

**CITY OF SAULT STE. MARIE
POLICIES AND PROCEDURES**

Governing the Use of the Government Access Channel and Community Bulletin Board
In Sault Ste. Marie, Michigan

Part I: GOVERNMENT ACCESS CHANNEL.

The goal of municipal programming for the City of Sault Ste. Marie is to create greater awareness of local government, disseminate educational, governmental and community information and events to the citizens of the City. Live and recorded programming will be utilized when available. The Community Bulletin Board will run during all other hours.

The fundamental objectives of the City's municipal channel include the following:

1. To provide quality governmental programming that will inform, educate, and enlighten the citizens of the City.
2. To coordinate the production and dissemination of programming in cooperation with the City's community, governmental, and educational entities.
3. To make public proceedings and events more accessible to Sault Ste. Marie residents by providing live and pre-recorded coverage of City Commission meetings, other boards and commissions, and other governmental entities at the request of those governmental entities.
4. To increase community awareness of City services.
5. To aid in the City's economic development efforts by providing information on projects, development goals, and services.
6. To promote special events in the community sponsored by the City and civic-affiliated organizations as authorized by the City Commission.
7. To supplement public safety and disaster preparedness activities/ information pertaining to the City of Sault Ste. Marie and surrounding communities.

Part II: COMMUNITY BULLETIN BOARD.

It is the intent of the City of Sault Ste. Marie to utilize the Community Bulletin Board for advertisement of City and community events.

This service is available to non-profit organizations within the City and surrounding area that wish to call attention to social, educational, and cultural events that are open to the public. A brief textual message will be cablecast, as space permits, on the television screen on an automatic, rotating basis, for several days prior to the event. There is no charge to the non-profit organization for the Community Bulletin Board announcement.

A. Requirements for the approval of an advertising spot on the Community Bulletin Board:

The City Clerk's Office shall not approve an advertising spot unless all of the following conditions are met:

1. The organization must file an application for a message spot with the City Clerk's Office.
2. Final message content to be approved by the City Clerk as consistent with this policy. The City may edit any message to shorten content or improve presentation.
3. No commercial or political advertising will be permitted.
4. No personal messages will be permitted.

B. Procedures for the processing of a request for a message spot on the Community Bulletin Board:

1. The organization must file an application for a message spot with the City Clerk's Office.
2. Announcements are taken on a first come, first serve basis. Weekly announcements run from Monday to Monday. The City Clerk's Office must receive all announcement applications at least two (2) weeks prior to the event (if applicable). Please send all announcement applications to:
City of Sault Ste. Marie
Robin R. Troyer CMC, City Clerk
225 East Portage Avenue
Sault Ste. Marie, MI 49783
Fax # 906-635-5606
Email: rtroyer@saultcity.com
3. All announcements to appear on the Community Bulletin Board must adhere to the following policies:
 - a. Each announcement must be limited to eight lines, 30 characters per line. No full page news releases will be accepted.
 - b. Information for each announcement should be limited to the most pertinent information - who, what, when, where, why, a contact, and phone number. No announcement will be accepted without an application.

4. The City will make every effort to display messages on the Community Bulletin Board during the time frame requested on the application.

Please contact Robin R. Troyer CMC, City Clerk at 906-632-5715 should you have any questions regarding the City of Sault Ste. Marie Community Bulletin Board.

Adopted by the City Commission: _____

Revision Date: November 7, 2011