

cityofnovi.org

CITY of NOVI CITY COUNCIL

Agenda Item 3 September 13, 2010

SUBJECT: Consideration of Novi Television Government Access Channel Policy.

SUBMITTING DEPARTMENT: Neighborhood and Business Relations

CITY MANAGER APPROVAL: 

BACKGROUND INFORMATION:

To continue to provide the Novi community with quality television programming and guide Novi television production priorities, a Novi Television Government Access Channel Policy has been developed.

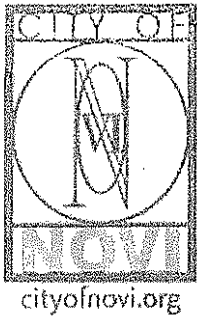
The Policy details allowable and prohibited programming, programming sources, political and election coverage, retention and duplication procedures, underwriting, and several other items specific to television operations.

The proposed Novi Television Government Access Channel Policy previously shared is attached for your consideration and approval, if desired.

RECOMMENDED ACTION: Consideration of Novi Television Government Access Channel Policy.

	1	2	Y	N
Mayor Landry				
Mayor Pro Tem Gatt				
Council Member Crawford				
Council Member Fischer				

	1	2	Y	N
Council Member Margolis				
Council Member Mutch				
Council Member Staudt				



MEMORANDUM

TO: CLAY J. PEARSON, CITY MANAGER
FROM: SHERYL WALSH, DIRECTOR OF COMMUNICATIONS
SUBJECT: GOVERNMENT ACCESS CHANNEL POLICY
DATE: AUGUST 31, 2010

9/2/10
To: Mayor & City
Council Members

For future consideration
[Signature]

The City of Novi, through an Intergovernmental agreement with the Cities of Farmington and Farmington Hills, hosts video production for Novi Television at SWOCC Studios. Novi Television is broadcast on Bright House Networks Channel 13 and AT&T's U-Verse Channel 99. Novi employs one full-time Video Production Special and one part-time Production Intern through a contract with SWOCC. Novi additionally employs audiovisual staff on a part-time basis to coordinate "live" meeting broadcasts at the Civic Center.

The Novi production team manages a range of promotional, business, informational, and event coverage for Novi Television. The Novi Television monthly line-up includes:

- Update Novi
- Novi Unplugged
- The Briefing Room
- Fire House No. VI
- Beyond Books
- Corporate Review
- Business Avenue
- Common Knowledge & Common Knowledge Update

Special/quarterly programming includes:

- Anatomy of the City
- Employee Recognition
- Memorial Day Parade
- The Green Zone
- State of the City montage
- Novi University Development Courses

Live coverage of Public Meetings at the Novi Civic Center

- City Council Meetings
- Planning Commission
- Zoning Board of Appeals
- Parks, Recreation & Cultural Services Commission
- Library Board

Attached is a one-week overview of the variety of programs at various stages of production. *

To continue to provide the Novi community with quality television programming and guide Novi television production priorities, a draft Novi Television Government Access Channel Policy has been developed. City Attorney Tom Schultz has reviewed the document and his recommendations have been incorporated into the attached draft policy. I respectfully request this item be placed on the September 13, 2010 City Council agenda for consideration.

If you have any questions, please let me know.

c: Caren Collins, Executive Director, SWOCC Studios

NOVI TELEVISION
GOVERNMENT ACCESS CHANNEL POLICY

MISSION STATEMENT

The mission of the City of Novi Government Access Channel is to make local government more accessible by providing information about the operations and activities of the City and other local government agencies in a non-editorialized format. The channel is operated by the City and all programs on the channel are produced and/or chosen by the City or on its behalf for purposes of communicating to Novi residents and businesses.

PROGRAMMING

Programming is provided to subscribers on the Bright House and AT&T video service systems and any additional cable provider that may enter the City.

To meet its mission, the City of Novi Government Access Channel will include, but not be limited to the following:

- Emergency Information;
- Official Public Meeting coverage;
- Produced programs on local current events, special events, city happenings, community issues, government services, and human interest stories;
- Character-generated bulletin board information;
- Local, county, state, and federal government programming; and
- Public Service Announcements.

