



## Deltona Citizens United, Inc. Deltona's Hidden Gems Spotlight Policy

Community Awareness Initiative

### Purpose

Deltona's Hidden Gems Spotlight is a community initiative of Deltona Citizens United, Inc. (DCU) designed to highlight locally owned and operated businesses that positively contribute to the Deltona community. The goal is to promote civic pride, economic awareness, and neighborly connection, not commercial endorsement or political advocacy.

### Core Principles

DCU commits to the following standards:

#### **1. No Compensation Policy**

**Spotlight features are unpaid.**

DCU does not accept payment, gifts, discounts, or in-kind compensation in exchange for coverage.

If any item of value is provided during filming (e.g., food samples), it will not influence inclusion and may be disclosed.

#### **2. Non-Political Content Standard**

Spotlight interviews will not include political endorsements, campaign messaging, or public policy advocacy.

Discussions of city disputes, zoning issues, pending government actions, or political controversies will not be included.

**DCU maintains a nonpartisan civic mission.**

#### **3. Positive Community Focus**

Interviews will focus on:

- ✓ Business history
- ✓ Services offered
- ✓ Community involvement

- ✓ What the business appreciates about Deltona

Comparisons to competitors or negative references to other businesses will not be published.

#### **4. Fair & Inclusive Representation**

DCU seeks diverse representation across:

- Neighborhoods
- Industries
- Cultural backgrounds
- Small and emerging businesses

Inclusion in the Spotlight does not imply endorsement or exclusive status.

#### **5. Consent & Media Release**

Written and/or recorded consent will be obtained prior to filming.

Businesses may request removal of a Spotlight feature in writing.

DCU reserves editorial discretion to edit for clarity, length, and compliance with this policy.

#### **6. Transparency Statement**

Each published Spotlight will include the statement:

“This feature is part of DCU’s unpaid community spotlight initiative highlighting locally owned businesses in Deltona.”

#### **Limitations**

Participation in the Spotlight:

- Does not constitute endorsement, partnership, or sponsorship.
- Does not imply DCU support of business practices beyond the content presented.
- Does not guarantee ongoing or repeated coverage.

## Mission Alignment

The Deltona's Hidden Gems Spotlight exists to strengthen community awareness, encourage local engagement, and celebrate the people who help make Deltona a vibrant place to live and work.

### Approved by:

Deltona Citizens United, Inc.  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Date: \_\_\_\_\_

Entity being Spotlighted.  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Date: \_\_\_\_\_

Episode #: \_\_\_\_\_