

RESOLUTION NO. 166

**A RESOLUTION OF THE CITY OF SHORELINE, WASHINGTON,
ADOPTING GOVERNMENT CHANNEL UTILIZATION POLICIES**

WHEREAS, the City Council wishes to establish policies for the operation of the City's government channel;

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE
CITY OF SHORELINE, WASHINGTON AS FOLLOWS:**

Section 1. Establishment Government Channel Utilization Policies. The City Council hereby adopts those policies and procedures set forth in the, "Government Utilization Policies", a copy of said document being attached hereto as "Exhibit A".

ADOPTED BY THE CITY COUNCIL ON APRIL 10, 2000.



Mayor Scott Jepsen

ATTEST:



Sharon Mattioli, CMC
City Clerk

CITY OF SHORELINE
GOVERNMENT ACCESS CHANNEL USE POLICIES

The City of Shoreline coordinates through the City Clerk's office, the gathering, formatting and programming of information from Governments for display on the Shoreline Government Cable Television Channels.

The Shoreline Government Cable Television Channels (channels 42 and 47) are used to distribute information concerning government activities and services. Authorized government users would be defined as federal, state and local government agencies including Fire Districts and Libraries.

Channels 42 and 47 enable communication directly to all City of Shoreline cable subscribers to keep them better informed and is displayed throughout the day, seven (7) days a week, 24 hours a day, with both alphanumeric (text) and video information.

Procedures for Use of Channel 42 and 47 for Character Generated Information

A. **General Rules**

1. The information is updated during the workday, Monday through Friday, as needed.
2. The Character Generators (channel 42 and 47) are available for use by City of Shoreline departments for providing information regarding City services and activities.
3. No information shall be transmitted which involves any advertising by or on behalf of candidates for public offices, lottery information, or obscene or indecent matter.
4. When requests for message space exceed availability, priority shall be given to users from the geographic area served by the Shoreline cable system.
5. Announcements of events must indicate whether they are free or there is an admission charge. An information number should be provided. Dollar figures will not be announced.
6. All applicable FCC rules apply to use of the Character Generator and are on file at the Shoreline City Clerk's office.
7. The City Clerk will make the decision whether messages comply with these rules and are to be placed on the channel with input from the Department Director of the requesting department.

8. Disputes regarding use of the Character Generator shall be resolved by the City Manager or designee. A disagreement with the findings of the City Manager or its designee can be appealed to the Shoreline City Council.

B. Procedures for Preparing Alphanumeric Information for Display on Channels 42 and 47.

1. The Request for Use of the Character Generator (CG) forms must be used when submitting messages for display. All of the required information at the top of the form must be filled in and the form signed by the director of the requesting department before the message can be displayed on channels 42 and 47. Forms are available from the City Clerk's office, City Hall.
2. Message information shall be composed in Microsoft Word, attached to the CG Form and e-mail directly to the City Clerk's office. All messages attached to a single CG form should be scheduled to begin and end display on the same dates. If events occur on various dates, a separate form should be used for each message.
3. When composing each message, it should be brief.
4. Each message should contain a headline. The headline should briefly convey the main idea of the message. It should attract attention and encourage the viewer to read the message.
5. The following examples may help in designing your messages:

**FREE CONCERT: Monday, June 7,
Downtown City Park, Noon - 1:30
Questions? Call 205-546-1700**

6. The City Clerk's office will, when necessary, conform your message to accommodate page format and style.
7. The message form must be received by the City Clerk's office at least five (5) working days before the display date.

Procedures for Submission of Video Tapes to be Aired on Channels 42 and 47

A. General Rules

1. Programming shall comply with FCC rules regulating cablecasting.
2. All users shall permit the City Clerk to preview the programs they wish to present on the cable system so that a determination may be made as to whether the program material or any part thereof is prohibited by the rules set forth.
3. If it is determined that any program, or part thereof, is prohibited by the rules or requires a viewer discretion disclaimer, the user will be given the opportunity to

revise the program so as to delete the objectionable portion and comply with the City Clerk's request. If the user chooses not to do so, she/he may do one of the following:

- a. Withdraw the program.
 - b. Appeal the staff decision to the City Manager.
4. No live programming should be cablecast on the channel in the absence of prior approval of format by the City Clerk's office.
 5. Channel use operating policies, application forms, licenses, facilities and equipment are subject to change at any time.

