

**City of University City  
Administrative Policies and Procedures for Government Access Programming**

**U City Channel 10**

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## **I. Mission Statement**

The goal of the Government Access Channel for the City of University City is to provide citizens of University City information about their government, community and quality of life.

## **II. Definitions**

- a. Cablecast – the airing of programs, message board or other information on the government access channel
- b. Programs – any content regardless of form that is transmitted on the government access channel.

## **III. Government Access Channel**

### **a. Purpose**

The purpose of these administrative regulations is to provide for the use of the City's government access channel, provided by University City's cable provider, Charter Communications, and to describe its use by the City. The access channel is a government channel as provided in the City's Cable Regulatory Code with its cable operator, Charter Communications. The code provides for the creation and support of public, government, and educational access channels (PEGs) for use by each of the corresponding groups. University City's channel is a government access channel and is committed to providing more opportunities to help residents learn more about its programs, services, events, activities, and about other important issues facing the City in general. There is no legal requirement that it cablecast any type of programming that is not government sponsored.

### **b. Objectives**

- i. To serve as an on-going source of governmental information for the University City community.
- ii. To increase public knowledge of the functions and responsibilities of City government, and the functions of various Departments, Boards, Commissions, and Committees.
- iii. To serve as an information center in the case of a local emergency situation, i.e. weather, fire, crime, and ect.
- iv. To supplement University City's ongoing communications efforts with its citizens.
- v. To provide a vehicle for University City based non-profit organizations to publicize non-political activities and events that benefit University City citizens.
- vi. To establish an accessible source of key information about city services and requirements.
- vii. To provide additional informational opportunities to U. City based non-profit agencies whose mission is to serve University City residents and the notice relates to activities in University City. Exceptions to the non-profit residency rule may be considered and requests should be made to the Assistant City Manager.

c. Channel Administration

University City government access channel is an operating branch of the City Manager's Office. The Assistant City Manager is responsible for programming activities and program scheduling, which are established based on direction from City Manager and recommendations from departments and citizens. All community bulletin messages submitted by outside entities must accompany a completed submission form, as provided by the Public Relations Office, and must be reviewed by the Assistant City Manager or his designee.

d. Programming Statement

- i. The City will provide information to the University City community concerning the functions, activities, programs, and issues of the City. The City's government access channel is not intended to be used as to promote political platforms, agendas, candidates, political parties, or as a mechanism for building exclusive support for a particular person, program, or issue. Use of the channel will be governed by the rules set forth herein.
- ii. The City reserves the right to review and edit all messages to determine appropriateness, compliance with the policies herein, channel purpose, objectives, priorities, restrictions and access policy. Any message presented may be accepted as presented, may be denied in its entirety, or may be approved conditionally. All messages cablecast on the channel must be free of objectionable or offensive material. If denied, the message's originator will have the option of making the specified changes and resubmitting the request. All requests must be submitted in the manner prescribed by the Public Relations office.

e. Program Type and Scheduling Priority

- i. Emergency – Alpha numeric programming shown any time as emergency dictates. The purpose of this programming will be to inform residents of emergency situations and to instruct viewers. In the case of emergency, regularly scheduled programming may be interrupted or canceled. The City Manager or his designee must approve the content and scheduling of any emergency programming.
- ii. Character generated message board – Access provided to all city departments, boards, commissions, official City government committees. Nonprofit University City based organizations, community groups, and other governmental entities can submit notices on the message board and so long as notices relate to programs, events or services that serve U. City residents.

f. Programming Restrictions

- i. The City of University City recognizes the programming content restrictions imposed on the government access channel by the Federal Communications Commission (FCC) Regulations, by prevailing community standards, and by applicable Federal, state and local laws. In

particular, the University City government access channel will not transit any programming that contains the following:

- ii. Commercial speech or material in which commercial appeals for funds are made.
- iii. Copyrighted material, unless written permission for use has been obtained and presented.
- iv. Programming prohibited by applicable Federal, state, or local laws.

