

City of Lawndale's Community Television

Policies and Guidelines

I. Purpose

The City of Lawndale's Community Television is a source for informing the Lawndale community of city issues, programs, events and services, and to increase their knowledge and level of participation on the various services and functions performed by their local government. Lawndale's Community Television is viewed over Channel 3 and Channel 22 on Time Warner Cable, Channel 3 and Channel 29 on Verizon FiOS and Channel 99 on AT&T U-Verse on a 24/7 schedule. The City of Lawndale's policies relating to Lawndale Community Television are designed and implemented to comply with state and federal law and to maintain, develop and implement appropriate programming, as well as to allow for technical and broadcast improvements as needed or desired.

II. Intent

- (a) To identify and establish the criteria for appropriate government programming.
- (b) To define and establish policies for the branding and use of the City of Lawndale's Community Television (Time Warner Channel 3 and Channel 22, Channel 3 and Channel 29 on Verizon FiOS and AT&T channel 99).
- (c) To identify and encourage the use of new and emerging media technologies and to best position the City's Community Television and the content provided through it, so as to effectively serve the public's information needs.

III. Definitions

- (a) *Branding*: On-going efforts by the City to identify, promote and improve awareness of Government access television programming content.
- (b) *Grant*: Funding awarded on a discretionary basis by the Lawndale Cable Commission to produce non-commercial community related programming. This award provides funding for individuals or community groups to produce programming as approved by the Lawndale Cable Commission and must comply with these Policies and Guidelines. The grant monies awarded is to aid and/or supplement the costs related to production.
- (c) *Lawndale CityTV*: A channel branding designation for video programming on the City of Lawndale's government access channel. This content will be aired on Channel 3 on Time Warner Cable and Verizon FiOS cable systems in order

to more clearly, consistently and effectively communicate the purpose of Lawndale Community Television over multiple systems. AT&T U-Verse system utilizes a menu driven channel selection system on channel 99 for all PEG access channels. Any additional video service providers shall provide an appropriate channel and number in compliance with the State of California's Digital Infrastructure and Video Competition Act of 2007.

- (d) *Lawndale Community Television*: Government access television serving the residents of Lawndale and includes both Lawndale CityTV and the Lawndale CommunityTV.
- (e) *Lawndale CommunityTV*: A channel with an electronic community bulletin board composed of graphical, text and media based content and Government Agency Programs. This content will air on channel 22 in the Time Warner Cable system and on channel 29 in the Verizon FiOS cable system. AT&T U-Verse system utilizes a menu driven channel selection system on channel 99 for all PEG access channels. Any additional video service providers shall provide an appropriate channel and number in compliance with the State of California's Digital Infrastructure and Video Competition Act of 2007.
- (f) *P.E.G. access channels*: Public, Educational and Governmental access channels.
- (g) *Sponsorship policy*: The Lawndale Community Television Sponsorship Policy adopted by the Lawndale City Council by resolution.

IV. Types of Programming

- (a) **Lawndale CityTV**: Programming aired on Lawndale CityTV will fall into one of the following programming categories, listed in order of priority:
 - (i) Emergency: Emergency programming includes emergency operations for natural or man-made disasters, weather phenomena, poison prevention, first aid, and the like.
 - (ii) Public Meetings: Live and pre-recorded public meetings of the City Council will be aired. Redevelopment Agency, Housing Authority, Cable Usage Corporation, Planning Commission, Parks & Recreation and Social Services Commission and various other appointed committee or board meetings may be aired based on approval from City Council. Live public meetings will be aired gavel-to-gavel and will not be edited nor subject to editorial comment. The City is not responsible for any statements made during public meetings. For playback purposes, public meetings that include long delays for recesses or closed sessions may be edited but only the recesses will be edited out or any other editing as required by law or FCC regulations. Public forums or symposiums which are not a matter of public record, and/or in which a quorum of elected officials do not attend and/or vote

may be edited for playback when the program is intended for (and is presented as) portions or highlights of the meeting. Broadcast coverage of a meeting's procedures should be objective and should not portray anyone in a particularly negative or unfavorable manner.

