



## **CITY OF HENDERSONVILLE PROGRAMMING POLICY AND PROCEDURES FOR CABLE CHANNEL 3**

The municipal access channel shall operate on Comcast Channel 3 and shall use the designation Channel 3, City of Hendersonville. It shall be the goal of the municipal access channel to provide governmental programming to the citizens of Hendersonville. Live and recorded programming will be utilized when available during weekdays. Network programming or an Alpha-Numeric Information Service will run during all other hours.

### **OBJECTIVE**

The fundamental purposes of the municipal access channel are as follows:

- To promote the education of the City's citizens concerning local government by cablecasting meetings consisting of the Board of Mayor and Aldermen, the Planning Commission, and other various boards or committees, as the Cable Television Committee deems appropriate and beneficial to the City's citizens.
- To inform the citizenry at large about programs and public services provided by City departments and City-sponsored agencies.
- To promote the education of citizens by presenting educational and cultural programs beneficial to the City's citizens.
- To explain the opportunities for citizen participation in programs and services.
- To provide information on public health, safety and welfare issues.
- To provide public access to the Hendersonville community for various subjects.

### **POLICIES AND RESPONSIBILITIES**

- The Municipal Cable Channel, facilities and programming operate under the jurisdiction of the Board of Mayor and Aldermen. Responsibility for programming lies with the Department of Public Works. Day to day operation of the channel is under the direction of the Information Technology Manager.
- The Hendersonville Cable Television Committee, made up of: the Mayor, City Recorder, Public Works Director, Information Technology Manager shall periodically review the

programming, policies and operations of Cable Channel 3.

- The Hendersonville Cable Television Committee will be available on request of the Mayor or Board of Mayor and Aldermen to help resolve conflicts involving Channel 3 policies or operations.
- The municipal access channel and City Hall facilities are for the use of the City departments of the City of Hendersonville.
- The use of the municipal access channel and City Hall facilities shall be reserved solely for informational and educational programming created by municipal departments or agencies of the City of Hendersonville or provided by another municipality or government agency.
- Non-municipal agencies may participate in programming or announcements if approved by the Hendersonville Cable Television Committee, or through the sponsorship of a unit of a City department or other City government.
- Selection and scheduling of broadcasts shall be the responsibility of the City cable staff.
- When material is determined to be unsuitable for use on the channel, appropriate notification will be made in writing to the submitting agency, giving the reasons for the decision.
- The department producer or source of programming over the municipal access channel shall be identified both preceding and following its presentation.
- Use of City Hall video equipment shall be restricted to Channel 3 activities, by City employees and/or interns under the supervision of City employees. Loaning or rental of said equipment for personal or outside agency use is strictly prohibited.
- The City shall be held harmless from any and all claims and demands, which arise as a result of programming submitted by outside sources.

## **PROHIBITIONS**

- Any advertising messages on behalf of a political candidate or measure on a ballot. EXCEPT THAT: This shall not preclude the presentation of official materials or programming produced by the municipal cable channel which includes the opportunity for all candidates for a particular elective position or proponents of all sides of any issue to appear in an equitable

manner.

- Any advertising message on behalf of or opposing any measure proposed by a City agency or department or under consideration by the Hendersonville Board of Mayor and Aldermen. EXCEPT THAT: This shall not preclude the presentation of information derived from the Hendersonville Board of Mayor and Aldermen Agenda, meeting notes or programming produced by the municipal channel which provides background information on any measure under consideration if the various sides of the issue are presented.
- Programming policy shall be to provide direct non-editorial information to the citizens of Hendersonville concerning the operations and deliberations of their city government. The cable channel is not intended as a political forum, nor as a mechanism for building support for a particular policy, program, issue, party or individual.
- Any promotional material concerning products or services presented solely for the purpose of any solicitation of funds or other things of value.
- Any information concerning any lottery, gift enterprise or similar promotion offering prizes based upon lot or chance.
- Any material which constitutes libel, slander, invasion of privacy, violation of trademark, or copyright, or which might violate any local, state or federal law, including FCC regulations.
- Programming produced outside of City production facilities without prior approval of the Hendersonville Cable Television Committee. This does not apply to announcements.

