

City of Rock Falls



Channel 5 Government Access Television Policy Guide

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A. Policy Statement

The Government Access Television (GATV) programming shall be the sole responsibility of the City of Rock Falls at the direction of the Mayor and City Council and by recommendation of the City Administrator. The City of Rock Falls Council shall set the policies for the GATV.

The programming purpose shall be to provide residents with direct, non-editorial information concerning government deliberations, services, programs and activities, and also to provide educational and public information materials sponsored by the City of Rock Falls. This cable channel is not intended as a political forum or as a mechanism for building support for a particular policy, program or issue not supported by a majority of City Council.

B. Objectives

1. To provide comprehensive information about programs, services and events provided by or sponsored by the City of Rock Falls.
2. To provide information pertinent to residents from other local, state, and federal governmental entities.
3. To widen the dissemination of information on the activities of the City government.
4. To provide educational and public informational materials to residents through cable cast presentations.
5. To improve emergency communications in the event of disaster or widespread service disruption.

C. Channel Designation

The GATV channel shall operate on cable channel 5 of Comcast of Illinois/Indiana/Ohio, LLC. It shall be known as Rock Falls Channel 5.

D. Types of Programs

1. Live Cablecast

Live coverage of selected meetings and events will be provided. This will consist of City Council meeting or and City Committee meeting as deemed necessary.

2. Delayed Cablecast

Recorded meetings or announcements recorded in advance for cablecast at a later time. Note: Some events will be cablecast live and recorded for later playback.

3. City Programming

Programs produced by the City Administration related to City departments, policies or any issues related to City government.

4. Government Partner Programming

Programs related to municipal, county, state or federal government that is produced by an outside source.

5. Community Programming – Bulletin Board

Programs produced by non-governmental Rock Falls organizations such as civic or not-for-profit organizations relating to activities, programs, events and services available to residents of Rock Falls.

E. Access Policy

Final approval of all programming requests will be made by the City Administrator who is the overseer and administrator of Rock Falls Channel 5.

F. Restricted Programming

The City of Rock Falls adheres to all standards imposed by the Federal Communications Commission, by prevailing community standards, and by applicable federal, state, and local laws.

Rock Falls Channel 5 will not telecast:

1. Paid advertising or any program that depicts a product, business and/or service that has the purpose of benefiting a profit-making enterprise. Programming grants, underwriting, and/or sponsorships are not considered advertising so long as the following three conditions are satisfied:

- I. The underwriter has no editorial control over the program.
- II. The viewing public cannot reasonably perceive that the underwriter has exercised editorial control over the program.
- III. The viewing public cannot reasonably conclude that the program is being telecast principally because it promotes the underwriter's products, services or other business interests.

2. Promotions of any political candidates or issue. Rock Falls Channel 5 is not to be used to build support for a particular ballot issue or candidate for public office. Declared candidates for any elective office and persons advocating any cause, viewpoint, or proposed policy will not be eligible to appear on the channel within 90 days of the election date, with these explicit exceptions:

- I. A non-partisan forum in which all candidates or sides of an issues are invited to participate.
- II. Appearance in a bona fide news program or documentary.
- III. A televised public meeting or event in which the candidate's appearance is incidental or unrelated to election or ballot issues.
- IV. Officials performing their normally assigned duties during regularly televised public meetings.

3. Programming that fails to meet the minimum technical standards.

4. Programming that promotes any particular religion, religious group or belief, cult, special interest or hate group.

5. Any material that includes or constitutes: libel, slander, invasion of privacy, violations or infringements of trademarks or copyrights, obscene, or salacious material. Programs

containing copyrighted materials will only be telecast if copyright clearance and permissions have been secured in writing.

6. A lottery as defined by the Federal Communication Commission regulations or any advertisement of or information concerning a lottery.

7. Any material which violates applicable federal, state or local laws.

G. Bulletin Board Submittals

The City will only broadcast submittals by not-for profit organizations or other local governments. No submittals for privately sponsored benefits or private fundraising will be accepted for broadcast on the Bulletin Board.

Submittals for the Bulletin Board need to be in PowerPoint form. Keep the text to a minimum for easy reading with a minimum font of 24. Graphics should be limited with no slide transitions or animation. There is a two (2) slide maximum per event. Slides should be submitted no earlier than 4 weeks prior to the event and no later than 10 days prior. All questions regarding submittals should go to the Building Department Administrative Assistant at (815) 622-1108.

H. Editing Policies

Programming and Bulletin Board announcements submitted for telecast on Rock Falls Channel 5 may be edited by Rock Falls City staff with the following guidelines:

1. City Produced Programming – Any pre-recorded program produced under the direction of City staff can be modified and edited as needed to adhere to the requirements and restrictions of this policy. The finished program must be approved by the City Administrator before it will be telecast on Rock Falls Channel 5.

2. Pre-Produced Programming - Any outside programming provided may be modified and edited as appropriate to adhere to the requirements of this policy or as dictated by scheduling and/or staffing requirements. If the program is copyrighted, the copyright holder's approval must be obtained for any and all edits before the edited version of the program may be telecast on Rock Falls Channel 5.

3. Bulletin Board - Any message or information submitted for placement on the Bulletin Board may be freely edited by City staff for clarity, content, conciseness, and readability. Submissions are due at least five business days prior to the requested starting date or event. The City reserves the right to reject Bulletin Board submissions that do not meet the deadline requirement or when equipment and/or staffing limitations prevent them from being placed on the system. The City bears no responsibility for the accuracy of the information provided by its government partners.

I. Ownership and Retention of Recordings

All City-produced recordings are the property of and copyrighted by the City of Rock Falls. Recordings of City meetings are intended for telecasting and archival purposes only. They shall not be considered an official record of any meeting and therefore there shall be no liability for inadvertent erasure or omissions caused by technical malfunctions or operator error. Recordings

of all telecast meetings will be maintained by the City until either the City no longer possesses the equipment or technical capability to playback said recordings or the recording media is no longer viable (damaged, disintegrated, obsolete, or otherwise unusable). Except to the extent required by law, it shall not be the responsibility of the City of Rock Falls to retain any video programming that is broadcast, or submitted for broadcast on Rock Falls Channel 5. Notwithstanding the foregoing, it is recognized that certain videos may be kept on file by the City of Rock Falls and reused in future broadcasts if proper permission is secured.

J. Duplication Requests

It is not the policy of the City of Rock Falls to produce copies of broadcasts airing on Rock Falls Channel 5. Archival materials are kept in accordance with FCC regulations. The general public should expect to make duplications with personal equipment. By Federal law, the City cannot make copies of programs that it does not own the copyright to; including programming produced by outside agencies or the City's government partners.

K. No Assurance of Broadcast

Whether the City of Rock Falls will cablecast any particular audio-only programming is in the sole discretion of the City Administrator, and no assurance is either expressed or implied of such broadcast as a result of these policies.

L. Equipment and Facilities Use

Rock Falls Channel 5 audio/visual production equipment and facilities are to be used only for the production of City or City-sponsored meetings, events, and activities. Loaning, renting, or use of the equipment for personal or commercial use is strictly prohibited.