



CITY OF GOLETA

GOVERNMENT ACCESS TELEVISION CHANNEL OPERATING POLICY

Section 1. Mission Statement

The City's mission for the City of Goleta's Government Access television channel is to facilitate the exchange of public information in accordance with Federal Communications Commission ("FCC") and National Television System Committee ("NTSC") rules, while fostering open and participatory local government.

Section 2. Objectives

The City Council establishes the following objectives of The Goleta Channel:

- A. To provide information regarding the activities and decisions of the City Council and the recommendations of its advisory bodies;
- B. Expand community awareness of local government and its decision-making processes by providing live and re-broadcast coverage of City meetings;
- C. To offer information to City residents regarding programs and services offered by various City departments;
- D. To provide information pertinent to City residents from other local, state and federal governmental entities;
- E. Provide an additional venue for emergency communications in the event of disaster;
- F. Offer informative public affairs television programs of interest and value to residents of Goleta which are not otherwise available or provided by other sources;
- G. Provide video production and audio/visual services to City departments if resources permit; and,
- H. Create a channel identity that citizens recognize as quality informational programming specific to Goleta.

Section 4. Channel Administration

- A. The Community Relations Manager serves as the Channel Administrator for The Goleta Channel. However, the City Clerk and the Community Relations Manager shall be responsible for contributing specific types of programming for the channel. The City Clerk shall oversee all programming and information pertaining to the City Council and local Government; while the Community Relations Manager shall contribute community outreach content for the channel.
- B. The Channel Administrator shall be responsible for the following:
 - 1. Implementation and oversight of Channel production;
 - 2. Making programming decisions in accordance with operating policies;
 - 3. Reviewing any appeals that are made on programming requests.
- C. Operating policies may be amended at any time upon the approval of the City Council.

Section 5. Types of Programming

- A. Public Meeting Coverage
 - 1. The Goleta Channel will feature live and re-broadcast television coverage of all recorded regular and special meetings of the Goleta City Council, Planning Commission, Design Review Board, Parks and Recreation Commission, Public Engagement Commission, Public Tree Advisory Commission meetings, community informational meetings, and "State of the City" addresses. Public City meetings will be covered from call-to-order to adjournment, and will be broadcast without editorial comment; meetings will be replayed in their entirety at various times throughout the week.
 - 2. Coverage of additional public meetings will be determined based upon available resources at the discretion of the Channel Administrator in consultation with the City Clerk. Public meetings produced by other local government entities, as well as those produced by state and federal agencies or institutions will also be considered for broadcast. Outside programming must be informative in nature and appeal to the general public interest. Any costs associated with airing public meetings produced by other governmental agencies on the Goleta Channel shall be borne by those agencies.
 - 3. Video and audio recordings of all public meetings are intended for broadcasting purposes only. They shall not be considered the official record of the meeting.
 - 4. Public meetings which are aired live will be rebroadcast throughout the week a minimum of two (2) times each.

B. Community Bulletin Board

1. The Community Bulletin Board primarily will be used to promote City programs, services and initiatives through the posting of notices on the topics listed below:
 - a. Job opportunities;
 - b. Vacancies on City commissions, boards and committees;
 - c. Volunteer opportunities
 - d. Emergency preparedness information;
 - e. Public health awareness;
 - f. Energy conservation initiatives;
 - g. Utility rate assistance programs;
 - h. Environmental preservation efforts;
 - i. Alternative transportation programs;
 - j. City meeting broadcast schedules;
 - k. City office and facility schedules, including holiday closures;
 - l. Public safety information;
 - m. Emergency communications information;
 - n. Information on City permitting or licensing services and processes;
 - o. City contact information.
2. Any remaining capacity on the Community Bulletin Board after City notices may be made available to other government agencies for the purpose of posting notices of upcoming events or notices pertaining to public services, programs or initiatives as defined in Section B, 1, a-o above. Said government agencies shall be limited to:
 - a. The County of Santa Barbara;
 - b. State of California;
 - c. Local special districts; and,
 - d. Federal Government agencies.
3. Any remaining capacity on the Community Bulletin Board after all governmental notices have been satisfied may be made available to local non-profit community based organizations for notice of events to be held in the Goleta area. Only information containing the name of the event sponsor, the name of the event, the date and time of the event and contact information may be submitted to be posted on the Community Bulletin Board.
4. Community Bulletin Board submissions must conform to all channel programming policies, FCC requirements, and community standards. Additionally, all submissions are subject to final approval by The Goleta Channel administration.
5. Notices of an emergency nature are not subject to any advance notice requirements. Messages that pertain to health and safety will be included in the display sequence as soon as possible.

