



City of Arlington Council Agenda Bill

<u>AGENDA ITEM:</u> New Business #8 ATTACHMENT K	<u>COUNCIL MEETING DATE:</u> July 6, 2009
<u>SUBJECT:</u> Proposed Resolution No. 792, Adopting procedures for use of the bulletin system for the Arlington cable access television Channel 21	<u>DEPARTMENT OF ORIGIN:</u> Executive Contact: Sarah Hegge, 360-403-3448 Kristin Banfield, 360-403-3444
<u>ATTACHMENTS:</u> <ul style="list-style-type: none"> - Proposed policy for use of the City’s Community TV Bulletin System - Resolution No. 474, regarding Community TV Bulletin System policies (adopted August 1, 1994) 	
<u>EXPENDITURES REQUESTED:</u>	-0-
<u>BUDGET CATEGORY:</u>	N/A
<u>LEGAL REVIEW:</u>	City attorney has reviewed the proposed policy
<u>DESCRIPTION:</u> <p>The Community TV Channel 21 Bulletin System Policy provides guidelines for the display of community information on the City’s Bulletin System and outlines the policies and procedures for use of the system.</p> <p>City staff discovered the need for specific policies and procedures after TV21 was recently upgraded with new software.</p> <p>Language has been added to address Council’s concerns regarding messages of a religious or political nature.</p>	
<u>HISTORY:</u> <p>Council reviewed the draft policy at the June 8, 2009 Council Workshop and requested revisions addressing messages of a religious or political nature. Council again reviewed the proposed policy at the June 22, 2009 workshop and recommended placement on the next Council agenda.</p>	
<u>ALTERNATIVES:</u> <p>Remand the policy back to staff for further revision. Specific direction from Council is requested if this alternative is selected.</p>	
<u>RECOMMENDED ACTION:</u> <p>I move Council adopt Resolution No. 792, Adopting procedures for use of the bulletin system for the Arlington cable access television Channel 21.</p>	

CITY OF ARLINGTON
ARLINGTON, WASHINGTON

Resolution No. 792

A RESOLUTION OF THE CITY OF ARLINGTON, WASHINGTON
ADOPTING PROCEDURES FOR USE OF THE BULLETIN SYSTEM
FOR THE ARLINGTON CABLE ACCESS TELEVISION CHANNEL 21

WHEREAS, the City of Arlington provides content that is viewed on Arlington Cable Access Television Channel 21; and

WHEREAS, the City Council of the City of Arlington wishes to update its Cable Access Television Procedures for Use of the City Bulletin System.

NOW, THEREFORE BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF ARLINGTON

1. Exhibit A, Arlington Cable Access Television Procedures for Use of Bulletin System, attached hereto, is hereby approved and adopted.
2. Policies contained in Resolution No. 474, adopted August 1, 1994, are hereby superseded and are considered no longer valid.

ADOPTED BY THE CITY COUNCIL of the City of Arlington at its regular meeting held this _____ day of _____, 2009.

CITY OF ARLINGTON

Margaret Larson
Mayor

Attest:

Kathy Peterson
City Clerk

Approved as to form:

Steven J. Peiffle
City Attorney

Exhibit A
Resolution No. 792

ARLINGTON CABLE ACCESS TELEVISION

PROCEDURES FOR USE OF BULLETIN SYSTEM

The City of Arlington coordinates, through the City Executive office, the gathering, formatting and programming of information from Government, Education and Public Sources for display on the Arlington Cable Access Television Channel.

The Arlington Cable Access Television Channel on the local broadband cable system is used to distribute information concerning community activities, services and information of general public interest.

The Access Channel enables communication directly to all City of Arlington cable subscribers to keep them better informed.

Alphanumeric, graphical, and audio- and video-generated information on the channel bulletin board system is displayed a minimum of 8 hours a day and a maximum of 24 hours a day, 7 days a week.

