



## CityLink

*A service of Pittsfield Community Television*

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(413) 445-4234x111 Fax: (413) 445-4258

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August 14, 2017

Dear Candidate:

CityLink was formed with the goal of better informing the citizens of Pittsfield about what happens in their city. This channel is available only for programming by government agencies, elected officials, and official candidates for office. Being a candidate for city office, you are eligible to take advantage of the many programming and outreach opportunities available here at CityLink.

The first, and most visible, opportunity available to you as a candidate is to take part in a CityLink-produced candidate statement. We are giving you the chance to come down to our studios and record a **five (5) minute statement** about yourself. There is no need to worry about getting a crew for this production; CityLink will handle all technical details. For all future programming that you produce, you will need to find crew members and take care of all production details.

The following dates are available on a first-come, first-served basis to record these statements: **Tuesday, October 10<sup>th</sup> from 9am to 7pm; Wednesday, October 11<sup>th</sup> from 9am to 9pm; and Saturday, October 14<sup>th</sup> from 8am to 1pm.** You must call ahead, to the phone number listed above, and reserve a half-hour block of time to come in to videotape your statement. As a reminder, no campaign buttons, signs or other paraphernalia will be allowed during your statement.

The best way to record these statements is by using our teleprompter. You can prepare your statement, word for word, in advance and then read it from the teleprompter. **If you wish to use this option, you must get your statement to PCTV in advance.** Just email us the text of your statement (preferably as a Word document) a day ahead of your scheduled shooting time and this will allow us a chance to put your statement in the computer. Let us know when you are booking your time if you wish to use the teleprompter.

I have included in your packet a copy of our Fairness in Political Programming policy taken directly from our Operating Rules & Procedures. Please read through these carefully, and if you have any questions regarding our policies, please don't hesitate to call.

CityLink also offers plenty of other opportunities to for you to be seen in Pittsfield. You may take advantage of our Community Bulletin Board, which is seen on our channel between programming. You may also become a member of our facility and use our equipment to record your very own television program. If you wish to use any of these services, please communicate with me at any of the above contact methods.

I am looking forward to seeing you here at the PCTV studios for your candidate statement. If you have any questions, feel free to contact me at the numbers and/or email address listed at the top of this letter.

Sincerely,

David Cachat, CityLink Coordinator



# CityLink Election Check List

*Please assist CityLink by fulfilling and checking off each item below:*

- Read the 'Fairness in Political Programming' Rules  
*-Please don't hesitate to contact PCTV with any questions that might spring up.*
- Sign up for a 5-minute Candidate Statement  
*-This will help let the citizens of Pittsfield get to know you as a candidate. Remember these are available on a first come-first served basis, so call early.*
- Fill out the 2017 Publicity Form  
*-This information may be used on a bulletin board page and during other election coverage on CityLink*
- Begin using CityLink's televised Bulletin Board  
*-To use this **optional** service, contact David Cachat at 445-4234x111 to receive your own username and password. Once you have that, you can create your very own messages for the viewers to read.*
- Become a PCTV Member  
*-This **optional** service allows you to use our equipment and facilities to assist in new programming.*
- Let us know where you will be on Election Night  
*-We may want to talk to you on the phone or on camera during our election coverage.*
- Tune to CityLink for Full Election Coverage  
*-Watch our coverage of debates, forums, and election night. All the events will be seen on CityLink.*





# **Fairness In Political Programming**

*This policy can be found in the PCTV  
Operating Rules & Procedures.*

*View the entire Operating Rules &  
Procedures Booklet at our website:  
[www.pittsfieldtv.org](http://www.pittsfieldtv.org)*