6. City staff reserves the right to edit any submissions to ensure conformity with space and technical limitations.
7. Submissions will not run for longer than thirty (30) days. If a longer “air time” is desired, then an additional submission is required; or in the alternative, special arrangements may be made with the City staff.
8. Submission requests should be received in writing at least one week in advance of the desired “airing date”; requests may be submitted on available forms to City Hall, or via electronic mail to pio@cityofgoleta.org.

C. Emergency Message Programming

1. The Goleta Channel may be used to facilitate communications with residents during an emergency in the City in consultation with local, state, or federal officials.
2. Emergency programming will be subject to staff and facility limitations, and is not intended to substitute for alternative emergency information or be the sole provider of information regarding emergency response and/or relief.

D. Public Service Announcements (“PSAs”)

1. Whenever possible, The Goleta Channel will broadcast PSAs produced by or on behalf of the City that feature content intended to benefit the public interest, raise awareness on an issue, affect public attitudes, and potentially stimulate action.
2. PSAs from other government agencies will be considered at the discretion of Channel administration and within the limitations of Channel operating policies, as well as availability of programming space.

E. Special Events Coverage

1. Coverage of special events will be provided based in part upon Channel operating policies, goals and objectives, as well as staff and facility availability.
2. Special event coverage includes, but is not limited to:
 - a. Press conferences;
 - b. Special meetings of the City Council, Planning Commission, Design Review Board or other City commissions;
 - c. Public Workshops;
 - d. Annual State of the City event programming;
 - e. Community organized events, such as festivals, performances, displays or parades; and,

- f. Educational, historical and community-based event programming for which broadcast rights are owned by the City.

F. Other City Programming

1. The City may produce other programs which do not fit into any existing category. These programs will be considered “specials” and may be of any format. Programs will concentrate on City issues, events, and City and public services.

Section 6. Program Requests and Eligibility

- A. The following are authorized to request that programming be placed on The Goleta Channel:

1. City staff, elected officials, and residents;
2. Authorized department and agency heads from other local, state, and federal government entities; and
3. Regarding Community Bulletin Board only, local non-profit organizations and local non-governmental entities providing services to the residents of the City.

- B. Programming requests may be made by phone, letter, or electronic mail. Requests for programming will be responded to within seven (7) days of the request. Requests may be submitted to:

Community Relations Manager
City of Goleta
130 Cremona Drive, Suite B
Goleta, CA 93117
Phone: (805) 961-7500
pio@cityofgoleta.org

- C. City departments or outside government agencies requesting placement of programming on The Goleta Channel must be willing to assist in production if asked to do so. This may include but is not limited to: (1) Furnishing necessary information; (2) Gathering persons and props to be used in the program; (3) Making “on-air” presentations as deemed necessary by Channel administration.

- D. Program submissions must meet all Channel programming policies, FCC requirements, and community standards; additionally, all submissions are subject to final approval by Channel administration.

