
**YOURCITY GOVERNMENT
TELEVISION**

POLICIES AND PROCEDURES

ADOPTED _____, 2004

**YOURCITY GOVERNMENT TELEVISION
OFFICE OF CABLE COMMUNITCATIONS
CITY OF YOURCITY
YOURCITY, YOURSTATE**

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YOURCITY GOVERNMENT TELEVISION POLICIES and PROCEDURES

1. MISSION

The primary goal of Yourcity Government Television is to make local government more accessible and understandable to the residents of Yourcity through the production and distribution of programming which covers a broad range of government information. Yourcity Government Television will strive to assist local viewers in understanding how local government operates, what city services are available, how to utilize city services, and how the activities of city government affect the community.

Yourcity Government Television (YGTV) will work to attain this goal by advancing citizen involvement and awareness by providing direct nonpartisan information concerning the operations and deliberations of the city's governmental entities and information of general civic importance to the community.

2. SERVICES PROVIDED BY YGTV

- 2.1 YGTV will provide crew and production services for the live and taped coverage of regular City Commission meetings and other selected government meetings.
- 2.2 YGTV staff will provide training and access to the semi-automated Outreach Studio for City departments and agencies.
 - A specially designed semi-automated 2-camera Outreach Studio has been established which allows City departments and nonprofit agencies to reach the cable viewers with live talk show programs. Viewers can call-in by telephone to ask questions of department representatives about city services and specific issues.
- 2.3 YGTV will provide appropriate video/audio production equipment for the creation of video programs and will develop and maintain a pool of trained volunteers and interns who will be available to crew on government access productions.
- 2.4 YGTV will provide video production services for City departments and agencies.

- 2.4.1. City departments and agencies will submit program proposals as part of an annual production request cycle.
 - 2.4.2. YGTV staff will oversee productions approved through the annual production request cycle.
 - 2.4.3. The person, department or agency which requests the program will act as the Producer of the program and shall be responsible for the conception of the initial idea and for working with YGTV staff and/or the production volunteers to transform the idea into a production reality.
 - 2.4.4. The Producer shall be responsible for all permissions, copyright clearances and developing the production scheduling with YGTV staff.
 - 2.4.5. The YGTV staff person and/or volunteer who is designated to be the Director of the program shall be responsible for scheduling equipment, arranging for appropriate crew and directing the video production.
 - 2.4.6. The Producer and the Director shall share responsibility for scripting and story-boarding the proposed production and overseeing the editing of the final production.
- 2.5 YGTV will provide scheduling and cablecasting services for the government access channel(s) including programs produced through YGTV as well as relevant programs acquired elsewhere.
 - 2.6 YGTV will provide services for the entry of informational messages onto the electronic video bulletin board system(s).
 - The Interactive Government Bulletin Board System will allow home viewers to access information on city services and events by calling a number listed on the screen and entering a three digit code using their touch-tone telephones. The requested information, anything from recycling to Motor Vehicle Department fees, will then be displayed on the screen.

- 2.7 YGTV will present periodic orientation sessions to familiarize government departments and agencies with how to access the services and opportunities available.
- 2.8 YGTV staff will provide additional equipment and editing training to city staff, departments and agencies on an as-needed basis to allow them to utilize the Video Equipment Loan Pool as well as to act as crew on video productions. This training will be provided dependent on staff and equipment availability.
- The Video Equipment Loan Pool will have a camcorder, tripod, light kit and microphones. This equipment will be available for department or agencies to use for covering meetings, seminars or events for their own internal purposes or for submission to YGTV for possible cablecasting.
- 2.9 YGTV staff, subject to scheduling and availability of both staff and equipment, will provide production and editing services to City departments and agencies in the preparation for video materials to be used in presentations to the City Commission or other meetings and forums.
- 2.10 YGTV will provide videotape duplication services for programs produced at YGTV and for other programs if copyright clearances have been obtained.
- 2.11 YGTV will provide videotape viewing services for meetings and/or events upon request.