## **FAIRNESS IN POLITICAL PROGRAMMING**

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### **I. Definitions**

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1. **Political Campaign Season:** The time period beginning on the day of the final certification date for nomination papers in a given political race, and ending on election day, inclusive of these two days.
2. **Political Program:** Programming containing discussions of political themes, issues, candidates, or ballot questions. Program may or may not include declared candidates or official spokespersons.
3. **Debate:** A formal contest of argumentation in which two or more opposing sides or Declared Candidates defend and attack a given proposition(s) or viewpoint(s). For the purposes of this section, PCTV will consider a program to be a debate when half plus one of the declared candidates in a race, rounded down to the nearest whole number, are present for the proceedings; or if there are only two declared candidates, then both must be present.
4. **Interview:** an event featuring only one of the two declared candidates in a race.
5. **Forum:** A series of interviews that is conducted when fewer than the required number of declared candidates is present for a planned debate, as defined above. When a forum is conducted, the declared candidates who appear in individual interviews will split the allotted cablecast time evenly.
6. **Declared Candidate:** A person is considered a 'declared candidate' after being certified by the appropriate City or Town Clerk or the Secretary of State, after the final certification date for nomination papers.
7. **Write-In Candidate:** A candidate for political office who has not been certified by an appropriate clerk or governing authority by the deadline set by such authority.
8. **New Programming:** Program content, a majority of which has not ever been previously cablecast on any of the Access channels operated by Pittsfield Community Television.
9. **"Equal Time" and "Equal Access" or the "Fairness Doctrine":** This concept was integrated into an FCC Policy prior to 1984, and was applicable only to broadcasters (not cable operators, networks or programmers). The FCC discontinued enforcement of this clause in the 1980s. The concept allowed each side of a political issue to petition a broadcast (over-the-air radio or television) station for, and receive, equivalent air time to give their side of the story, if they feel that the other side was given more time unfairly.
10. **'Debate Sponsor/Organizer'** The individual or entity which organizes the debate or forum event. This person/group is responsible for choosing the venue, moderator,

invitations of candidates or participants, question formulation, format, and all other matters pertaining to the content of the event.

11. **‘Debate TV-Coverage Producer’** The individual or entity responsible for the technical details of the televised coverage of the event. This will include facility reservation, arrangement of production crew, logistical details at the site, technical standards and quality, and all other normal responsibilities a program producer would have, according to the PCTV Rules & Procedures.
12. **Debate Co-Sponsor Agreement Letter** This document is an agreement between PCTV and one or more co-Debate Sponsor/Organizers, which outlines the responsibilities of each party in the agreement.
13. **Certification Agreement Letter** This document is an agreement between PCTV and one or more outside organizations, in which the outside organization(s) state that they will abide by basic principles of fairness in organizing and conducting the debate. This will include inviting all declared candidates in a race; making every effort to accommodate candidate schedules, and not choosing moderators that have shown bias toward one or more of the candidates, by working for the campaign, having lawn signs, and/or stated public support for said candidates.
14. **Debate Rules Agreement Letter** This document is an agreement between PCTV and a declared candidate who wishes to participate in a debate/forum that is sponsored/organized, in whole or in part, by Pittsfield Community Television.
15. **Debate/Forum Event ‘Tiers’** For the purposes of this policy, PCTV identifies and categorizes debates and candidate forums into four ‘tiers’ of programming. Each tier carries with it a set of procedures which must be followed by debate organizers, program producers, and debate participants. Detailed below in the body of the policy, the tiers are defined as:
  - a. PCTV-sponsored AND -produced debate;
  - b. PCTV-produced debate;
  - c. Member-produced debate;
  - d. Outside-submitted and produced debate.
16. **Bona-fide News Event:** An event recorded for television coverage, and produced by Pittsfield Community Television, at its own discretion, where such coverage is in the public interest. Included in this category are bona fide news or news interview programs; on-the-spot coverage of a news event; and news documentary programs about a subject other than the candidate, where the appearance is incidental to that program. A bona fide news interview program is one where the candidate appears because of the newsworthy nature of his comments or participation, and not for some partisan purpose. To be categorized in this way, candidate appearances should not be selected for partisan purposes, but instead based on good-faith journalistic discretion.
17. **Partisan Event:** Any public or non-public event or news interview program that includes or invites only candidates from one party, where the program material or discussion is centered on electing candidates of that party and defeating the other party,

18. **Gavel-to-Gavel Coverage** The recording for television, and subsequent cablecasting, of an event in its entirety, without editing for content. Recording will only pause or cease when there is a recess, adjournment, or call to executive session that is motioned and accepted by the participants.

## II. Overview

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1. The following policy applies to programming cablecast on any of the access channels operated by PCTV. The purpose of this policy is to provide the greatest access to available cablecast time, and provide the greatest public service during an election season, while being fair to all candidates, champions of issues, and the general public.
2. Programming submitted will be cablecast on the appropriate access channel, depending upon the program producer, as outlined in the PCTV Operating Rules and Procedures (See guidelines on Educational and Governmental Access Channels).
3. The producer(s) of each program is/are solely responsible for program content. (See Programming Policy, section "Content Responsibility.")

## III. PCTV Services

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During a Political Campaign Season, PCTV may offer the following services to declared candidates:

1. Send an introductory letter to all candidates in a particular race, informing each of the PCTV operating rules and procedures, and of opportunities for access programming.
2. Reserve blocks of cablecast time, studio and facility resources, and provide staff assistance for the production of televised candidate statements. Reservation of the aforementioned resources by declared candidates will be accomplished on a first-come, first-served, non-discriminatory basis.
3. Organize and produce, or co-produce, debates and/or forums including all declared candidates in a particular race, or both sides of a ballot question debate.

