

City of Copperas Cove Information Item No. 1 January 17, 2012

Government Access Channel Policy Update

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SUBJECT: Government Access Channel Policy Update

1. PROJECT DESCRIPTION

Update to the City of Copperas Cove Government Access Channel policy.

2. BACKGROUND/HISTORY

The City of Copperas Cove Government Access Channel is operated by the City through a programming agreement with Time Warner Cable. Under the agreement, the City has been given the right to utilize a cable television channel on the system. The purpose of the Government Access Channel Policy is to set guidelines for the programming shown on the channel. This policy was last updated eight years ago.

3. FINDINGS/CURRENT ACTIVITY

The current updates to the policy have been made to better reflect the franchise agreement with Time Warner Cable and to provide clarification on the programming content and the guidelines for the content shown on the channel.

A copy of the policy is attached.

The policy update has been reviewed by City staff and the City attorney.

4. FINANCIAL IMPACT

None.

City of Copperas Cove Government Access Channel Policy

I. Operation

The government access channel for the City of Copperas Cove is operated by the City of Copperas Cove through a programming agreement with Time Warner Cable of Waco, TX. Under the agreement, the City has been given the right to utilize a cable television channel on the system, initially using channel 10. Under the agreement, Time Warner Cable retains the right to change the channel by providing notice as provided in the Time Warner franchise agreement and retains the right to preempt programming if necessary.

II. Purpose

The purpose of this policy is to set forth guidelines for the programming of the City's Government Access Channel. The City's cable television channel is a government access channel. There are no legal requirements to broadcast any type of programming that is not government related. The City's Government Access channel is dedicated to providing programming that is centered on government programs, activities, and services.

III. Objectives

- a. To increase public awareness of the activities of the City of Copperas Cove's local government and the deliberation of the City Council, Boards and Commissions of the City.
- b. To provide information to the citizens of Copperas Cove concerning the services, facilities, functions, and operations of the City.
- c. To assist and encourage citizen participation in City programs and services and the decision-making process of local government to the maximum extent possible.
- d. To foster communication between the local government and citizens.
- e. To provide information on public health, safety, and welfare issues.
- f. To assist with the internal training of City departments.

IV. Programming

- a. Types of Programming
 1. Community Bulletin Board- Announcements displayed in typewritten or graphic form. The bulletin board is in operation when no other programming is scheduled.
 2. Live Cablecast- The televising of an event as it is happening, such as the broadcast of the City Council meetings. Live events may be taped for archival or tape delayed broadcast purposes.
 3. Tape Delayed Broadcast- A program or event videotaped for broadcast at a later time. Meetings of the City Council are broadcast live at the time of the event and a delayed broadcast is scheduled for the following day at 10:00 a.m. unless otherwise noted.

Types of tape delayed broadcasts include-

- i. Public Service Announcements (PSA's)- short videotaped spots announcing events or issues of importance to the citizens of Copperas Cove.
- ii. Training Tapes- Instructional videos used to discuss, outline, and/or summarize City departmental functions or techniques. Training tapes are produced primarily for internal use but may be broadcast on Channel 10 when appropriate.
- iii. Informational Programming- Programs on a variety of topics produced for broadcast at a later time for educational, training, informational, or archival purposes.
- iv. Documentation- The videotaping of a meeting or event for educational training, informational or archival purposes.
- v. Public education or school related sporting events.

V. Broadcast Policy

The City of Copperas Cove controls the Government Access channel and has complete editorial authority. Nothing contained herein is intended, nor shall be construed, to create a public forum or limited public forum under the United States Constitution or the Texas Constitution. The City Manager is responsible for coordinating the operation of the channel and enforcing the established policies.

VI. Broadcast Programming

All City of Copperas Cove Government Access channel programming shall adhere to the following guidelines as set forth in this policy. All programming broadcast on the Government Access Channel must be government related, to include outside organizations that have contracted or partnered with the City for services, programs or events. It is not to be used for anything other than City government functions. Final approval of each request will be made by the City Manager and/or their designee. Utilization of the channel for personal gain, commercial purposes or non-government functions will not be permitted.

- a. All programming broadcast on the City of Copperas Cove Government Access Channel must not contain:
 1. Any material that is obscene, libelous, slanderous, or knowingly violates any federal, state, or local laws; lottery, gambling, or pari-mutuel schemes.
 2. Material designed to promote the sale of products or services; or promotions and endorsements for individuals seeking public office.
 3. Solicitation of funds.
 4. Material or performances that require copyright or trademark authorization unless written authorization for the use of such materials is secured.
 5. Material promoting a specific religious viewpoint.
- b. The City of Copperas Cove, at its discretion, may allocate air time on the Government Access channel to public school districts in Copperas Cove and Copperas Cove based universities for educational programming or school related sporting events.

- c. All programming scheduled on the City of Copperas Cove Government Access Channel will comply with federal, state, and local laws, rules, and regulations, including decisions and orders of the FCC and the operating rules of Time Warner Cable governing the operation of the leased access channel on the system.
- d. All programming to be broadcast on the City of Copperas Cove Government Access Channel bulletin board must be submitted five business days prior to the start of the broadcast of the material.
- e. All recorded tape delayed programming to be broadcast on the City of Copperas Cove Government Access Channel must be submitted as soon as possible not later than 3:00 p.m. on the day of the broadcast.
- f. All programming on the City of Copperas Cove Government Access channel from outside sources or organizations the City has contracted or partnered with will be broadcast for a time frame that is at the discretion of the City, not to exceed two weeks.
- g. All programming broadcast on the City of Copperas Cove's cable channel is subject to the availability of City Staff, equipment, facilities, and time.
- h. The following general priorities will apply to programming on the Government Access channel. These priorities may be altered on a case by case basis.
 - 1. Programming of an emergency nature involving public safety or health matters.
 - 2. Programming on or about meetings of policy making or regulatory bodies, City Council, Boards and Commissions.
 - 3. Programming involving or concerning City departments.
 - 4. Programming produced by outside sources that is relevant to the City government or City government services.
 - 5. Programming produced by the City or outside sources, including any individual or organization the City has contracted or partnered with for services, programs or events.

VII. Government Access Channel Bulletin Board Requirements

- a. The Government Access channel bulletin board pages are created in Microsoft PowerPoint. The programming content must fit on one PowerPoint slide. Only necessary information should be included. If more information is available, include contact information or a website address.
- b. Programming content can be submitted in a Word document or in a pre-made Microsoft PowerPoint slide. Any art work, backgrounds, graphics, etc., must be provided.
- c. Suggested font size for slides is 28-36pt. The programming content, including font type and size, graphics, photos, etc., must be viewable on a television screen.
- d. The City of Copperas Cove, at its discretion, may alter or edit any programming content to improve the viewable properties.
- e. Submissions of programming content must include contact information, the start date and the end date for the programming broadcast.