3. PROGRAM PRODUCTION POLICIES

Government access productions and materials are to meet the same standards of accuracy and objectivity which characterize existing public information materials produced by city departments and agencies.

- 3.1. Requests for video production training must be made in writing via the "Government Access Training Request Form" by the department or agency desiring training at least 60 days in advance of the desired date of training. All requests will be reviewed by the YGTV Access Coordinator and will be scheduled based on need, budget, staff and equipment availability.
- 3.2. Requests for program production, including ongoing series, must be submitted in writing annually via the "Government Program Proposal Form." All requests will be reviewed by the YGTV Access Coordinator and the Government Access Advisory Committee who will determine eligibility based on the priorities and criteria set out in the proposal package.
- 3.3. Requests for program production made outside of the annual program request cycle will be considered solely at the discretion of the YGTV Access Coordinator based on evidence of time-specific need for the production as well as on budget, equipment and staff availability.
- 3.4. Production time, staff and resources will be utilized to cover various government functions. If scheduling conflicts arise in the production of these functions the conflicts shall be resolved according to the following order:
 1. City Commission meetings and Commission committee meetings
 2. Other government committee and board meetings
 3. Special programs on current events or specific community issues.
 4. Programs regarding City department or agency services.
 5. Reports to citizens from elected or appointed public officials
 6. Community events of general interest

Public Meetings

- 3.5. All government meetings shall be carried "gavel-to-gavel."
 - 3.5.1. There shall be no editing of government meetings, except for the inclusion of materials, such as slide, video tape presentations, etc. which were used during the meeting, but were not picked up by the cameras.
 - 3.5.2. The taping process including set-up and tear-down of equipment shall not interfere with any meeting.
 - 3.5.3. When possible all council or committee members and members of the City administration will be identified by name and appropriate title with text at the bottom of the screen.
 - 3.5.4. When possible other speakers as recognized by the chair, will be identified in a similar manner.
 - 3.5.5. When possible a text message will identify the meeting or hearing and/or the agenda item currently under discussion. Such message will appear at least every ten minutes during the meeting superimposed in the upper left-hand corner or at the bottom of the screen in a non-obtrusive manner.

Outreach Studio

- 3.6. The semi-automated, interactive Outreach Studio is reserved for use by Yourcity government departments and area nonprofit organizations.
 - 3.6.1. This studio is operated by the host and guest and requires little or no YGTV staff supervision. During the program graphic materials can be presented and pre-taped video footage can be shown.
 - 3.6.2. Air time using the Outreach Studio will be scheduled in half-hour blocks according to a shared access arrangement with Yourcity Community Television who will have 50% use of the Outreach Studio.

3.6.3. YGTV will provide regularly scheduled 6-hour training sessions for up to four (4) people from each City department on the effective use of the Outreach Studio. This training will include:

- Access Orientation
- How to operate the Outreach Studio Equipment
- Effective use of graphic materials
- How to organize a program
- How to effectively host a program
- Developing an interview style and telephone etiquette

Video Equipment Loan Pool

3.7. Equipment from the Loan Pool (camcorder, tripod, light kit and microphones) will be available for departments or agencies to check-out on a first-come, first-served basis. This equipment can be used for covering meetings, seminars or events for the department's own internal purposes or for submission to YGTV for possible cablecasting.

Use of YGTV Production Equipment

3.8. Employees of City departments, agencies, or nonprofit organizations which are funded, in part, by the City, who have been certified in the operation of portable or editing equipment may use YGTV equipment to produce or edit material for an approved project.

3.8.1. YGTV Equipment may not be loaned or rented for personal or commercial use.

Character-generated Messages

3.9. Information and announcements submitted for inclusion on the electronic bulletin board system(s) may be edited by YGTV to provide clarity and to best utilize the features of the system.

Program Ownership

3.10. All programs produced through YGTV will carry a copyright message which identifies the City of Yourcity as the holder of the copyright of the program.

