

**SUBJECT: VIDEO AND MEDIA PRODUCTION SERVICES**

Purpose: The following Administrative Procedure Memorandum (APM) establishes the Information Technology (IT) Media Team as the sole provider for City departments and divisions utilizing television and video and media production, and post-production services, including video and audio recording, motion graphics creation, video and audio editing, media file encoding and management, and media distribution via cable television, streaming, social media, and over-the-top services like Roku and Apple TV. This APM applies whenever an agency contemplates such services.

Background: The IT Media Team acts as the full-service video production facility for City agencies. All general fund agencies are provided free services. Enterprise agencies are billed at a fraction of the cost of similar services from private providers. Using the Media Team ensures professional quality, consistency, and adherence to technical and organizational standards, facilitates proper media file management, and efficiently delivers media on multiple platforms.

Policy: All City agencies must utilize the services of the IT Media Team exclusively for any and all video and media production and post-production services. This includes coverage of meetings and events, talk shows, and public service announcements; promotional and informational videos, training videos, podcasts, vodcasts, and webinars. IT Media Team services should be requested via the Help Desk whenever the production of such projects is considered.

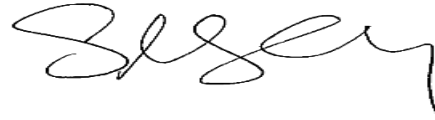
**Exceptions:** Exception requests to this APM must be submitted in writing to IT. The IT Director shall decide whether the exception is approved. The decision of the IT Director is final. City agencies may be exempted from this APM in the following situations:

- When contracts with local television stations include free video production with the purchase of advertising time.
- When video or media production is a part of larger public relation efforts including radio, print media, etc., and the agency contracts with an advertising or public relations firm. In this case, the agency should strongly encourage the contracted firm to utilize the IT Media Team's services for video and media production and any such collaboration, including the role of the Media Team, should be included in the RFP or other solicitation documents and in any resulting contract. When time constraints would prevent the IT Media Team from meeting necessary deadlines, the IT Media Team staff should be informed at the start of the project and before any outside service provider is selected.
- When federal or state grants include a provision requiring competitive bidding for production services. In such a case, the IT Media Team must be invited to bid on the project.
- When productions are developed for internal agency use, will be used by a small number of employees, and will be used for a short duration as determined by the agency. For example, production of a specific event or series of events that will become obsolete quickly. Internal projects such as training videos that will be viewed by a large number of employees or will be used for a long time should be professionally produced by the IT Media Team.
- Exceptions other than those outlined above requires a memorandum of understanding (MOU) between IT and the requesting agency.

For complex multimedia projects, the Web Team may be consulted by the Media Team Producer (Project Manager) and/or the requesting agency.

Consequences for Noncompliance: Any noncompliant content will be blocked from being displayed or distributed via any City-branded distribution methods (e.g., YouTube, Apple TV, Roku, the City Channel website, podcasts, social media, etc.) to ensure quality control on content.

Authority: The IT Director and their designated employee(s) shall maintain and interpret this APM.

A handwritten signature in black ink, appearing to read 'S Rhodes-Conway', written in a cursive style.

Satya V. Rhodes-Conway  
Mayor

APM No. 4-4  
November 23, 2021

Original APM dated 9/6/1996