B. Use of Pre-Recorded Material

1. A completed Pre-Recorded Cablecast Request as supplied by the City Clerk shall be submitted with the video tape recording at least two (2) weeks prior to the date requested for cablecast.
2. All material shall be delivered to the City Clerk's office and shall be subject to preview to assure conformity with rules and procedures adopted by the City of Shoreline.
3. At the discretion of the staff the two (2) week submission rule may be waived to provide the airing of coverage of bonafide newsworthy events in a timely manner.
4. The City of shoreline requires producers to sign a waiver indemnifying the City of Shoreline and the cable operator from liability for potential copyright infringement.

C. Quality Standards

1. Program Airing Procedures - All video tapes for airing on channels 42 and 47 will be evaluated according to the following criteria:
 - a. Technical Standards - Video tapes must be of a quality suitable for cablecast. Staff screens the submitted tape to see whether the tape meets minimum quality standards when aired over the cable system. For example, problems with chroma, contrast, etc. which may be cause for rejection by a broadcast TV station will not usually be rejected by the staff. However, those tapes which, in staff's opinion, will consistently tear or otherwise not carry a stable signal over the cable system will not be aired.

All video tapes supplied for airing will be on professional quality video cassettes. Audio quality of all video tapes will be constant throughout the video tapes and of sufficient level to permit adequate reproduction on the City's transmission equipment.

D. Access Priorities

1. Availability of the Channel

- a. Such channel, or channels, shall be available for exclusive use by City Department in cablecasting pre-recorded meetings of standing City of Shoreline committees and/or regional government committees or public service announcements cablecast at the request of the City Department.
 - b. When requests for air time exceed availability, priority shall be given to the cablecast of Shoreline City Council meetings. The City reserves the right to preempt any programming scheduled to be cablecast and replace it with programming of local interest.
2. All professionally produced video content must be submitted to the City Clerk's office, with the appropriate signed forms required by the City. A signed statement releasing the cable operator and the City of Shoreline from liability and holding the same harmless from claims of third parties will be required.

Shoreline Government Access Channel
Request For Use Of Character Generator

Department: _____

Submitted By: _____

Extension: _____ Date Submitted: _____

Department Authorization: _____

Signature

Date

Clerk's Office Use

Filename: _____

Format Assigned to: _____

Date Assigned: _____

Book Assigned To: _____

Date Activated: _____ By: _____

Date Removed: _____ By: _____

Storage Location: _____

Message content is attached and has been e-mailed or otherwise provided to the City Clerk's office in Microsoft Word format.

The Message(s) is:

A one time announcement

- The display dates for the attached message(s) are
 - ❖ Begin _____ End _____
- **This message will be deleted after the End date above.**

A periodic announcement

- This message should be displayed on a specific day(s) – Circle as appropriate
 - ❖ Monday Tuesday Wednesday Thursday Friday Saturday Sunday
- This message should be displayed in accordance with the following schedule
 - ❖ _____
- This message should be displayed initially during the following period, and redisplayed upon 7 days advance notice
 - ❖ Begin _____ End _____
- **Message will be saved until replaced or an authorization to delete it is received from the requesting Department**

A replacement message for a previous periodic message

- File name of previous message _____
- Replacement effective date _____

An emergency message to be saved for on demand notice

- To be added to the following emergency notice packet _____
- **Message will be retained until replaced or an authorization to delete it is received from the requesting Department**

Special Instructions: _____

Shoreline Government Access Channel
Prerecorded Cablecast Request

Department: _____

Submitted By: _____

Extension: _____ Date Submitted: _____

Department Authorization: _____

Signature _____

Date _____

Clerk's Office Use

Tape Label: _____

Tape Length: _____

Insertion Date: _____

Insertion Time: _____

Date Delivered: _____ By: _____

Date Returned: _____ By: _____

Storage Location: _____

Requested Cablecast Date: _____ Preferred Time: (Morning Noon Afternoon Evening Night)

Program Title: _____

Length (exact running time): _____ Target Audience: _____

Brief Description: _____

Two Copies of the Program must be provided and the program cannot exceed two VHS format tapes in length.

The Sponsoring department has reviewed the material to ensure that:

- The content is comprised of no material prohibited by the Federal Communications Commission Rules and is consistent with the City's Government Access Channel Use Policies
- The department has taken all necessary steps to ensure that the City has the right to cablecast the requested material

The Program is:

A one time announcement (see cablecast date above)

A periodic announcement

– The program should run on a specific day(s) – Circle as appropriate

❖ Monday Tuesday Wednesday Thursday Friday Saturday Sunday

❖ Beginning: _____ Ending: _____

– This program should be displayed in accordance with the following schedule

❖ _____

At the completion of its run, the tapes shall be:

Returned to the Submitter (Date returned: _____ By: _____)

Erased and returned to the City's tape inventory

Program Run Date(s): _____

Start Time: _____ End Time: _____