

SUBJECT: TELEVISION AND VIDEO PRODUCTION SERVICES

Purpose: The purpose of this APM is to establish The Madison City Channel as the sole provider for City Departments and Divisions utilizing television and video production services. This policy will be in effect whenever an agency contemplates utilizing such services.

Background: The use of television and video to help agencies get information to the public, their staffs, and other agencies is increasingly recognized as a cost-effective method of communication. Examples include videotaping of special meetings, public hearings, or other cultural or educational events; production of videos or programs which explain and promote City services; videos to recruit, train, or orient employees.

The Madison City Channel is the City's government access television station and also a full-service video production facility that produces work of the highest professional quality at a fraction of the cost of private sector companies.

Policy: It will therefore be the policy of the City that all City agencies utilize the services of The Madison City Channel exclusively for any and all aforementioned television and video projects. Madison City Channel staff should be contacted whenever the production of such projects is contemplated.

Exceptions: The following situations may exempt agencies from this policy:

1. When contracts with local television stations include free video production with the purchase of advertising time;
2. When television advertising is a part of a larger public relations effort including radio, print media, etc., where the agency contracts with an advertising or public relations firm. In such a case it should be strongly encouraged that the contracted firm utilize Madison City Channel's services for television production.
3. When time constraints would prevent Madison City Channel's staff from meeting necessary time deadlines.

In all such cases, Madison City Channel staff should be informed at the start of the project and before any final decision on the service provider is made.

4. When federal or state grants include a provision requiring competitive bidding for production services. In such a case Madison City Channel must be invited to bid on the project.



Paul R. Soglin
Mayor

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