Use of City and/or SWOCC Studios production equipment (other than Public Access equipment) shall be restricted to Government Access related activities and shall also be limited to use by City or SWOCC employees, interns, and volunteers under the supervision of City and SWOCC employees.

PROGRAMMING SOURCES

LIVE - Live coverage of public meetings conducted in a venue where a connection is available to the cable operator.

VIDEOTAPED - Programs taped on location or at SWOCC Studios.

EDITED PROGRAMMING - Programs taped on location and edited for cablecast.

CHARACTER GENERATOR - City information, messages, and press releases from relevant non-profit sources included on the bulletin board. Such materials will be edited as needed to conform to the space and technical limitations of the system.

PUBLIC SERVICE ANNOUNCEMENTS - Pre-produced PSAs from the Ad Council or other non-profit organizations.

Through a multi-jurisdictional agreement, SWOCC Studios produces and provides programming and playback for the City of Novi Government Access Channel. The City may also hire dedicated staff or outsource for production needs. Programming from outside sources may be considered for cablecasting by the Director of Communications or his/her designee.

The City may collaborate with other cities (through SWOCC Studios), public agencies, and similar organizations to develop programming.

PROHIBITED PROGRAMMING

The Government Access Channel is a non-profit, non-commercial venue limited to use by or on behalf of the City. It is not a Public Access Channel. As such, the following are prohibited on the Government Access Channel:

- Commercial advertising or product endorsement;
- Obscenity, pornography, and indecent material;
- Programming that is defamatory;
- Programming that endorses a particular candidate, ballot issue, or issue before the City Council or other governmental body or agency;
- Lotteries, gambling, or other games mentioning prizes;
- Programming advocating a particular religious point of view;
- Programming that violates local, state, or federal laws or FCC regulations;
- Political campaigning and endorsements, except programs where treatment is fair and equitable and subject to the conditions set forth in **POLITICAL AND ELECTION COVERAGE** below;

Programming may also be denied or removed from the Government Access channel if it does not meet technical standards.

PROGRAM INITIATION AND APPROVAL

The City of Novi is the sole producer/provider of all content shown on the City of Novi Government Access Channel. The Channel shall be exclusively a medium for broadcasting City programming. Nothing contained herein is intended, nor shall it be construed to create a public forum for purposes of exercising free speech rights or other First Amendment rights under the United States Constitution or any similar rights under the Constitution of the State of Michigan.

Programming assignments and approval shall come through the Director of Communications or his/her designee.

COPYRIGHT

All regular City of Novi Government Access productions (e.g., meetings) and all special video works produced by the City or SWOCC Studios for the City, will be under the copyright control of the City of Novi.

Written clearance of any copyrighted programming or material used in a program must be obtained prior to cablecast on the Government Access Channel.

POLITICAL AND ELECTION COVERAGE

C:\Documents and Settings\swalsh\Local Settings\Temporary Internet Files\OLK1C\CHANNEL POLICY (3).DOC

Candidates for election or re-election to a publicly-held office shall not be provided access to or use of the Government Access Channel for a period of **one month** prior to an election relating to such office, with the following exceptions:

- Appearances of candidates at government meetings or as may incidentally occur in the performance of their official duties;
- Special election programming that provides fair and equitable treatment, such as Candidate Spotlights, debates, and other forums, in which all similarly-situated candidates for the given office are invited to participate in the coverage (regardless of whether all candidates in fact participate).

Direct access to the Channel for individual candidates will not be provided. The City of Novi may provide informational programming on ballot issues without the expectation of providing programming from all sides of an issue. Election results may be broadcast on the Channel.

EDITING

All public meetings will be covered gavel-to-gavel to the extent possible. No editing shall be performed, except:

1. Addition of title and credit pages for cable casting of taped replay;
2. Coverage lost due to technical issues;
3. Periods of recess may be edited out. Insertion of character generator, computer graphic information, and visual aids pertaining directly to the meeting agenda is permitted.

PROGRAM RETENTION

Videotapes or other stored versions of meetings are intended for cablecasting purposes only and shall **NOT** be considered the official record or minutes of the meeting. Videotapes or other stored versions of meetings may be erased or disposed of as provided by law. The City shall not be held responsible for accidental erasure of meeting tapes.

