

CITY OF MARQUETTE, MICHIGAN

ADMINISTRATIVE POLICY

Policy Number: 2010-02	Revision Date:
Date Adopted: January 12, 2010	
Department: Administrative	

SUBJECT: MUNICIPAL CHANNEL PROGRAMMING STANDARDS

OVERVIEW:

The City of Marquette operates a municipal channel in accordance with its local franchise agreement between the City and the local cable company. The cablecast provides information about City services, announcements and projects of interest to the community. All employees and personnel who have access to programming and scheduling information and content on the municipal channel must adhere to this Policy.

PURPOSE:

The goal of municipal programming for the City of Marquette is to create greater awareness of local government, disseminate educational, governmental and community information and events to the citizens of the City, and facilitate the community's participation in local decision making. Live and recorded programming will be utilized when available for broadcast and a bulletin board information service will run during all other hours.

This Policy establishes guidelines for the operation of MQTV Channel 21 and describes its use by the City of Marquette as a municipal government access channel. This Policy applies to any and all municipal channel programming and content made available to the City for cablecast.

The fundamental objectives of the City's municipal channel include the following:

1. To provide quality programming that will inform, educate, entertain, and enlighten the citizens of the City.
2. To coordinate the production and dissemination of programming in cooperation with the City's community, governmental and educational entities.
3. To make public proceedings and events more accessible to Marquette residents by providing live and pre-recorded coverage of City Commission meetings and other boards and commissions.
4. To increase community awareness of City services.
5. To aid in the City's economic development efforts by providing information on projects, development goals and services.
6. To promote special events in the community sponsored by the City and civic-affiliated organizations.
7. To supplement public safety and disaster preparedness activities/information pertaining to the City of Marquette and surrounding communities.

8. To document and archive City events and activities.
9. To provide community emergency information.

POLICY:

CHANNEL ADMINISTRATION

The City's municipal channel will be broadcast on the local cable franchise's designated access channel and shall use the designation MQTV Channel 21. The City Manager or designee is responsible for overall operations, programming activities and program schedules, which shall be established in accordance with this Policy. Use of the City's government and education audio/video equipment shall be limited to City employees, cable franchise employees, volunteers and/or interns under the supervision of the City Manager or designee.

PROGRAMMING GUIDELINES

A. Responsibility for Programming

Under the direction of the City Manager, the City retains the exclusive authority to determine the programming for the municipal channel. The City reserves the right to refuse production, operations, sponsorship, or use of facilities and equipment to those who interfere with the proper administration of the municipal channel.

B. Program Development and Scheduling

Program development and scheduling will be determined by the City in accordance with this Policy. Programming development and scheduling may, but will not necessarily, involve the cooperative endeavor of the City with local educational, governmental, civic, and community organizations, and others at the direction of the City.

C. Broadcast Hours

Broadcast hours will be determined by the City.

D. Program Content

The primary focus of the municipal channel is the fulfillment of the goals and objectives stated above, including the creation of quality programming to the benefit of the citizens of Marquette. Programming produced for and/or broadcast on the municipal channel should promote community identity, pride, and creativity. Municipal channel programming should reflect the needs and interests of the City and may include the following:

1. Emergency

May consist of live, pre-recorded or text and graphics programming, shown at any time, as emergency dictates. The purpose of this programming will be to inform residents of emergency situations, and to instruct viewers in evacuation, detour, and notification and escape procedures. In the case of an emergency, regularly scheduled programming may be interrupted or cancelled. The content and scheduling of any emergency programming must be approved by the City Manager or designee.

2. Public Meetings

Live coverage of City Commission, Planning Commission, Parks and Recreation Advisory Board meetings, etc. may be cablecast on the municipal channel whenever feasible. Meetings are intended to be carried gavel-to-gavel without editing or editorial comment. Some public meetings, city functions, and special events will be recorded for later re-broadcast at various times more convenient to the viewing public.

3. Operation of City Services

Illustrate and describe the functions, operations, and services of City government in order to increase citizen understanding of their government and its services.

4. Public Service Announcements

City projects, street construction, street closures, and other project updates initiated by various municipal departments in support of their operational missions.