Section 7. Programming Restrictions

- A. The Goleta Channel shall not be used to produce video programming for political, private or commercial organizations. Prohibited activity includes but is not limited to:

1. Paid advertising;
 2. Solicitations to purchase commercial goods or services;
 3. "Informational" plugs for a private for-profit organization or its philanthropic activities; and
 4. Partisan or political positions or content endorsements of such nature, although candidate forums open to all candidates for local office may be allowed if it otherwise meets the criteria of this policy.
- B. The programming shall not include slanderous (or libelous), lewd, obscene, indecent, or violent content or language. Should a question arise regarding content admissibility, the material will be reviewed subject to state and/or local law, City ordinances, and FCC protocols; FCC defines "indecent" as that which, "describes or depicts sexual or excretory activities or organs in a patently offensive manner as measured by contemporary community standards for a cable medium."
- C. The programming shall be direct, non-editorial information regarding the operation and deliberations of local government and other public affairs; The Goleta Channel shall not serve as a mechanism for building support for a particular policy, program, or issue.
- D. Programming will not include copyrighted materials unless written permission has been obtained from the copyright holder or a duly authorized representative. Copyright permission must be obtained for all programs produced by outside sources that are broadcast by The Goleta Channel. Copyrighted music is not authorized unless written permission is obtained by the copyright holder or a duly authorized representative.

Section 8. Copyright Considerations

- A. All video recordings produced by and used for production of television programs by the staff of The Goleta Channel shall remain the property of the Channel and the City.
- B. The City shall hold the copyright on all programs produced primarily for airing on The Goleta Channel.
- C. The Goleta Channel may at the discretion of Channel administration provide copies of programming aired on the channel subject to the following provisions: (1) Copies will be provided on a "first-come/first-serve" basis; (2) Copies will be provided as soon as staff and facility time allow; (3) A handling fee shall be charged at the discretion of Channel administration to mitigate administrative expenses; (4) Copies of all Public meetings may be obtained by contacting the City Clerk's Office.

Section 9. Technical Considerations

- A. Information for the Community Bulletin Board must be created using Microsoft PowerPoint or Adobe Photoshop.
- B. Those interested in submitting a post for the Community Bulletin Board may create it themselves or provide the City with adequate information to create an image.
- C. Submitted slides should meet the following guidelines:
 - a. Leave 1-inch margins around image;
 - b. Use no font smaller than size 12;
 - c. Use colors and fonts that are easy to read.
 - d. Do not place text or important image content an area of approximately 1 "around the outer edge of the slide.
 - e. Images must be 720x480 pixels; 72 dpi
- D. If the City will be creating the image please include all of the following information:
 - 1. Name of event;
 - 2. Date and time;
 - 3. Location;
 - 4. Contact information.
- E. Video submissions can be sent in on video cassette, DVD, or standard computer video files.

Section 10. Election Coverage

- A. The Goleta Channel is not intended to be a political forum; furthermore, it shall not serve as a mechanism for building support for a particular policy, program, or issue that is not supported by a majority of the City Council. No political programming shall be permitted on The Goleta Channel that is not a dissemination of factual information or dialogue/debate that is presented in an unbiased fashion which directly affects City residents.
- B. Programming shall not include individual declared candidates for elected office. Candidates for elected office may not use The Goleta Channel as part of any campaign effort. This exclusion does not apply to persons who receive airtime as an incidental part of official public meeting coverage, forums, special elections, or incidental coverage of incumbents performing official duties which warrant "typical" airtime and do not encourage additional gratuitous coverage.

C. The Goleta Channel, at the sole discretion of Channel administration, may air programming related to upcoming local elections (such as debates), so long as such programming is the broadcast of an event held and conducted by a neutral party, and so long as signed documentation (including an affidavit and copies of invitations) is provided by the neutral party to Channel administration. The affidavit shall attest that all appropriate candidates or interested parties/entities (in the cases of referendum) were invited to participate in said event.

D. Election results can be broadcast at the discretion of Channel administration.

Section 11. Promotional Considerations

Promotional announcements for City-sponsored events, programs, and activities will be permitted on The Goleta Channel.