## IV. Debates and Candidate Forums

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During a political campaign season, PCTV may cablecast candidate debates, interviews, and public forums on one or more of the access channels. **The central mission of this policy is to deliver the greatest public service to viewers, while maintaining fairness, transparency, and integrity for all involved in the process.** PCTV may participate as: a debate sponsor/organizer; as a producer of an event sponsored/organized by another organization; or simply serve as a conduit for member-produced or outside-submitted programming. The policy below outlines how candidates, PCTV members, and the public

should expect to interact with PCTV during this process. This policy is in effect and applicable for the entirety of the Political Campaign Season, as defined in this section.

PCTV identifies and categorizes debates and candidate forums into the following 'tiers' of programming. Each event will be defined by only one of the following tiers. The channel coordinator and/or Executive Director will determine how a particular event/program is defined, based on the facts presented:

A. "Tier-1": PCTV-Sponsored/Organized \*AND\* Produced

These are debate/forum events that are produced for local television coverage, and sponsored/organized **in whole or in part, by Pittsfield Community Television.**

1. PCTV is under NO obligation to produce television coverage of any debate/forum, and will do so at its own discretion and due to staff and facility scheduling.
2. PCTV Coordinators and/or Executive Director may determine which debates to sponsor or co-sponsor, and can decide which organizations it will partner with to provide this public service.
3. In the event that there are debate co-sponsors/organizers, each of these partners shall sign an agreement letter stating that they will abide by basic principles of fairness in organizing and conducting the debate, and that the resulting television program will follow the PCTV Rules and Procedures. (see **Appendix E** for a sample of this document)
4. Each of the candidates that will participate in the debate/forum shall sign an agreement letter, stipulating that he/she has read the rules of the debate and that they agree and will abide by them. (see **Appendix G** for a sample of this document)
5. PCTV has a direct role in inviting candidates, choosing moderators and venues, choosing debate questions and formats, and deciding on scheduling.
6. PCTV will cover the event gavel-to-gavel, in its entirety.
7. PCTV is responsible for all crew, technical details, and other production details.
8. PCTV holds the mechanical copyright to the program, meaning the program cannot be duplicated, or used in whole or in part without express written consent of PCTV.
9. Due to the complexity of such coverage, prior notice of PCTV involvement in these events should not be less than two calendar weeks before the event. Exceptions would be at the discretion of the Channel Coordinator and/or Executive Director.
10. Scheduling of these programs by the access channel coordinator will comply with the Procedure for Obtaining Cablecast Time: Scheduling Priorities section of the Rules & Procedures.

11. In the event that one or more of the conditions that apply to this tier, or the definitions above, are no longer in force; or due to unforeseen circumstances that would prevent the proper conducting of the event, PCTV has the right to rescind any sponsorship/organizing agreements with partners, and also to cease televised coverage of the event.

## B. "Tier-2": Outside Organization Sponsored/Organized

These are debate/forum events that are **sponsored/organized by outside organizations or entities**, such as media outlets, civic organizations, Neighborhood Action Councils, and LWV. These events are community events, where television coverage is requested by the debate sponsor/organizer. If PCTV agrees, such coverage is produced for television and provided by PCTV as a bona fide news event, using any available facilities and staff time, and production assets.

1. PCTV is under NO obligation to produce television coverage of any debate/forum, and will do so at its own discretion and due to staff and facility scheduling.
2. PCTV Coordinators and/or Executive Director may determine which debates to produce and provide coverage of, and can decide the organizations with which it will work to provide this public service.
3. The debate sponsor/organizer must sign off on a Certification Agreement Letter, as defined above. (see **Appendix F** for a sample of this document)
4. PCTV has NO direct role in inviting candidates, choosing moderators and venues, choosing debate questions and formats, or deciding on debate date and candidate scheduling.
5. PCTV is responsible for all crew, production assets, live feeds, and other technical details. PCTV is under no obligation to provide technical support for house sound or other logistics not related to the television coverage; however, these details may be worked out in advance by arrangement with the channel coordinator and/or Executive Director, at his/her discretion.
6. PCTV will cover the event gavel-to-gavel, in its entirety.
7. PCTV holds the mechanical copyright to the program, meaning the program cannot be duplicated, or used in whole or in part without express written consent of PCTV.
8. PCTV shall run a disclaimer at the beginning and end, and/or throughout the body of the program, explaining that the coverage is a bona fide news event, not sponsored/organized by PCTV, and that the sponsor/organizer has certified and agreed to the basic principles of fairness to all candidates.
9. Due to the complexity of such coverage, prior notice of PCTV involvement in these events should not be less than two calendar weeks before the event. Exceptions would be at the discretion of the Channel Coordinator and/or Executive Director.

