply:
 - A. Event or notice for event must be sponsored by a nonpartisan organization such as a local newspaper or a neutral nonprofit organization.
 - B. Event moderator must be nonpartisan.
 - C. Equal time must be provided to opposing candidates or those on opposing sides of a ballot item.
 - D. Event must be open to the public.

- g. Material or information in violation of any local, state or federal law is not permitted.
- h. The City of Taylor reserves the right to edit, alter or remove content that is obscene, defamatory or discriminatory on City of Taylor Media.
- i. Inquiries about City of Taylor media should be made to the City Public Information Office at 512-352-5448.

Section 2. Community Connection Newsletter

- a. The Community Connection newsletter that is sent with the City of Taylor utility bills is reserved for City-sponsored or co-sponsored events or information including or pertaining to City festivals, arts & entertainment events, tourism events, newsworthy council items or decisions and local history.
- b. Messages or graphics for events, charities or outside organizations in which the City of Taylor has no official interest or sponsorship will not be permitted.

Section 3. Messages Inserted in City of Taylor Utility Bills

- a. The use of City of Taylor utility bills as a means for distributing messages (inserts) is reserved for events, news, surveys or other information that are directly sponsored or co-sponsored by the City of Taylor.
- b. Fundraising appeals are not permitted in utility bill inserts.
- c. Messages or graphics for events, charities or outside organizations in which the City of Taylor has no official interest or sponsorship will not be permitted.

Section 4. City of Taylor Websites & Social Media Sites

- a. The main City of Taylor website (www.taylor.tx.gov) is reserved for City-sponsored or co-sponsored events, news, information, or other content. Messages or graphics for events, charities or outside organizations in which the City of Taylor has no official interest or sponsorship will not be permitted.
- b. The City of Taylor official social media accounts are reserved for City-sponsored or co-sponsored events, news, information, or other content. Messages or graphics for events, charities or outside organizations in which the City of Taylor has no official interest or sponsorship will not be permitted. Additionally, users must adhere to policies outlined on our social media channels pertaining to comments and posts. The following provisions apply to City of Taylor social media sites:
 - 1. Only city employees are authorized to maintain and serve as administrators on official City social media sites.
 - 2. Unauthorized social media channels created under the guise of a City of Taylor official communication without permission will be reported to their respective site owners and all attempts will be made to remove it.

Section 5. Local Cable Access Channel

- a. The City of Taylor local cable access channel 10 or ATT Uverse channel 99 is defined as a local Government, Education and Public access cable channel. The channel is for use by Government, Education and Public Institutions defined as follows:
 - 1. "Government" is the City of Taylor, Taylor Chamber of Commerce, Williamson County and state or federal government entities.
 - 2. "Educational Institution" includes the Taylor Independent School District and other colleges or universities that have a campus inside the city limits of Taylor.

3. "Public" is defined as nonprofit organizations that are located within the city limits of Taylor or its extra-territorial jurisdiction.
- b. News, events, notices, programming or information that is sponsored by Government or Educational institutions or nonprofit organizations that are not located within the city limits of Taylor or its ETJ are permitted on the access channel.
- c. Electronic bulletin board notices (called Public Service Announcements or PSAs) or videotape programs and messages by nonprofit organizations that are located within the city limits of Taylor or its ETJ are permitted on the access channel, with the following provisions:
 1. All PSA requests must be submitted at least 5 days prior to the date they are to air and will run for 30 days or until the event is complete, whichever comes first.
 2. PSA requests can be submitted to the Public Information Officer at hollie.nelson@taylortx.gov in PowerPoint slideshow format.
- d. From the first day authorized by law for filing for election to the conclusion of the election, any elected official opposed on the ballot, or who becomes opposed on a ballot through so other legal process, who regularly appears on or hosts a program that is broadcast on the local access channel, shall only be permitted to appear on the channel as a part of a formal public meeting, incidentally through coverage of government functions or as part of a political forum in which all candidates or sides of a measure have the same opportunities for speech.
- e. The City of Taylor reserves the right to allocate time, designate uses, designate users, use the channel for City programming, or appoint administrators for the use of the access channel or other access channels under its authority.
- f. Audio, video and other technical aspects of programming must conform to standards equal to or greater than the industry average.

