

Election Policies and Ground Rules

KUED-TV
Salt Lake City, Utah

KUED-TV POLICIES FOR POLITICAL BROADCASTS

Statement of Intent

It is the intent of KUED-TV to actively participate in the nation's political process through production of timely television programming designed to inform the public on issues or legally qualified candidates involved in elections for federal or statewide elective office. Such programs will be journalistically accountable, afford substantial opportunity for the presentation of differing viewpoints on issues facing the electorate, and will refrain from creating, either through format or scheduling, an advantage for any single candidate or political viewpoint.

Participation and Principles

Participation in election or political programming produced or aired by KUED-TV will be afforded to all candidates, political parties or duly designated representatives of advocacy groups who meet the following criteria, or as otherwise required by law:

1) A political party which received five percent of the gross ballot tally in Utah in the preceding election for President of the United States, OR five percent of the gross ballot tally for Governor of the State of Utah, if the party is not incorporated outside of the State of Utah. Invitations will be extended to legally qualified candidates for public office duly nominated and endorsed by political parties meeting this requirement, as limited by additional criteria outlined in this document.

2) An organization responsible for garnering the appropriate number of citizen signatures to confirm placement of an initiative or referendum on the statewide Utah ballot in the next scheduled general election, as determined by the Utah Lieutenant Governor's office; or, an organization or individual selected by the State of Utah to offer countervailing arguments in state sponsored voter information guides on initiative or referenda qualified for the ballot.

3) Individual political candidates, regardless of partisan affiliation, receiving a **minimum of five percent preference** (revised 8/1/92) in one or more pre-election polls published or broadcast by daily newspaper or broadcast journalism enterprises in the state, employing established opinion survey procedures, with a calculated margin of error less than ten percent. (Revised 9/1/98) Public opinion surveys commissioned by

political parties, individual candidates or private subscribers will not be acceptable in meeting these criteria for participation. (Revised 9/1/98)

4) In the absence of published public opinion data in any race for public office, KUED-TV will systematically review each of the legally qualified candidates in the race. Utilizing the soundest journalistic criteria available, KUED will assess demonstrations of voter interest, demonstrations of news media interest, inclusion of candidates in community forums, the completion of financial reporting documents, and demonstrable campaign activity to determine candidate inclusion. (Revised 9/1/98)

5) To ensure the integrity and transparency of our political broadcasts, all debate programs produced by KUED will be broadcast live or live-to-tape. All debates will be recorded to established program lengths, and no additional material will be recorded in anticipation of editing the program for reduction or refinement of content. (Revised: 10/1/08)

6) Candidates participating in political debates or candidate “Free Speech Messages” may not employ at any time during the course of the program visual aids, graphic arts, video and/or film clips. (Revised: 10/20/00)

7) Creation of a responsible public forum being the central component of debate programming, KUED will endeavor to accommodate candidate schedules to facilitate their participation in our debates. However, refusal by a candidate, or their designated representative, of an invitation to participate in a KUED debate constitutes waiver of any claims against the station for access to broadcast time based on “equal time” provisions in federal regulations. (Revised 9/1/98)

8) Safeguarding the integrity of the public information process, KUED’s participation in co-production or co-presentation partnerships of debates expressly prohibits relationships with political parties or organizations that formally endorse political candidacies. (Revised: 10/1/08)

9) All co-productions and/or co-presentations produced in the KUED studios reserve to KUED the role of primacy in determining format, timings, and execution of the debate program. At the discretion of the Director of Production for KUED, exceptions to this principle may be granted to KUED’s coverage of political forums or debates staged away from the KUED studios, which are initiated by sponsoring organizations. (Revised: 10/1/08)

10) KUED will endeavor to confirm candidate participation in debate programming and in public service “Free Speech Messages” in a reasonable and responsible fashion. Such confirmation will be offered in writing to the invited candidate, and/or the candidate’s designated recipient. After such confirmation of participation, KUED-TV will not accept surrogates or any form of videotaped presentation to appear in a candidate’s behalf during political programs. (Revised: 10/20/00)

11) Candidates participating in the free air time offering of “Free Speech Minutes” must use the provided time for the discussion of their candidacy, their party and their position on issues they deem of public interest. To ensure compliance with all appropriate federal guidelines to broadcasters, candidates participating in Free Speech Messages may not identify by name opposing candidates or political parties.