SWOCC Studios retains some programming for the City of Novi, but there is no guarantee on the length of playback or retention.

PROGRAM DUPLICATION

Duplication of programs may be possible, to the extent videotapes or other stored versions of the programs exist, through SWOCC Studios. A reasonable fee reflecting the cost of such duplication will be charged, and the Freedom of Information Act may apply to certain requests. The City of Novi may waive the copy fee for media outlets in exchange for a courtesy credit identifying the City or SWOCC Studios as the video source.

PROGRAMMING HOURS

Programs and bulletin board information will be available on the City of Novi Government Access Channel 24 hours a day, each day of the year. Regular

programming may be interrupted for emergency or special programs at the Director of Communications' or his/her designees' direction.

Programs are subject to repeat cablecastings.

Certain programs may also be available on the City of Novi web site and on the SWOCC Studios Video-on-Demand application.

UNDERWRITING

Underwriting (i.e., the contribution of goods, services, in-kind contributions and/or money) may be used to support Government Access Channel Production through SWOCC Studios.

Contributors may be recognized in the program credits in any format that follows the Public Television Underwriting Guidelines.

The sponsor does not exercise editorial control over the content of any portion of the Government Access Channel's programming or shows.

The City reserves the right to refuse underwriting support from any entity.



WEEK OF: August 16-20

Farmington

Farmington Hills

Novi

Pre-Production

- * Seedlings: Endangered Plants and Animals
- * Seedlings: Mushroom Hunt
- * Seedlings: Bees

- * Update Novi
- * Novi Unplugged: Stories and Stand-ups
- * Business Avenue
- * Unplugged
- * Fall 4 Novi Promo
- * Hazardous Waste Day Promo
- * Green Zone: Bamboo
- * Green Zone: Fragmites
- * Unplugged: Spelling Bee
- * Unplugged: E.S.L.
- * Unplugged: Fire Up Fest
- * Unplugged: Ethnic Taste and Tune
- * Unplugged: Hazardous Waste Day
- * Update Novi Fall for Novi

Production

- * MYC (Studio A)
- * Trail Tours


- * Anatomy of the City Interviews Public Safety
- * Ribbon Cutting: Tata
- * Ethnic Taste and Tune Promo
- * Construction Update

Post-Production

- * Seedlings: Rouge Education Project
- * Works: Airez
- * BCC: Commission on Aging, MYC, EPC
- * FH Golf Driving Course Promo

- * Business Avenue
- * Anatomy of a City: Public Safety
- * Corporate Review: Oxid




SWOCC Productions
(For more than one city)

Commercial Production

Public Access

Pre-Production

- * Swocc Around the Block *(FH, Farm, Novi)*
- * Special Events Coverage *(FH, Farm, Novi)*
- * Candidate Spotlights/Election Coverage *(FH, Farm and Novi)*
- * Business Builders Corner: September *(FH and Farm)*
- * Special Events: Michigan/MSU Family Tailgate Party *(Farm, FH)*
- * Special Events: Ghost Hunt *(Farm, FH)*
- * Special Events: Hay Day *(Farm, FH)*
- * Special Events: Fall Classic 5k *(Farm, FH)*
- * Special Events: Full Moon Hike *(Farm, FH)*
- * Special Events: Cathedral Exhibit at Holocaust Memorial *(Farm, FH)*
- * SWAB: Holocaust Memorial Museum *(Farm, FH)*
- * SWAB: Real vs Artificial Trees *(Farm, FH, Novi)*
- * SWAB: Local Herblist/Nature Remedies
- * SWAB: Various Holiday Coverage *(Farm, FH, Novi)*
- * Special Event: Fall for Novi *(Novi)*

Production

- * Tracy Thompson Editing
- * Pauline Navoy Editing
- * David Schied Editing

Post-Production

- * Special Events: Longacre Luau *(FH, Farm)*
- * Ribbon Cutting: Bellis Day Spa *(Farm)*
- * Special Events: Marshmallow Fry and Fry *(Farm, FH)*