10. Scheduling of these programs by the access channel coordinator will comply with the Procedure for Obtaining Cablecast Time: Scheduling Priorities section of the Rules & Procedures.
11. In the event that one or more of the conditions that apply to this tier, or the definitions above, are no longer in force; or due to unforeseen circumstances that would prevent the proper conducting of the event, PCTV has the right to rescind any accepted certifications, and cease televised coverage of the event.

### C. "Tier-3": Outside Sponsored/Organized \*AND\* Member-Produced

These are debate/forum events that are **sponsored/organized by outside organizations**, and **produced for television by any qualified producer at PCTV**. This may include individuals, schools, government officials, non-profit or community organizations, and other such groups. Events in this tier may include:

- Candidate forums or debates that are held in public venues, which are recorded by the program producer and submitted to PCTV for public access/cablecast time. These events are community events, open to the public.
  - Events that are "invitations" to candidates to appear on a television program by the program's producer, which is an event solely for a television viewing audience (no live public viewing).
1. PCTV is NOT responsible for sponsorship/organizing, or the production details of these programs.
  2. The program producer is responsible for all production arrangements, including facility scheduling (if PCTV facilities are requested), having sufficient crew, arranging with channel coordinator for cablecast time, and all other requirements of producing a program on PCTV as detailed in the Rules & Procedures.
  3. The program producer must sign a Program Agreement Form, as all other producers of programs cablecast on the access channels must do. (see **Appendix H** for a sample of this document.
  4. The program will be cablecast on the appropriate access channel, depending on criteria of the program producer, as set forth in these PCTV Rules & Procedures.
  5. Scheduling of these programs by the access channel coordinator will comply with the Procedure for Obtaining Cablecast Time: Scheduling Priorities section of the Rules & Procedures.
  6. PCTV may, at the discretion of the channel coordinator and/or executive director, run a disclaimer at the beginning and end, and/or throughout the body of the program, explaining that the program is a member-produced debate/forum, not sponsored/organized by PCTV, and as such, PCTV makes no claims as to the fairness or neutrality of the content of the program.

#### D. "Tier-4": Outside-Submitted

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These are **outside-submitted debate/forum programming** produced by other public access centers, television stations, media outlets, educational institutions, individuals, or any other entity not based in Pittsfield.

1. PCTV is under NO OBLIGATION to cablecast outside-submitted programs, as set forth in the PCTV Rules & Procedures.
2. The decision to cablecast such outside-submitted programs is that solely of the access channel coordinator and/or the PCTV Executive Director.
3. Programs submitted must comply with all PCTV Rules & Procedures, as amended from time to time, including technical standards, programming policies, fundraising policies, and such.
4. The program will be cablecast on the appropriate access channel, depending on criteria of the program producer, as set forth in these PCTV Rules & Procedures.
5. PCTV may run a disclaimer at the beginning and end, and/or throughout the body of the program, explaining that the program is an outside-submitted debate/forum, not sponsored/organized by PCTV, and as such, PCTV makes no claims as to the fairness or neutrality of the content of the program.
6. At the discretion of the channel coordinator and/or executive director, debates and political forums produced outside of Pittsfield and submitted by individuals or candidates themselves may require a program 'wrap-around' recorded by a Pittsfield resident, as required in the 'Procedure for Obtaining Cablecast Time: Outside Submitted Programs' section of this policy.
7. Scheduling of these programs by the access channel coordinator will comply with the Procedure for Obtaining Cablecast Time: Scheduling Priorities section of the Rules & Procedures.

#### V. Programming Containing Declared Candidates or Content Relative to Ballot Questions or Initiatives

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Pittsfield Community Television requires that program producers of series or single programs, produced with PCTV equipment or other facilities, public or privately owned, follow these guidelines when inviting declared political candidates, or spokespersons for or against ballot questions, to their programs cablecast on any access channel operated by Pittsfield Community Television:

1. Any Producer of a program containing declared candidate(s) or spokespersons for or against ballot questions must include the following character-generated disclaimer, at the beginning and at the end of each program cablecast:

A. THE OPINIONS EXPRESSED ON THIS PROGRAM DO NOT

NECESSARILY REFLECT THOSE OF PITTSFIELD COMMUNITY TELEVISION, ITS STAFF, MEMBERS, OR BOARD OF DIRECTORS. TO RESPOND TO THIS PROGRAM, OR PRODUCE YOUR OWN PROGRAM, CONTACT PCTV, AT (413) 445-4234, OR WRITE TO: PCTV, 4 FEDERICO DRIVE SUITE 2, PITTSFIELD MA 01201.

