



Name:	Goyder Square TV Screen Content and Usage		
Type:	Council Policy		
Owner:	Chief Executive Officer		
Responsible Officer:	Director of Corporate and Community Services		
Approval Date:	17/02/2015	Next Review Date:	17/02/2018

1 Purpose

The Goyder Square Television (GSTV) is a large format screen mounted on the Library which plays a strategic role in communicating with and attracting residents and visitors to Palmerston's Central Business District. The screen also provides the City of Palmerston with a unique opportunity to link the city with other parts of Australia for a national experience, and with the wider international community to celebrate global events of cultural and community significance and entertainment value. The screens also provide a commercial opportunity for the City of Palmerston to raise revenue to supplement or sponsor multiple content programs and to cover basic operational costs.

City of Palmerston Policy GSTV01 Goyder Square TV Screen Content and Usage is a policy governing the content and usage of the screen, and is intended to provide consistency across all community, sponsor, event and advertising activities.

2 Principles

In alignment with City of Palmerston's Municipal Plan, this Policy ensures that screen content adheres to the following principles:

- To communicate and engage residents and visitors regarding activities and events taking place in Palmerston;
- To provide a stimulating, educational, comfortable and entertaining viewing experience for residents and visitors to Palmerston's Central Business District;
- To represent the City of Palmerston as a leading city for the arts, cultural pursuits and sporting events, and to encourage innovation and creativity;
- To promote Goyder Square and the Central Business District as a focal point for festivals, sporting events and important civic events and commemoration;
- To promote local community groups, activities, events, and businesses to residents and visitors; and
- To encourage community and cultural wellbeing, economic development, the sustainability of our environment and infrastructure, and good governance of the City of Palmerston.

3 Definitions

For the purposes of this Policy, the following definitions apply:

Term	Definition

4 Policy Statement

4.1 The Goyder Square Television

- 4.1.1 The Goyder Square Television is a 5.2m wide x 3.2m high large screen LED television with a display aspect of 16:9 and capable of broadcasting video content during both day and night. It incorporates a sound system, and is centrally controlled from the Civic Centre.

- 4.1.2 The normal operating hours of the screen are between 7:00am and 9:00pm, although bookings can be made for content to be displayed out of hours.

4.2 Screen Content Guidelines

- 4.2.1 Programming content wherever possible must adhere to the assessments provided by the Office of Film & Literature Classification rating scheme.
- 4.2.2 Programming content between 7:00am and 6:00pm is required to be classified no higher than G (“General Viewing”).
- 4.2.3 Programming content between 6:00pm and 9:00pm is required to be classified no higher than PG (“Parental Guidance”).
- 4.2.4 Programming content shall not incite, encourage or present violence or brutality in any form; simulate news or event in such a way to mislead or alarm viewers; depict distasteful or highly controversial material; depict explicit sexual activity or crude or indecent language; present as desirable the misuse of drugs including alcohol, narcotics and tobacco; stereotype, incite, vilify or perpetuate hatred against, or attempt to demean, any person or group on the basis of ethnicity, nationality, race, gender, sexual preference, religion, age or physical or mental disability.

4.3 Screen Content Assessment

4.3.1 Key Criteria

Programming content submitted for viewing will undergo a content assessment process. Content satisfying a minimum of three of the following elements will be considered for inclusion:

- Have broad popular appeal and community relevance (e.g. major event “live sites”)
- Nature of content is primarily civic or cultural
- Be “high quality” material
- Enhance the visitor experience at Goyder Square
- Have an interactive element for visitors where appropriate
- Themes or topics are relevant to Goyder Square Television principles
- Content should be able to assist/benefit Goyder Square and the Central Business District of Palmerston where appropriate
- Satisfy sponsorship commitments when required

4.3.2 Preferred Programming Content

The following content is preferred for programming:

- Major sporting events on free to air broadcasting
- Live simulcasts from around the Northern Territory or Australia or the world which has broad popular appeal or significance
- Media which does not rely primarily on audio
- Media with interactive and engaging visual content
- Community updates, event updates and informational content which appropriately informs residents and visitors regarding Palmerston and Top End events and activities
- Appropriate broadcasts on free to air television with iconic or broad appeal to residents and visitors to Palmerston
- Commercial advertising from Palmerston based businesses

4.3.3 Programming Content which will be rejected

The following content will be rejected:

- Poor quality production material
- Content heavily reliant on audio, unless part of an overall program

- Excessively long content, except where it is an extraordinary event compliant with the Principles of this Policy
- Promotion, community messages and commercial advertising which does not align with the Principles of this Policy, or with clause 4.2.4 of this Policy
- Promotion, community messages and commercial advertising which is in conflict with clause 4.2.4 of this Policy

4.4 Broadcast Rights, Copyright and Sponsorship

- 4.4.1 The City of Palmerston seeks to ensure the sustainability of the screen through ensuring the costs associated with broadcast rights and copyright of content being displayed on the Goyder Square Television are borne by the party requesting the broadcast. As such, access by the public to programming requires application to Council using the Goyder Square Television Booking Form. Upon receipt of the form, Council will require from the applicant evidence of payment for any necessary broadcast rights or applicable copyright fees for the requested programming content.
- 4.4.2 While direct broadcasting from free to air or pay TV networks is normally exempt from broadcast rights or copyright fees, associated audio content may not be. Council will endeavour to ensure applicants are provided with timely information regarding licencing fees, but the applicant and not Council is responsible for any licencing fees associated with requested content, and payment is due prior to approval.

4.5 Management of Public Complaints and Enquiries

- 4.5.1 The City of Palmerston acknowledges its responsibilities to provide programming content pursuant to this policy, and makes every endeavour to ensure all displayed content and all programming decisions are made according to the clauses set out in this Policy.
- 4.5.2 The City of Palmerston acknowledges the rights of residents, businesses and visitors to provide comment and make complaints regarding programming content. Council will make every reasonable effort to resolve complaints, which will be conscientiously considered and investigated. Complaints must be lodged in writing in order for it to be fully assessed, and must include the name and contact details of the complainant, and should be addressed to:

Mail: Attention: Director of Corporate and Community Services
The City of Palmerston
1 Chung Wah Terrace
PALMERSTON NT 0831

Email: palmerston@palmerston.nt.gov.au

Telephone: 08 8935 9922

4.6 Programming Content Authorisation Process

- 4.6.1 Applications for booking the Goyder Square Television should be made to Council using the Goyder Square Television Booking Form, available on Council's website at www.palmerston.nt.gov.au. Only applications using this form will be accepted, and application forms require the individual or organisation to sign a declaration stating that the content complies with this Policy.
- 4.6.2 Programming content of an informational nature should be provided in the format using the template provided on Council's website.
- 4.6.3 Other original programming content should be provided in final edit format on either a disc or flash media for approval with the application.

- 4.6.4 Free to air events require the applicant to identify the channel, programming time and duration, and classification of the broadcast to be included in the application. Free to air applications will incur a charge associated with staffing, identified in the application.
- 4.6.5 Applications must be received by Council 5 business days prior to the requested programming date. The application will be assessed, any broadcasting rights or copyright issues assessed and applicable licensing fees levied against the applicant. All fees must be paid before content is programmed.

5 Associated Documents

Goyder Square Television Booking Form

6 References and Related Legislation

Nil