The following rules apply for use of the Bulletin Board portion of the Cable Access Channel:

1. The Bulletin Board portion of the Cable Access Channel is available for use by governmental agencies, the public educational community, nonprofit organizations and community service groups.
2. The following categories of information shall not be transmitted:
 - a. Information which is not of general public interest.
 - b. Commercial and classified advertising; provided, that this shall not prohibit fundraising promotions and the sale of products of services by nonprofit organizations and community service groups.
 - c. Political advertising and campaigning for issues and candidates.
 - d. Overt religious or political messages.
 - e. Lottery information.
3. The City reserves the right to refuse to transmit all or any portion of a message which promotes any activity which is illegal under City, State or Federal law, or which is defamatory, discriminatory, misleading, fraudulent, obscene or indecent.

4. All announcements shall have some relationship to the City of Arlington. Either the organization or individual sponsoring the announcement shall be located in Arlington or the event itself shall take place in Arlington. Arlington shall be defined as "property located within the Arlington and Lakewood School District boundaries."
5. Announcements of events must indicate whether they are free or there is an admission charge, and at a minimum include time, date, place of event, and an information contact number.
6. The City's purpose is to maximize the use of the Bulletin system by all parties. If there is not adequate room in the Bulletin system for placement of all messages requested, the City reserves the right to determine what messages will be placed on the Bulletin System and what messages will be moved to a different day or eliminated entirely.
7. Messages will run for a maximum of 30 days and a minimum of 3 days, excluding City government oriented announcements.
8. Emergency information shall be given priority transmission rights at the direction of the Access Channel Coordinator, and may replace all other information.
9. Disputes regarding the Bulletin System shall be resolved by the Assistant City Administrator with the right to appeal by any aggrieved party to the City Council.

The following procedures should be used in preparing information for display on the Arlington Television Channel:

- A Request for Use of the Bulletin System Form must be completed when submitting messages for display. All of the required information at the top of the form must be filled in and the form signed before the message can be displayed on the Access Channel. Forms are available from the City Executive Office, City Hall, 238 N Olympic Ave, Arlington, WA ; (360) 403-3448 , or via download from the City's web site at www.arlingtonwa.gov.
- When composing each message, it should be 30 words or fewer. Due to the limited space on screen, we may reduce/edit your message.
- Each message should contain a headline. The headline should briefly convey the main idea of the message. It should attract attention and encourage the viewer to read the message.
- The following example may help in designing your message:

FREE CONCERT: Monday, June 7
City Park, noon-1:30 p.m.
For More Information 360-435-XXXX
Sponsored by-----

- The extensive multimedia capabilities of the City's Bulletin System enables users to incorporate photographs, graphical images, logos and animated artwork into messages for display. Users who wish to take advantage of these features must submit all artwork in .JPG format. Videos may also be submitted in the following format: avi, MPEG 1/2/4 or a DVD.
- The Access Channel Coordinator will, when necessary, condense your message and artwork to accommodate page format and style.
- Multimedia graphics already on file with the Access Channel Coordinator will continue to be used in subsequent messages unless otherwise specified by the user on the Request Form, by calling (360) 403-3448, or via e-mail to shegge@arlingtonwa.gov.
- If you need more information or have any questions, please contact Sarah Hegge, Access Channel Coordinator, City of Arlington, 238 N Olympic Ave, Arlington, WA 98223, (360) 403-3448.

CITY OF ARLINGTON

Arlington, Washington

RESOLUTION NO. 474

A RESOLUTION OF THE CITY OF ARLINGTON ADOPTING CHARACTER GENERATION RULES AND REGULATIONS FOR THE ARLINGTON COMMUNITY TELEVISION CHANNEL.

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF ARLINGTON, WASHINGTON AS FOLLOWS:

The attached Character Generation Rules and Procedures for the Arlington Community Television Channel are hereby adopted.

PASSED by the City Council and APPROVED by the Mayor this 1st day of August, 1994.

CITY OF ARLINGTON

By Robert F. Fausch
MAYOR

Attest:

By Kathy Peterson
CITY CLERK

Approved as to Form:

By [Signature]
CITY ATTORNEY

CITY OF ARLINGTON COMMUNITY TELEVISION

DESCRIPTION

The City of Arlington coordinates, through the City Clerk's office, the gathering, formatting, and programming of information from Government, Education, and Public sources for display on the Arlington Community Television Channel. The access channel (Channel 2 on the TCI Washington Cable System) is used to distribute information concerning community activities, services, and information of general public interest.