5. **City Events**
Information about special events and attractions for visitors to the Marquette area.
6. **Community Interest**
Programming from other community agencies or other sources which may produce or make available programming appropriate for the municipal channel such as local non-profit organizations, Chambers of Commerce, and school districts.
7. **Special programming for children, senior citizens, and other interest groups.**

E. Editing Policy

The following Policy will apply to editing of programming cablecast on the municipal channel:

1. **General**
City staff, under the direction of the City Manager, shall approve all programs according to the guidelines set forth in this document. The City reserves the right to exercise editorial discretion with regard to the municipal channel programming according to this Policy. Any programming prepared by or provided by a community agency or from some other outside non-City source, may be modified or edited as appropriate and as dictated by scheduling and availability. Programming submitted by outside sources may be edited to provide clarity and to provide compatibility with the necessary format or to adhere to accepted standards.
2. **Public Meetings:** Notwithstanding the foregoing, typically editing of public meetings cablecast will be minimal and void of editorial comment. Editing of technical difficulties is permitted.
3. **Liability for Error:** Should human error result in the cablecast of incorrect information over the municipal channel, the City shall not be liable for the inaccuracy of the information.

F. Political Programming

Candidates for political office or their representatives are not permitted to make partisan political statements on the municipal channel except as part of a forum, a meeting of candidates or programs meeting equal time guidelines. Typically, the municipal channel coverage of governmental affairs will be of the public affairs or documentary-style format.

G. Program Selection Criteria

Video submitted for cablecasting by outside agencies may be previewed by City staff and forwarded to the City Manager for final approval when appropriate. The following criteria for cablecasting will apply:

1. **Scheduling**
Selection of programming will be dependent upon time allotment availability, personnel, financial resources, and similar practical considerations consistent with this Policy.
2. **Technical Quality**
Video and audio quality must be of acceptable levels as determined by the City.
3. **Relevance and Appeal to City Community**
Program must be of interest to the needs and interests of the Marquette community.
4. **Absence of Obscene or Offensive Material**
Programs of an obscene or offensive nature are inappropriate.

H. Public Meetings of Other Government Jurisdictions

Public meetings held in the Commission Chambers by other governmental jurisdictions such as State or Federal government may be covered live, or recorded and aired if approved by the City Manager in advance of the event.

The City reserves the right to request compensation for actual costs incurred for the coverage of other governmental jurisdiction meetings at the City's discretion.

Pre-recorded public meetings of other governmental jurisdictions may be telecast on the City's government channel if approved in advance by the City Manager's office. The City reserves the right to request compensation for actual costs incurred for cablecasting other governmental jurisdiction meetings at the City's discretion.

I. Informational Programs

Any City department may produce, suggest or assist in the production of programming for the municipal channel. All programming shall be consistent with the objectives and goals in this Policy. City departments may submit program proposals or requests for production or telecast of programs which are appropriate. All programming is subject to approval by the City Manager. Any programming prepared or provided by a City department, agency or producer may be modified or edited as appropriate for telecast.

J. Promotions

Promotional announcements for events, charities, or outside nonprofit organizations in which the City has no official interest or sponsorship are subject to approval by the City Manager or designee.

K. Channel Sponsorship

The City may accept sponsorship of the programs it cablecasts. Sponsorship may be in the form of monetary assistance, technical assistance, equipment, or in any other form acceptable to the City. Any program sponsored in full or in part by a commercial, civic or private entity may carry a brief sponsorship statement such as "this program is made possible through a grant from (sponsor's name)." Video footage may include a logo, name, address, and telephone number, free of promotional announcements of product and/or services. This information may be cablecast before and after the sponsored programs.

L. Programming, Producing, and Performing Miscellaneous Cablecasting Services

1. General

The City may utilize its staff to produce, program, cablecast and perform other cablecasting services as it determines appropriate, or it may choose to contract with an outside source to perform one or more aspects of the administration of its municipal channel. Such "outsourcing" shall be approved by the City Manager.

2. Volunteers

The City may choose to develop a training program and qualifications to enhance the services provided to the community by the City. Such a training program may also be in the form of a cooperative effort with one or more educational institutions. Whenever appropriate, the City will recognize the valuable contribution of such volunteers or students in the programming effort and will endeavor to coordinate programs which may provide for the acknowledgement of these efforts.