### **EDITING POLICY**

- Public Meetings - Any public meeting cablecast shall not be edited or subjected to editorial comment. Meeting coverage shall be from gavel to gavel. Insertion of alphanumeric or computer graphic information visual aids pertaining directly to council or other meeting agenda is allowed.
- Departmental Programs - Any programming prepared by or provided by an individual city department may be modified or edited as appropriate to the policies governing channel use, or as dictated by scheduling and manpower requirements.
- Announcements - Informational messages programmed for use on the alphanumeric bulletin board shall be edited for clarity and to maximize the capacity of the system.

### **PROGRAM SOURCES**

Municipal access cable television programming will come from the following sources:

- Tape Delay Cablecasting - Some public meetings, city functions, and special events will be taped for cablecasting later. Repeat presentations at times more convenient to the public will be given for Board of Mayor and Aldermen and other public meetings and events.
- Announcements - Municipal information, messages and press releases for inclusion on the Municipal Video Bulletin Board and/or Calendar will be edited to conform to the space and technical limitations of the character generated system.
- City Produced Programming - Programs will be produced by the municipal cable staff, illustrating the functions or operations of some unit of City government. Any City department may submit requests for programming development. Such programming must be consistent with the intent of this policy statement and will be integrated into the overall public information purposes of municipal cable television. Programming of this type is subject to the approval of the Hendersonville Cable Television Committee.
- Outside Source Programs - Some municipal cable television programs will come from sources outside the City. Such programming will be integrated into the overall public information purposes of municipal cable television, and must have prior approval by the Hendersonville Cable Television Committee. Scheduling for this program is at the discretion of the Information Technology Manager, depending on resources. All programming shall be provided on DVD format. Programming must be submitted by 4:00 p.m. on the regular business day before it's scheduled broadcast. DVDs which are not scheduled to be broadcast again shall be picked up from the Public Works Department no later than one month after their last broadcast. Tapes are subject to disposal after this time. Tapes cannot be returned through by postal mail.

## **PROGRAM PRIORITIES AND SCHEDULING**

Scheduling the use of the municipal access channel time shall be the responsibility of the Information Technology Manager. Scheduling shall be performed on an equitable and non-discriminatory basis. Scheduling will be in accordance with channel use priorities (listed below) and the availability of equipment and resources.

- Emergency Override Notification - To provide citizens with information and procedures in the event of emergency situations (severe weather, civil emergencies, failure of municipal service or systems, hazardous waste et al.).
- Public Meetings - To help increase and encourage citizen awareness and participation in public policy decision making. The Board of Mayor and Aldermen, Planning Commission, and other various city meetings will be given first priority.
- Function and Operation of City Services - To illustrate and describe the functions, operations, and services of some unit of City government in order to increase citizen understanding of their government and its services.

- Topics of Interest to Hendersonville -To provide an outlet for discussion from debates, or a municipal viewpoint of issues that bear upon the Hendersonville community or upon specific audiences or neighborhoods, including the impact of regional, state and federal policies on the City and its residents.
- Programming arranged and received via satellite through an affiliation with network(s) determined by the Hendersonville Cable Television Committee.

#### **VIDEO BULLETIN BOARD (ANNOUNCEMENTS)**

- To provide calendar or informational messages to citizens about programs and public services offered by City departments.
- Alpha-numeric information and messages in the form of a Video Bulletin Board (VBB) shall be programmed on Cable Channel 3 at predetermined times and intervals designated by the Information Technology Manager.
- The objectives of providing these VBB messages are identical to those stated in the OBJECTIVE section of this policy.
- Information submitted to Cable Channel 3 is subject to editing as defined in the EDITING section of this policy.
- Sources for information or messages displayed on the VBB shall be limited to those generated by:
  - a. Departments or Sections of the City of Hendersonville government.
  - b. Request of Departments or Sections of the Sumner County government.
  - c. Request or publication of the State of Tennessee government.
  - d. Those government agencies in which departments or sections of the City of Hendersonville are affiliated.
  - e. Promotional information about city functions or city-sponsored special events.
  - f. Request of the Sumner County School systems.
- It shall be the general policy of Cable Channel 3 to exclude all other information on its VBB not described above, except in the following circumstances:
  - a. Emergency notification (severe weather, civil emergencies, failure of local services or systems, hazardous waste, et al.).
  - b. Providing public notification for area educational institutions, employers, child care providers, public events or community activities in the event of severe weather conditions.
  - c. Information not described in this policy as demonstrated by documented inability to secure other public or private print or electronic media. These requests must have prior approval of the Hendersonville Cable Television Committee.