



CITY OF IRVINE PUBLIC INFORMATION OFFICE **ICTV PROGRAMMING & PROCEDURES POLICY**

2. ICTV PROGRAMMING & PROCEDURES POLICY

A POLICY STATEMENT

Irvine Community Television (ICTV) is a 24/7 government access channel programmed and operated by the Public Information Office (PIO) in the City of Irvine, California and is currently available to COX Cable subscribers in Irvine on channel 30 and via web streaming on the City's website. The station will serve the citizens of Irvine by providing accurate and timely information about local issues, activities and events and serve as a forum for ongoing communication and accessibility of municipal government to residents.

B OBJECTIVES

1. Make public proceedings and events accessible to Irvine residents through various mediums, including live coverage of local government meetings via cable television, web video-streaming, on-demand streaming, and archived duplication.
2. Enhance the public's understanding of the municipal government system and City activities.
3. Promote upcoming events in the community sponsored by the City or community organizations, and provide coverage of selected events through live and recorded broadcasts.
4. Provide public safety and disaster preparedness information, during, and in advance of, times of crisis.
5. Provide informational, educational and entertainment programming relevant to Irvine audiences.
6. Offer video production services to City departments, including the production of training videos and external productions.
7. Document and archive City events and activities and provide a duplication service for both internal and external customers.

2.1 DEFINITIONS

1. For the purposes of this policy, the following definitions will apply:
 - a) "authorized agencies and organizations"
 - i) Local registered charitable and non-profit organizations
 - ii) Local government and agencies
 - iii) Local businesses and for-profit groups if the sponsored activity or event benefits a Irvine humanitarian, charitable or non-profit cause
 - iv) Public agencies outside the City of Irvine that offer information and activities of interest to Irvine residents.
 - b) "News release" - release of information to the media by an authorized person concerning an activity involving the City of Irvine

- c) "PSA" – public service announcements
- d) PIO – Public Information Office

2.2 PROGRAMMING CONTENT & LEGAL RESTRICTIONS

A POLICY

1. Programming content, including Bulletin Board information, on ICTV shall meet all FCC Regulations and be in compliance with all applicable Federal, State and local laws, and be non-commercial in nature.
2. Responsibility for program content lies with the City of Irvine and is delineated in this policy document.
3. Programming on the channel will not incorporate any copyrighted material, unless proper authorization has been obtained from the appropriate authorized entity. Outside agencies submitting programming to ICTV are responsible for obtaining all necessary copyright clearances.
4. There shall be no commercial advertising, product endorsement or other information that promotes the sale of any product or service offered except for promotional announcements for City-sponsored, public service, charitable or non-profit events. However, sponsored or underwritten programs may be included/broadcast with the approval of the City.
5. ICTV may not broadcast programming, PSA or bulletin board items that promote or endorse a religion or religious affiliation.
6. ICTV shall endeavor to operate 24-hours per day, seven days a week if resources permit.

B PROGRAMMING

1. The City Government Access Channel ICTV may be utilized for the following programming:
 - a) Live cablecast and rebroadcast of all regularly scheduled City Council and Orange County Great Park meetings, excluding closed sessions;
 - b) Any other City Council or Great Park meetings deemed to be of public interest;
 - c) City-sponsored or co-sponsored events and activities;
 - d) Programs which provide public information about City programs, projects, activities or public safety;
 - e) Programs deemed educational or entertaining for City of Irvine residents;
 - f) City election candidate forums and debates that are sponsored by a non-partisan and impartial group or organization and open to the community and all candidates;
 - g) Public Service Announcements approved by the City PIO; and
 - h) Emergency Information.
2. Cooperative arrangements of programming exchange between ICTV and other municipal government agencies, local educational broadcasters, cable companies and other production groups may be established to enhance programming for residents.

C BULLETIN BOARD SERVICE

1. The City offers a graphic video bulletin board service which airs when video programming is not being aired. The bulletin board is managed by the PIO. It is offered as a free public service to promote the following:
 - a) City programs, services, employment opportunities and projects
 - b) Contact information for City and relevant government offices
 - c) Schedule for ICTV programming
 - d) Information about events sponsored or co-sponsored by the City of Irvine
 - e) Information about events and programming of interest to residents of Irvine from authorized agencies and organizations
2. Outside authorized agencies and organizations are permitted four weeks of bulletin board announcements per calendar year. Agencies may use four weeks consecutively, or split the four week period into two segments of two-week runs.
3. Authorized organizations wishing to utilize the Bulletin Board service must submit their requests electronically four weeks prior to the initial airdate. Forms are available to the public on the City's website or to internal clients on the Intranet.
4. Messages must be non-commercial in nature, serve public interest and relate to events and activities open to the public and taking place in Irvine.
5. The City of Irvine reserves the right to edit content to fit the one-page format offered and to refuse content that may be deemed offensive, obscene, illegal, or otherwise inappropriate.