g. Political cablecast messages

Declared candidates for any elective public office, political incumbents, and person advocating any cause, viewpoint or policy, proposed or otherwise, will not be eligible to cablecast notices on University City's government access channel. Any questions or protest of this policy statement must be addressed to the City Manager or his/her designee in writing.

h. Access Policy

- i. University City's access channel is a Government Access Channel created for the dissemination of government related information to the viewing public. Access to the channel allows submission of notices for cablecast on the message board. In each case, proper procedures must be followed before access will be provided.
- ii. Emergency Procedures – Emergency programming is to be originated by the City Manager's Office, Police, Public Works, or other authorized emergency personnel and authorized only by the City Manager or his/her designee. The Assistant City Manager will access the equipment to cablecast an authorized emergency bulletin.
- iii. Message Board Submissions
  - 1. All message board submission must be approved by Assistant City Manager or designee and can be directly submitted to the Public Relations office. The message board is a continuously running program, similar to Power Point presentation in format. Therefore, the following guidelines should be followed to allow for space constraints. Announcements should be limited to one slide, if possible. Electronic formats are strongly preferred and can be emailed.
  - 2. City departments may submit public service messages to be displayed on the government access channel. All messages must be submitted at least five working days prior to requested start date.
  - 3. Messages should be concise and should contain basic information concerning what, when, where, how, and how much. If necessary, staff will edit the message to improve readability, make it fit to one page, or to insure message is grammatically correct.

4. The name and phone number of a contact person must accompany all submitted messages, and whether or not that information is to appear in the message. Submissions should include desired start and end dates.
5. Submission of a request does not guarantee its appearance on the government access channel. The City will determine suitability for this channel and compliance with City policies. The date of input and the length of run of any message will be determined by staff based on availability and channel capacity.
6. In the case that channel capacity is at its peak, messages will be carried a maximum of five days each, on a first come first served basis, with the following priorities:
  - a. Emergency management and public service notification messages originated by Police, Fire or City;
  - b. Announcements ordered by City Council;
  - c. Announcements ordered by City Manager's Office;
  - d. Announcements submitted by City Department Directors;
  - e. Announcements submitted by advisory boards and commissions;
  - f. General announcements submitted by other entities.

#### **IV. Message Board Standards/Guidelines**

- a. One slide can handle 55 - 65, not including the title. The minimum font size is 28.
- b. The body of the slide should be in Aerial or Century Gothic font. These fonts appear most clearly on television screens.
- c. The title or heading should be a font size of 44 and more no more than 5 - 7 words. There is no specific font style required.
- d. Graphics can be included, but will affect spacing and may reduce the amount of allowable words.
- e. Graphics must be submitted electronically via CD disk, or as an email attachment.

#### **V. Recordkeeping**

The Public Relations Director will develop procedure to maintain message board schedule records and other administrative records, as needed.

#### **VI. Operating Revenues**

- a. University City Ordinance 6386, Section 6(c), allows the City of University City to request Charter Communications provide grants of ten cents (\$0.10) per subscriber per month within the franchise area to be used at the City's discretion solely for government and educational access equipment, facilities, and operations. Ordinance 6386 was approved by City Council on August 2002 and amended in Ordinance 6552 on May 2, 2005.
- b. On December 8, 2004, the City advised Charter Communications to begin collecting the PEG grant.

- c. The City Council of University City approved Resolution 041105B on April 11, 2005, requesting Charter Communications provide \$6,000 in matching funds as permitted in Ordinance 6386, for the acquisition of government access equipment and operations.
- d. Upon execution of an interlocal cooperative agreement with at least two other Charter franchise cities, the City will be entitled to another \$6,000 matching grant.

## **VII. Policy Changes**

The City Manager retains the right to change this policy to suit the best interest of the City and the citizens of University City without prior notice.

*Adopted January 26, 2006  
Signed by City Manager Frank Ollendorff*

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