- (iii) City Programs: City programs may include any program produced, organized or sponsored by the City, the Lawndale Cable Usage Corporation or the Lawndale Cable Commission. Additionally, programming produced by the City or a City paid vendor, including programs for and about City Departments, issues related to City government or the Lawndale community, activities and events including local sporting events, or programs produced by individuals or organizations that are provided City funds including a grant from the Lawndale Cable Commission, CDBG funds or other funding sources are City programs. City Programs shall also include any event approved in advance by the City Council as a City program.
 - (iv) Government Agency Programs: Programs submitted by other governmental agencies, including local school districts, local, county, state or federal agencies that are of general interest to the residents of the City of Lawndale may be aired if said programs comply with these guidelines.
 - (v) Outside programming: Pre-recorded material for playback including programs offered on a variety of topics regarding government or economic issues or other topics believed to be of interest to the community and which are deemed educational, informational, non-partisan and non-political in nature. This may include shows affiliated with or obtained through the States of California and Nevada Chapter of the National Association of Telecommunication Offices and Advisors, (SCAN-NATOA). Programming must comply with the policies set-forth in these guidelines.
- (b) **Lawndale CommunityTV**: Programming aired on the Lawndale CommunityTV shall include the following:
- (i) Electronic Bulletin Board Messages and Public Service Announcements: Content includes graphical and text based messages, video based messages, RSS feeds of relevant information, webcams and other future video or media sources related to City activities, programs, services and events. Additionally, messages from other local, regional, state and federal government agencies are permissible. Other relevant messages from non-profit corporations, service clubs and organizations, local and regional educational agencies and institutions are permissible. Messages recognizing Lawndale Community Television sponsors are also permissible. Editing by City

staff to provide clarity, improve readability and maximize utilization of pages may be required without the consent of the advertiser.

- (ii) Government Agency Programs: Programs submitted by other governmental agencies, including local school districts, local, county, state or federal agencies that are of general interest to the residents of the City of Lawndale may be aired if said programs comply with these guidelines.

- (c) **Scheduling**: The Cable Television Supervisor shall schedule programming in accordance with the priorities as listed in subsection (a) above and shall further schedule programs to maximize viewer interest. The Cable Television Supervisor shall schedule all programming on a non-discriminatory basis.

V. **Programming Approval**

Any proposed programming must meet the programming restrictions criteria of section IV above and must be authorized in accordance with the following.

(a) Requests to Air Programming:

- (i) Any request to air programming must be authorized by the City Manager or his/her designee, or the City Council when appropriate. Any decision of the City Manager may be appealed in accordance with the Grievance Procedure at section IX(a) below. As the sole and exclusive programmer of the City's Community Television, the City reserves the right to review all proposed programming to determine compliance with these guidelines and objectives. The City also reserves the right to assess any proposed programming based on timeliness. Any program under consideration may be accepted as presented, may be turned down completely, or may be given conditional approval. In the case of a conditional approval, the program may be required to be edited in accordance with policies. Any significant departure from the policies established herein or city past practice is subject to authorization by the Lawndale City Council.
- (ii) Program content, complaints, customer service, scheduling and playback will be managed by the Cable Television Division in accordance with these Policies and Guidelines.
- (iii) Programming requested through the Lawndale Cable Commission's grant application process, is approved at the discretion of the Lawndale Cable Commission. Individuals or community organizations may submit grant applications to develop and produce community related television programming to air on Lawndale Community Television. Programming approved for production by the Cable Commission will be produced by and in conjunction with the Cable Television Division. Cable Television Division staff will be available

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to assist with budgeting and staffing for a production and subsequent presentation to the Cable Commission.