D. PROGRAMMING RESTRICTIONS

Programming prepared, originated or provided by a City Department may be modified or edited as appropriate.

2.3 POLITICAL CAMPAIGN USE OF GOVERNMENT CHANNEL

A. POLICY

1. ICTV may not promote or endorse a political candidate, whether or not a current office holder, or ballot measure.
2. Advertisements on behalf of a political candidate or ballot measure are prohibited.
3. ICTV may not broadcast personal statements by candidates for election or re-election to any office, excepting any such statements that may be made by candidates as part of a formal public meeting or a candidate forum or debate that is aired after the time of their announced candidacy.
4. Other than the election blackout period as noted below in 2.3-A-5, elected officials may appear as guests or interviewees as part of a program aired on ICTV if their appearance is on behalf of a:
 - i) City department, or
 - ii) City-sponsored project or event, or
 - iii) Matter within the jurisdiction of the City of Irvine or a public agency that serves the City.

5. There will be a “blackout” period during which time no current elected City office-holder running for re-election, or for another elected City office, and no other candidate for any elected City office may appear in any ICTV broadcast outside of regular City Council or Orange County Great Park Corporation Board of Directors duties. This “blackout” period encompasses the time from the commencement of the candidate filing period for elected City offices through and including the date of the municipal election for such offices. This “blackout” restriction does not apply to current elected City office holders who may be candidates for any elected federal or state office.
6. ICTV is exempt from providing equal time to a candidate when an incumbent is performing his or her routine official duties of the position, including participation at regular and special sessions of City Council, Orange County Great Park Corporation Board of Directors meetings and/or bona fide news events.

B. TELEVISED DEBATES OR CANDIDATE FORUMS

1. ICTV may televise debates or forums during the election period within the following parameters:
 - i) All candidates appearing on the ballot are invited to participate;
 - ii) The program is sponsored and hosted by an independent, non-partisan organization that does not endorse candidates, and focuses on City-wide issues;
 - iii) City staff is only involved in the technical production of the debate; and
 - iv) No editing will be allowed with the exception of adding opening and closing graphics, supers, transitions, deleting profanity or the correction of technical problems.
2. Every effort will be made to air the debate or forum live. Debates or forums shall not pre-empt repeats of City Council, Orange County Great Park or other regularly scheduled City-business meetings.
3. City Council candidate debates and/or forums shall be broadcast live, then rebroadcast three times per week, in various time slots, until the day before the City Council election.
4. City resources, including equipment and personnel, may be used in conjunction with debates or candidate forums for County, State or federal elected offices which may interest local residents.

2.4 LIVE PROGRAMMING

A POLICY

1. ICTV does not have the ability to employ time-delay programming. While every effort will be made to ensure defamatory, obscene and or indecent matter is not broadcast, ICTV reserves the right to edit re-broadcasts of live events to delete such matter. Public meetings shall not be edited for subject nor editorial comment.
2. Public forums taped or shown live on ICTV will be aired unedited. ICTV reserves the right to select public forums that most appropriately fit program guidelines, schedule and crew constraints. ICTV cannot guarantee coverage of any event.
3. Request for coverage of a public forum (held in the City Council Chambers only) must be received at least 15 business days prior to the forum.

2.5 SCHEDULING

- A. City Council meetings shall be broadcast live, then rebroadcast six times in various time slots before the next Council session.

- B. The City shall endeavor to plan consistent scheduling with time and date continuity.
- C. Scheduling of public education/informational programming is at the discretion of the PIO.
- D. ICTV shall post two day's of schedules on the City's website and shall participate in the City's weekly advertising program with a weekly broadcast schedule.
- E. A weekly scheduling log will be maintained by the PIO and archived.

2.6 EMERGENCY USE OF ICTV

- A. POLICY
 - 1. Emergency information will take priority over all programming in instances where the Mayor of the City of Irvine, his/her designee, the City Manager or the Chief of Police has declared an emergency.
 - 2. Any pertinent and advantageous information to the general public, which may include announcements from other government or non-governmental agencies, may be broadcast.

