

## **D. GOVERNMENT ACCESS TELEVISION CHANNEL POLICY**

### **PURPOSE**

Redlands TV is a designated government access cable operation available on cable franchises operating in the City of Redlands. Current cable franchises include Frontier and Spectrum. The channels belong to the City of Redlands and exist to inform and involve citizens in government and community affairs, provide information concerning local public meetings, governmental programs and services, public policy issues, general governmental announcements and other special activities and events deemed appropriate within the programming policies and guidelines.

### **POLICY**

Redlands TV government access channels are intended:

- To promote citizen understanding of, and participation in, governmental decision-making by cablecasting public meetings and hearings of the Redlands City Council and Redlands Planning Commissions and other City boards, committees and commissions as deemed appropriate and in keeping with programming policies and guidelines.
- To increase awareness and knowledge of the functions and responsibilities of local government and the services, programs, events, and activities of various departments and agencies
- To offer informational programs that address governmental policies, procedures, actions, quality of life issues, and special events/activities as deemed appropriate.
- To provide pertinent and useful information on public health, safety and emergency services issues

### **PROCEDURE**

The City of Redlands Multimedia Production Coordinator, under the direct supervision of the City's Public Information Officer, is responsible for the day-to-day operations of Redlands TV government access cable television services and is responsible for program production and channel operations.

Equipment and facilities assigned to Redlands TV are designated for use by approved staff members and volunteers only.

Programming on Redlands TV includes:

- Live cablecast of Redlands City Council and Planning Commission meetings and other specified public meetings deemed appropriate on a case-by-case basis as well as taped replays of such meetings. City Council and Planning Commission meetings will be replayed on a specified schedule multiple times throughout the week following the live meeting;
- Tape-delayed cablecast of meetings, programs or events recorded for cablecast at a later time. Some events may be cablecast live and also taped for replay at a later time;
- Staff-originated or produced programming that may include programs for City departments, issues related to City government operations or programs or coverage of City-sponsored or

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supported community events and activities that are of interest to the general public and deemed appropriate by City staff. Staff should submit requests for programming production or to provide programming for cablecast directly to the Public Information Officer for consideration. All requests will be reviewed for adherence to all stated policies and guidelines set forth in this document, appropriateness and relevancy, available staff resources and time, channel and equipment availability, and other considerations consistent with the stated objectives set forth in this document;

- Outside-originated or provided programming selected by staff and deemed relevant to Redlands residents and related to City, County, Regional, State or Federal government and that is produced by an approved outside source. All programs must have all necessary copyright clearances provided by the originator and must be approved by the City Manager or his designee;
- Electronic Bulletin Board announcements related to government meetings, activities, programs, services and events or announcements for activities of local community-based organizations may be considered, subject to review, editing and approval by the Public Information Officer or Multimedia Production Coordinator. First priority will be given to City government sponsored events and activities. All announcements by community-based organizations will adhere to the following guidelines:
  - Community-based, organizations are those groups that specifically serve the City of Redlands and its residents and may include non-profits, service clubs, social and recreational clubs and for-profit groups if the sponsored event or activity benefits a local non-profit cause. Announcements by organizations based outside of the City of Redlands will be considered if the event or service is available to Redlands residents and a similar event or service is not offered by an organization based within the City of Redlands.
  - Messages must serve the public interest and be related to events and activities open to the public.
  - All messages are subject to editing and condensation. For technical information related to image size, font size, colors and patterns conducive to video, originators should consult with the Multimedia Production Coordinator.
  - The Redlands TV Bulletin Board will operate 24 hours when other programming is not scheduled and as time and space permit.
  - Disclaimer: Redlands TV Bulletin Board is provided as a public service. While the City will endeavor to ensure that messages submitted by individuals/organizations are transmitted accurately and in a timely manner, the City cannot and will not take responsibility for the factual accuracy of the information as submitted, such as times, dates, specific locations, name spellings and contact information. The responsibility rests with the originator.
- Programs and announcements that will not be considered:
  - Commercial or for-profit programming or messages which has the primary or sole purpose to promote commercial/profit-making services, products, trade or business;

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- Programming or messages promoting and/or endorsing a political candidate, initiative, referendum, recall, or other election issue. However, notices publicizing public meetings, forums, and social functions sponsored by political groups which are open to the public are acceptable, as long as the names of political candidates and/or members, titles, or descriptions of ballot measures are not publicized;
- Messages and information produced under the auspices of a religious organization or institution that focus on religious or sectarian subject matter;
- Content determined to be obscene, inflammatory or pornographic as defined in California Penal Code section 311;
- Programs or messages with the sole purpose of soliciting support or raising funds for non-governmental projects or organizations, or for any individual. Announcements by community-based, not-for-profit organizations about fundraising events or activities are not included in this prohibition;
- Messages that do not comply with stated policies and guidelines of the City of Redlands or include language not otherwise permitted by law;
- Messages promoting illegal activities;
- Copyrighted material will not be cablecast without lawful copyright authorization. Those submitting programs for cablecast consideration are responsible for obtaining proof of all necessary copyright clearances.