M. Fees for Service

The City may, from time to time, as it determines is appropriate, offer technical or other type of assistance to various civic, community, or commercial groups that may request assistance to produce programming for cablecasting on the municipal channel. The City may elect to charge a reasonable fee for such services in accordance with a schedule of fees approved by the City Commission.

CONTENT RESTRICTIONS

All content of the municipal channel shall be the sole responsibility of the City of Marquette and the following restrictions shall apply:

1. **Position Advocacy**
The city's municipal channel is not intended to be used as a partisan political forum by an individual or group, nor as a mechanism for building exclusive support for a particular person, program or issue. Any programming relating to election for public office or advocacy for a particular cause, viewpoint or policy subject to a pending vote or ballot question will only be allowed when the format allows for all candidates or sides of an issue to be heard on an equal basis and within the same presentation format.
2. **Commercialism**
There shall be no commercial advertising or other information which promotes the sale of any product or service offered, except for promotional announcements for City sponsored or sanctioned events.
3. **Lotteries**
Advertising or other information concerning any lottery, gift enterprise or similar promotion is prohibited.
4. **Promotion of Religion**
Programming which directly promotes religious beliefs or religious philosophies shall not be presented on the municipal channel.
5. **Defamatory Material**
Subject matter which is defamatory in nature (i.e. slander) shall not be presented on the municipal channel.
6. **Indecent or Obscene Content**
There shall be no presentation of programming content which, in the opinion of the City Manager or designee, is indecent, obscene or illegal. Community standards of good taste, artistic, or social merit will be adhered to at all times.
7. **Programs containing copyrighted materials will not be cablecast without proper copyright authorization. Outside agencies submitting programming for telecast are responsible for obtaining all necessary copyright clearance with respect to such production or programming and will hold the City, its officers and agents, harmless in any case of copyright infringement.**

PROGRAMMING REVIEW AND APPEAL PROCESS

Complaints regarding municipal programming shall be submitted to the Director of Information Services and will be acted upon within 15 days. Complaint appeals shall be submitted to the City Manager and will be acted upon as promptly as possible.

INTERDEPARTMENTAL PRODUCTION SERVICES

City departments are encouraged to request video production services in accordance with the municipal channel's goals and objectives. The Information Services Department shall review all requests for programming services and confer with the program liaison or other designee of the department or agency. Upon approval of production services, Information Services will develop an estimated production schedule, estimated cost, and program completion date. The production schedule shall be subject to availability of funding, personnel, facilities, equipment and other commitments. The Information Services Department may establish a charge-back schedule and user fees for such purposes.

PROGRAMMING ACQUISITION AND EXCHANGE

Liaison and exchange with other local governments involved in programming/cablecasting is encouraged. Cooperative arrangements and agreements with local educational programmers, broadcasters, cable companies and other production groups may be established for efficient operations and communications in the community.

COPYRIGHT ISSUES

All regular municipal channel productions (i.e., meeting coverage and public affairs programs) and all special video works produced by the City will be under the copyright control of the City of Marquette unless one or more of the following apply:

1. The work is produced as strictly a "work for hire" for, and funding is provided by an entity other than the City.
2. Language in a grant, or other funding source which pre-exists the production of the work, establishes a different, related entity as the copyright holder.
3. An agreement is signed, prior to production of the work, granting ownership of copyright to a different, related entity, such as the funding source or the host or moderator of the program.

For productions copyrighted by the City of Marquette, the practical exercise of copyright control shall belong to the department within the City which funded the production of the work.

FREEDOM OF INFORMATION ACT

Nothing in this Policy excuses the City of Marquette from the requirements of the Freedom of Information Act. All requests for video copies of meetings or other video materials for which the City of Marquette has exclusive ownership will be granted, and the City has the right to require compensation for expenses involved in creation of those copies as per the City's fee structure.

EMERGENCY BROADCASTING

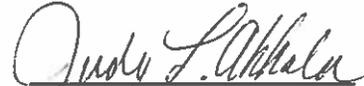
Government use of the municipal channel during emergencies and disasters declared by the City Manager or designee has absolute priority over other programming. During such emergencies or disasters, the municipal channel will be permitted to accept live, taped, character-generated and audio information from other governmental or non-governmental entities when such announcements are deemed by the City Manager to provide important public information pertaining to the emergency or disaster or other conditions requiring protection of the public health, safety and welfare.

Recommended By:



Department Head

Approved By:



City Manager