2. PCTV staff is not responsible for the technical execution of the inclusion of the above disclaimer on programs submitted for cablecast.
3. “No Surprise” Rule: No new Programming regarding ballot issues or containing declared candidates is permitted to be cablecast within 96 hours of an election unless produced or co-produced by PCTV. Due to standard channel scheduling requirements, therefore, no cablecast time requests for new programming content will be accepted later than 14 calendar days prior to an election. This includes all **recorded** or live call-in programs, regardless of the nature of the program.
4. No fundraising, solicitation of funds, or on-air notices of fundraising events will be permitted (see Programming Policy, “Prohibited Speech”).

## VI. Use of Equipment and Facilities

1. Producers of programs containing declared candidates or spokespersons for or against ballot questions must follow all existing PCTV rules and procedures with regards to use of equipment and facilities. This includes the first-come, first-served, non-discriminatory policy on reservation and sign-out of portable equipment, studio facilities, editing time, staff time, and other such resources.
2. Producers may opt to produce programming using other equipment or facilities, including other access centers, professional videographers, or personal video equipment. Such programs must meet technical standards as described in the PCTV programming policy, and follow all other PCTV programming guidelines.

## VII. Scheduling

1. The policies and procedures for managing government access channel time during a political campaign season are designed to provide access on a first-come, first-served, non-discriminatory basis by all declared candidates, and the widest variety of Berkshire County residents and organizations, but subject to scheduling practices customary and appropriate for a television station.
2. Requests for cablecast time on the Government Access Channel made by declared candidates for office, or incumbents in office, will be administered on a first-come, first-served, non discriminatory basis as described above. Requests for cablecast time made by write-in candidates or members of the general public, will be filled in the same manner, but on the Public Access Channel, by the Coordinator of the Public Access Channel. PCTV is under no obligation to provide “Equal Time” or “Equal Access” to any such request or producer.

3. Cablecast time on the Government Access Channel will be scheduled by the Government Access Channel Coordinator, with the intent to favor programming produced by and about local Pittsfield candidates, races, and ballot questions. Other government access requests shall receive cablecast time as scheduling permits. See section, "Scheduling Priorities," contained in the Programming Policies of the PCTV Operating Rules & Procedures.

#### VIII. Restrictions on PCTV Staff Involvement

1. In accordance with normal PCTV operating procedures, PCTV staff shall not participate in an official capacity during paid company hours, as producer, crewperson, or other technical or advisory position which would be an advantage to any of the declared candidates or sides in a ballot question debate.
2. Staff can continue to perform other normal duties, however, such as engineering, technical assistance, training, and scheduling for such programs, as they would with other access programs.
3. The above does not pertain to PCTV-produced programming containing declared candidates, such as debates, forums, and candidate statement programs.

#### IX. Violations

1. Violation of this policy will result in immediate suspension of program access and station privileges. The suspension is in effect pending review by the Board of Directors.
2. Policy Complaints. To protect due process rights of individuals, any action by the Executive Director or Access Channel Coordinator can be appealed. See section, "Policy Complaint Procedure").

# CANDIDATE STATEMENTS



Call ahead and book a 30-minute slot to come down to our studio and record a five (5) minute statement about yourself for the viewers of CityLink.

## Slots are available:

**Tuesday, October 10<sup>th</sup> from 9am – 7pm**  
**Wednesday, October 11<sup>th</sup> from 9am – 9pm**  
**Saturday, October 14<sup>th</sup> from 8am – 1pm**

**Time Slots are filled on a first-come, first-served basis. So call early!**



David Cachat  
Ph: 445-4234 x111  
citylink@pittsfieldtv.org

While at our studio taping your statement, please stick around for a tour of our state of the art facility. Also feel free to ask any questions you may have about becoming a member, using our bulletin board, or producing your own programming!





# CityLink

## 2017 Candidate Publicity Form



Please provide the following information for use on the CityLink Bulletin Board or web page. Return this form to the PCTV or email the information to [citylink@pittsfieldtv.org](mailto:citylink@pittsfieldtv.org):

*The following should only be information that you would want publicized on television and/or the web.*

<b>Name:</b>	
<b>Office You Are Seeking:</b>	
<b>Home or Mailing Address:</b> <i>(Again, this should be the address you want publicized)</i>	
<b>Phone Number:</b>	
<b>Cell Number:</b>	
<b>Email Address:</b>	
<b>Web Page Address:</b>	
<b>Twitter:</b>	
<b>Facebook:</b>	