2.7 PRODUCTION SERVICES

- A. INTERNAL PRODUCTION
 - 1. ICTV has limited video production resources available to produce, at no cost to City Departments, programs and PSAs to air on ICTV and training tapes for internal use. Requests for use shall be prepared by the requesting Department using the ICTV Production Services Request Form and signed by the Department Director.
 - 2. Proposals will be received each quarter, with deadline for submission on: March 31, June 30, September 30 and December 31 of each year.
 - 3. The PIO will prioritize programming proposals. ICTV regular programming will take precedence.
 - 4. The production schedule shall be subject to availability of personnel, facilities, equipment and budget.
- B. EXTERNAL PRODUCTIONS AND PUBLIC SERVICE ANNOUNCEMENTS
 - 1. As scheduling permits, ICTV will produce, at no cost, two (2) PSAs per month for various charitable or non-profit organizations. These agencies must prepare an ICTV Production Services Request Form. Authorized agencies will be allowed one PSA per calendar year. The organization will provide the script, B-roll footage and logos to be used. ICTV will voice, edit and air the PSA at no cost to the agency for a period of four (4) weeks.
 - 2. These PSAs are the property of ICTV. However, one (1) copy will be provided to the organization for use at will.
 - 3. The PSA will be scheduled to air for a period of no less than four (4) weeks and as deemed appropriate by the PIO.
 - 4. ICTV, in cooperation with the City Facilities staff, will provide production services to organizations who wish to record an event being held in the City Council Chambers. A standard per-day rate shall be established.

C. USE OF CITY PROGRAMMING AND EQUIPMENT

1. All programming produced by the City remains property of the City of Irvine.
2. Use of City equipment and related production facilities and equipment shall be restricted to City use and operated by City employees and approved contract staff.
3. City Departments may request the use of production facilities and equipment, including field production equipment (operated by PIO staff), for activities that are not intended for cablecasting on ICTV. Such requests shall require sufficient advance notice to the PIO and are subject to the availability of the equipment and other commitments. The PIO may establish, subject to approval, a schedule of charge-back and user fees for such purposes.
4. Loaning equipment for personal use shall not be permitted. Other government agencies may request the use of equipment, staff and facilities, which will be permitted on a case-by-case basis ensuring ICTV programming takes priority.
5. Other government agencies may request production assistance and use of ICTV facilities and equipment. Due consideration will be given requests. However, local programming commitments take priority. ICTV will not provide services to any non-governmental agency.

D. PRODUCTION PERSONNEL

1. The PIO may utilize contract and freelance personnel on a part-time basis to help produce ICTV programming. Such services will be contracted within budget allocated. The PIO will promote the use of interns and staff from local high schools, community colleges and universities. City staff, interns, contract and/or freelance personnel shall observe all City Human Resources guidelines.
2. Grounds for disciplinary action shall include, but are not limited to: damaging, abusing or mishandling equipment; unauthorized use of equipment or facilities; and use of equipment or facilities while under the influence of alcohol or illegal drugs.

2.8 TECHNICAL STANDARDS

Programs submitted or produced for cablecast must meet the following technical standards and be of acceptable broadcast quality with clean audio.

- A. Currently, master videotapes must be in one of the following formats:
 - i) Betacam SP
 - ii) DVD
 - iii) DVcam
 - iv) DVCpro
 - v) miniDV
- B. Tapes submitted for cablecast or produced by ICTV shall be clearly labeled with the following information:
 - i) Title of Program/Date
 - ii) Name of Producer
 - iii) Total Running Time (TRT) in minutes:seconds (00:00) from fade-up to fade-out
 - iv) Multiple tapes for single programs must be clearly labeled
- C. Each program must have 10 seconds of black at the top and 15 seconds of black at the tail and a minimum of 20 seconds of bars and tone.

2.9 DUPLICATION & DUBBING SERVICES

- A. ICTV shall provide DVD copies of programming to the public upon request and charge a fee authorized by the City. Dubbing may take up to three weeks.

2.10 RETENTION SCHEDULE

- A. Recordings of all City Council Meetings and Orange County Great Park meetings will be supplied to the City Clerk, Records Section for archival retention.
- B. A comprehensive depository of video of City events will be maintained by ICTV staff.
- C. A video copy of each edition of Irvine News will be shot-listed and retained for posterity.