(b) Bulletin Board Messages

- (i)** Any public service messages to be displayed on Lawndale CommunityTV must be submitted in writing, and must be submitted at least three working days prior to the requested start date. Qualifying messages may be emailed, mailed or hand delivered to the Cable Television Division. No announcements will be taken over the phone, except in the case of an emergency.
- (ii)** All messages submitted must be approved by the City Manager or his/her designee, or the Cable Television Division when appropriate. All messages must comply with Section VIII Programming Restrictions.
- (iii)** Messages should be concise, and should contain basic information concerning what, when, where, and how. Messages may be edited for time and space consideration as determined by the Cable Television Supervisor. Every effort will be made to include all vital information and maintain the spirit of the message.
- (iv)** All submitted messages must be accompanied by the name of the submitting organization or department, the name and phone number of a contact person, and whether or not that information is to appear in the message. Submissions must include desired start and end dates.
- (v)** Receipt of a public service message does not in any way guarantee its airing.

(c) Emergency Broadcasts

All emergency programming shall be authorized by the City Manager, or in his/her absence the Acting Manager in Charge or in his/her absence the Cable Television Supervisor. Emergency programming may only be originated by City, County, State or Federal departments including Police, Public Works, Fire or other emergency service personnel. Under no circumstances will access for emergency communications be granted to anyone who does not have the proper authority to initiate emergency procedures.

VI. Community Access Grants

(a) Purpose:

- (i) The Lawndale Cable Commission approves a limited number of grants to individuals and community groups to aid in the production of non-commercial programming to be aired on Lawndale CityTV.
- (ii) Grants may be used for production expenses such as: city staff time reimbursement, special sets and props, copyright or royalty fees, rental of special production equipment, digital media, and the completion of in process projects.

(b) Eligibility: All city of Lawndale residents and Lawndale based non-profit organizations are eligible for a grant.

(c) Application Process

- (i) All persons, desiring a Lawndale Cable Commission Grant may apply by completing a Grant Application Form including a budget worksheet and Statement of Compliance form.
- (ii) Grants will be reviewed on a first come, first served basis. The Lawndale Cable Commission reserves the right to make any reasonable conditions or changes to an applicant's grant including, but not limited to, financial compensation for programming that may generate revenues from distribution.
- (iii) Producers applying for a grant are limited to one grant per fiscal year. The maximum total value allowable of any grant awarded by the Lawndale Cable Commission is \$4,000.00. If a grant in excess of \$4,000.00 is considered warranted, the Lawndale Cable Commission should review such requests and provide a recommendation to the City Council on its merits.

(d) Timeline

- (i) Community Access Grants issued from September through January must be used towards programming that is completed by June of the same year.
- (ii) Community Access Grants issued from February through August must be used toward programming that is completed by December of the same year.

(e) Incomplete Grant Projects: Incomplete grant projects shall become the property of the Lawndale Cable Commission. All copyright privileges to the

project or program shall be granted to the Lawndale Cable Commission for continuation or completion of the project.