11) Motivated by public service, no embargo will exist on the use of content created during a KUED political debate. An absence of an embargo does not constitute a waiver of copyright protections that are in place for all KUED original productions. (Revised: 10/1/08)

Limitations

Established rules of inclusion for debate programming will have no bearing on invitations extended to political parties and/or candidates for participation in community service programs produced by KUED-TV. All legally qualified candidates for federal or statewide elective office will be afforded an equal opportunity to participate in “Candidate Free Speech Messages” produced by KUED-TV. (Revised 2/1/94) These messages will afford broadcast air time of equal or approximately equal length to each candidate, and the resulting programs will be broadcast at times providing equal or approximately equal exposure to an audience in the KUED broadcast schedule.

Inclusion in such community service programs does not constitute an invitation for participation in political or election debates.

Inclusion of candidate profiles in web-based information sites maintained by KUED does not constitute an invitation for participation in broadcast political or election debates.

KUED-TV reserves the right to not participate in production of election programming involving a federal or statewide public office, or an initiative or referendum qualified for statewide balloting.

Candidates, political parties or political interest groups may not use KUED copyrighted audio or visual materials derived from debate programming in any form of paid political advertising. Such license is expressly prohibited. (Revised: 10/1/08)

Candidates and/or political parties are granted license to use their own Candidate Free Speech Message on web-based presentations such as candidate web sites, or video carriage web sites, including but not limited to services such as You Tube. (Revised: 10/1/08)

Appropriate Political Broadcasts

KUED-TV accepts the broad responsibility attendant to the broadcast media's participation in the political process. The station recognizes its primary mission as providing balanced, accurate and informative programming to the electorate on issues and candidates subject to the public vote.

KUED-TV also recognizes a mandate as a public broadcast institution to be fiscally efficient in the utilization of its resources while in service to its community. KUED-TV will limit commitment of resources to coverage of those issues or legally qualified candidates which appear on federal or statewide ballots.

By definition, this policy will limit KUED-TV's broadcast coverage of political debates to legally qualified candidates participating in federal or statewide races for elective office, and issues qualified for the statewide general election ballot.

Acceptance of Funding from Political Sources

KUED-TV will neither solicit nor accept financial contributions from declared candidates for political office, when said contribution is offered in return for participation in political programming originated by the station.

KUED-TV will neither solicit nor accept financial contributions from organized citizen groups advocating passage or defeat of ballot initiatives or referenda, when said

contribution is offered in return for participation in political programming originated by the station.

KUED-TV will not rent, lease, sell or otherwise provide for financial consideration any media service, facility, personnel or broadcast time to candidates for political office, political parties or organizations actively involved in campaigns associated with initiatives or referenda. (Revised 2/1/94)

Underlying Principles for Policies

KUED-TV's election policies are formulated in accordance with the Society of Professional Journalists Code of Ethics and the Public Broadcasting Service's Editorial Standards and Policies. Both of these documents are available through the KUED web site (www.kued.org) by following directions to "local productions." Or you may write to KUED for printed copies of either document. (Revised 7/1/06)

For Further Information

The following KUED-TV personnel are capable of discussing the station's political broadcast policies and procedures:

Ken Verdoia
Director of Production
(801) 581-3250

Scott Chaffin
Director of Broadcasting
(801) 581-7777

Larry Smith
General Manager
(801) 581-7777

Or you may write:

Election Programming
KUED-TV
101 Wasatch Drive #215
Salt Lake City, Utah 84112

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Revised as noted: 8/1/92

Revised as noted: 2/1/94

Revised as noted: 9/1/98

Revised as noted: 10/17/00

Revised as noted: 7/1/06

Revised as note: 10/1/08