4. CHANNEL USE POLICIES

- 4.1. The selection and scheduling of character-generated sequences, videotapes and live events for cablecasting are solely the responsibility of YGTV.
- 4.2. Time on the government access channel(s) shall be used to present various programs by and about the city government. In the event of scheduling conflicts, especially during the prime-time (4 pm - 11 pm) viewing hours, the conflicts shall be resolved according to the following order:
 1. Live cablecast of the City Commission meetings, Commission committee meetings, and other live events of general community interest.
 2. Pre-Taped live government programs and/or taped replay of previously shown live programs.
 3. Other locally-produced programs that illustrate the functions of the city government or its agencies.
 4. Programs imported from outside sources including programming from Federal, State and County government agencies.
 5. Interactive text based services and character-generated announcements.
 6. Public Service Announcements (PSAs)
- 4.3. Requests for cablecasting specific programs must be submitted in writing via the "Government Channel Programming Request Form" at least 14 days in advance of the desired cablecast date. All tapes for cablecast must be provided at least 48 hours in advance of the scheduled cablecast time.
- 4.4. All cablecast requests shall be reviewed by the YGTV Access Coordinator who will determine eligibility based on the priorities and criteria set out in this document and, if applicable, the availability of staff and equipment.

- 4.5. The government access channel(s) shall not be used for the presentation of:
- Any commercial advertising which promotes or endorses the sale of any product or service other than city departments or agencies;
 - Any material which constitutes libel, slander, violation of trademark or copyright, or which violates any local, state or federal laws, including regulations of the Federal Communications Commissions.
 - Programming shall be informational rather than advocating a specific point of view. This does not preclude the cablecasting of public hearings, City Commission meetings and other governmental meetings where advocacy may take place.
- 4.6. The government access channel(s) shall not be used for political campaigning by individuals or organizations seeking promote candidates for public office or legislation. Neither will the channel(s) be used for the solicitation of funds for political purposes.
- 4.7. During the four month period preceding an election, programs which feature elected officials who are candidates for election will not be produced or cablecast. This does not preclude their participation in public meetings or special forums of public debate.
- 4.8. Discussion of partisan issues will adhere to equal time guidelines.
- 4.9. Political candidates (including incumbents running for reelection), or their representatives, are not permitted to make partisan political statements on the government access channel(s) except as part of a forum, a meeting of candidates or programs meeting equal time guidelines.
- 4.10. Program material which would advocate a particular religious belief will not be produced or cablecast through the Government Access system. Religious organizations or ideals may be mentioned as incidental information as part of a program.
- 4.11. YGTV will retain videotapes of recorded meetings for a minimum of 60 days, at the end of which time the tapes may be reused for other programming.

Duplication of Videotapes

4.12. Requests for videotape copies must be made in writing within the first 45 days of the 60 day holding period.

4.12.1. A fee will be charged for copies of any program.

4.12.2. YGTV may not duplicate any program not produced through YGTV for anyone other than the producer without written permission of the producer.

YGTV Tape Archives

4.13. YGTV may archive the master of any program, produced through YGTV, for future replay or distribution.

Program Content Liability

4.14. Any producers, other than YGTV staff, bear sole responsibility for the contents and material used in all programs produced by or for them. This responsibility includes obtaining any required copyright clearances and must comply with all other policies and guidelines established for programming cablecast on YGTV. Such producers shall sign a "YGTV Channel Use Agreement" which shall hold YGTV harmless for any breach of copyright or other liability due to the negligence or error of the producer, department or agency.

Access to Recorded Programs

4.15. Programs may be viewed in the YGTV facility. Those making such requests must notify YGTV at least 24 hours in advance during regular business hours.

5 AMENDING OPERATING POLICIES

5.1. YGTV Operating Policies and Procedures may be amended from time to time by a quorum of the Government Access Advisory Committee.

5.2. New dated copies of the Operating Policies and Procedures will be issued after such amendments.