- (f) Use of City Facilities and Equipment: Grant recipients and other authorized persons who wish to use City facilities and/or equipment shall be accompanied by Cable Division Technical Staff member. The Cable Television Supervisor may refuse to permit any person to use any facilities and/or equipment at his/her discretion, based on the person's failure to demonstrate responsible behavior or ability to safely and properly handle equipment.
- (g) Minors (Persons under the age of 18): Minors using facilities and/or equipment must have on file a signed Parental Consent form. The parent or guardian who signs the form assumes responsibility for any liability arising from the minor's granted use of facilities and/or equipment.
- (h) Refusal of Services: The City reserves the right to suspend or revoke the privilege of any user who appears to be under the influence of alcohol or drugs; interferes with the orderly conduct of business; refuses to cooperate with or in any way mistreats City of Lawndale employees, interns or volunteers; misuses equipment; fails to return equipment on time; represents to any other party that he/she, or any other person involved, represent the City or the Lawndale Cable Commission in any manner; fails to sign and adhere to the terms of the Statement of Compliance; and/or has violated any law, city rule or regulation or any of the policies or guidelines herein.
- (i) Authorizations: All grant recipients are responsible for the content of their program and for obtaining all rights necessary to cablecast any program material on the system. All recipients are responsible for providing proof that they have obtained in writing all necessary approvals, clearances, licenses, or the like, for the use of any program material which the recipient proposes for cablecast, including but not limited to approvals by broadcast stations, networks, sponsors, music licensing organizations, copyright owners, performers' representatives, all persons appearing in or referred to in programs material, and approvals that may be necessary to transmit program material over the cable television system.
- (j) Insurance: Grant recipients are required to obtain insurance to the satisfaction of the City. However, the City Manager or his or her designee shall have the authority to waive insurance requirements when appropriate.
- (k) Indemnification: Grant recipients must agree to defend, indemnify, and hold harmless the Lawndale Cable Commission, City of Lawndale and its employees and agents, against any claims arising out of any use of City facilities or equipment, or other production activities, or use of program material that is being cablecast or any breach of the Policies and Guidelines, including but not limited to any claims in the nature of libel, slander, invasion or privacy or publicity rights, non-compliance with applicable laws and unauthorized use of

copyrighted material. All grant recipients should note that he/she may be criminally or civilly liable for performing or producing such material which is cablecast.

VII. Format Requirements

- (a) Digital Media Preferred: The City prefers that all programming submitted be supplied in digital format, including DVDs. Programming submitted on VHS may be accepted, at the City's option, however, other formats will be the responsibility of the producer to transfer to an approved format.
- (b) Length of Programs:
 - (i) Programs scheduled in half hour time slots must not exceed 28 minutes.
 - (ii) Programs scheduled in hour time slots must not exceed 58 minutes.
 - (iii) Programs exceeding 58 minutes will be scheduled according to available Channel air time.
 - (iv) Programs under 28 minutes or between 28 - 58 minutes will be considered "Filler Programming" and may be scheduled less frequently.
- (c) Labeling: All media submitted must be clearly labeled with title, date of production, name, address and telephone number of user. Both the media and container must be labeled.
- (d) Technical Quality: The City reserves the right to reject any proposed programming which, in its discretion, do not meet technical standards (see attachment entitled "VIDEO MEDIA TECHNICAL STANDARDS").
- (e) Reservation of rights: The City reserves the right to schedule or reschedule programs or require any viewer discretion tags at the beginning and end of each program that the City deems appropriate.

VIII. Programming Restrictions

- (a) Political/Campaign: Lawndale Community Television is not intended to be used as a political forum by an individual or group, nor as a mechanism for building exclusive support for a particular person or issue. As such, neither political advocacy nor promotional announcements for political and campaign events or activities are permitted. Political programming that only provides factual or educational information on a ballot issue affecting a State, City or

County government service or ballot issue directly affecting City residents shall be permitted.

- (b) Endorsements or Solicitation: At all times Lawndale Community Television shall remain noncommercial. No use of the channel for any personal gain shall be permitted.
- (c) Sponsorship: Any program which was funded, sponsored or underwritten, in part or in full, by any individual, business or non-profit organization may credit that support in the following manner: "This program was made possible with funds provided by _____ (name of sponsor)." Further sponsorship recognition is subject to the Lawndale Community Television Sponsorship Policy.
- (d) Promotional Announcements: Promotional announcements for City-sponsored events, or events or services provided or organized by a non-profit organization, will be permitted on the Lawndale's Community Television. All other promotional announcements shall not be permitted unless in accordance with subsection (c) above.
- (e) Lottery: No programming containing advertisement or information regarding any lottery shall be aired.
- (f) Alcohol or Tobacco: No material that can be construed as promoting alcohol or tobacco shall be aired.
- (g) Indecency, Obscenity and Defamation: No sexual, obscene, indecent, defamatory or offensive material or language shall be aired. Community standards of good taste will be adhered to at all times.
- (h) Copyright and Trademark: No copyrighted or trademarked material shall be aired unless clearances for use have been obtained, and written proof of such clearance is provided to the Cable Television Division. The producers submitting programs to be aired shall hold the City harmless in any case of copyright or trademark infringement.
- (i) Other Prohibited Material: No material which constitutes libel, slander, invasion of privacy or publicity rights, or unfair competition shall be aired.
- (j) FCC Guidelines: Use of the channel shall be governed by the operating procedures as set forth herein and by the rules of the Federal Communications Commission (FCC) as they may apply to operations of the City's channels.
- (k) Compliance with All Laws: No programming shall be permitted that is not in compliance with any applicable Federal, State or local law, code or regulation.

IX. Grievance Procedures

- (a) Applicability: Any person or persons wishing to protest decisions made by the Cable Television Supervisor or City Manger (i.e. in regards to playback scheduling, production scheduling, refusal of program due to content or length, or any conflict arising in question to the Lawndale Cable Commission rules and regulations) may file a grievance and request a hearing before the Lawndale Cable Commission.
- (b) Protest Procedure(s):
- (i) Any applicant wishing to file a protest must submit a detailed report regarding the complaint, along with any Lawndale Cable Commission forms involved with the dispute, to the Cable Television Supervisor or City Manager no later than fourteen (14) calendar days from the date of the decision being grieved. All protests must be received no later than two (2) weeks prior to an upcoming Lawndale Cable Commission meeting. The applicant will then be placed on the following meeting's agenda at which time the applicant may present his/her said case. Based upon all evidence in the record, the Cable Commission shall render its decision. If the applicant wishes to appeal the Commission decision to the City Council, he or she shall do so within fourteen (14) days of the date of the decision. Said appeal shall be heard at the next City Council meeting in compliance with all public meeting notice requirements. The City Council's decision shall be final.
 - (ii) If any protest is received by the Cable Television Supervisor prior to airing of any program that is the subject of protest, the program may still be shown at the discretion of the Cable Television Supervisor and subject to a consensus by the City Manager or the City Manager's designee. If deemed appropriate by the City Manager or the City Manager's designee, an emergency Lawndale City Council meeting may be called to render a decision. The Lawndale City Council shall render the final decision.

X. City Liability and Rights

- (a) Editing: The City reserves its right to edit any program in accordance with the guidelines and policies herein. Alternatively, the City's Cable Television division may notify a producer of all program portions in need of editing and request said editing be completed. The producer will then have the option of making all specified changes or declining to have the program aired.
- (b) Accuracy: The City does not guarantee the accuracy of the information aired on Lawndale's Community Television. No agents, employees or officials of the City, shall be held liable, and shall be held harmless, for the cablecast of inaccurate or incorrect information.

- (c) Statement of Compliance: Any programming not produced by the City of Lawndale or its representatives must fill out a Statement of Compliance to ensure that the content meets the requirement set forth in this document. Failure to submit a Statement of Compliance shall result in a delay of airing or revocation of approval. Statements of Compliance forms may be obtained from the Cable Television Division.

XI. Ownership, Storage and Copies

- (a) Ownership: The ownership and copyright for any program produced by the City of Lawndale shall be held by the City of Lawndale.
- (b) Storage: Recordings of public meetings and other events will be stored by Lawndale as required by the City's record retention policy. These copies shall not be considered the official record of any meeting and the City shall not be held liable for the inadvertent erasure or omissions of any portion of such recordings.
- (c) Copies: Copies of recordings of public meetings may be purchased from the City Clerk's office. Copies of all other events may be purchased from the Cable Television Division. The cost to purchase a copy of a recording shall be determined by the schedule of fees adopted by the City Council, as may be amended from time to time.