Textual information on this channel is displayed throughout the day, seven days a week, 24 hours a day. The information is up-dated every working day, Monday through Friday.

PURPOSE

Arlington Community Television promotes goodwill in our community and enables communication directly to all City of Arlington cable subscribers to keep them better informed and actively involved.

PROCEDURES

The following procedures should be used in preparing alphanumerical information for display on the Arlington Community Television Channel:

Forms

1. The request for use of the Character Generator forms must be used when submitting messages for display. All of the required information at the top of the form must be filled in and the form signed before the message can be displayed on Channel 2. Forms are available from the City Clerk's Office, City Hall, 238 N. Olympic Avenue, Arlington, WA 98223.
2. Each public entity and community group desiring to use the character generator must provide the City Clerk's office with a list of those individuals authorized to submit messages (limit of two authorized signatures per group).
3. There is room for three separate messages on each form. Each message on a single alphanumeric form should be scheduled to begin and end display on the same dates. If events occur on various dates, use a separate form for each message.

Composing the Message

4. Information that is transmitted should be limited to information that is locally oriented (within the cablecast area) and of interest and benefit to the general public; e.g., public meeting schedules, community or cultural event calendars, and announcements.
5. Each message should be brief and contain a headline. The headline should convey the main idea of the message. It should attract attention and encourage the viewer to read the message.
6. The following example may help in designing your message:

CPR CLASS: Held once a month. Call Arlington Fire Department for further information at #xxx xxxx - \$2.00 material fee request.
7. The message should be limited to 30 words or less.
8. The City Clerk's office will, when necessary, adjust your message to accommodate page format and style.

Timing

9. Messages will run for a minimum of three days and a maximum of 7 days.
10. The message form must be received by the City Clerk's office three working days before the display date.

If you need more information or have any questions, please contact Reta Shepard, City Hall, 238 N. Olympic Avenue, Arlington, WA 98223, 435-5785.

GUIDELINES

- A. The following guidelines apply for use of the character generator:
 1. All announcements should relate to topics of interest or activities affecting those living and/or working in the City.
 2. Announcements of events should indicate whether they are free or if there is an admission charge. An information number should be provided.

3. Emergency information will be given priority transmission rights at the direction of the City Manager, or appointed designee, and may displace all other information.
4. Daily use of the character generator will be allocated so that two-thirds of the daily cablecast capacity is reserved for local government. The remaining time will be allocated for community information. Non-textual video transmission capabilities are specifically reserved only for local government or public agency broadcast purposes.
5. Any cablecast capacity not used may be re-allocated between local government and community information at the discretion of the City.
6. The City intends to maximize the use of the character generator by all parties. First-time users have priority over regular users. The City reserves the right to determine which messages will be placed on the character generator, to edit messages as necessary to conserve cablecast capacity, and to determine which messages will be moved to a different start or finish date, or eliminated entirely.
7. The following categories of information WILL NOT BE transmitted:
 - a. Advertising material designed to promote the sale of commercial products or services. This will not prohibit fund raising promotions by nonprofit organizations and community service groups.
 - b. Advertising that promotes either a candidate for political office or a political issue; provided that debates or forums for political issues or candidates shall be announced if sponsored by a government agency or non-partisan organization.
 - c. Advertising of events which will produce profits benefiting a private enterprise or individual.
 - d. Notices setting forth any regular or specially called meetings, or schedule of regular activities, of any non-public for profit organization. This provision is not intended to prohibit transmission of a notice of special event of community interest, being held within the City limits and open to the general public, by any non-profit organization.
 - e. Lottery information.
 - f. Any message which is defamatory, misleading, fraudulent, obscene, or indecent.

- B. The City reserves the right to refuse to transmit all or any portion of the message which promotes any activity which is unlawful under City, State, or Federal law or constitutes a violation of these procedures and guidelines.

PROCESS OF APPEAL

Decisions concerning the application of these procedures and guidelines to specific requests shall be made by the Access Channel Coordinator. Any party aggrieved by a decision of the Access Channel Coordinator may make an appeal to the Channel Advisory Committee by filing a written notice of appeal within 10 calendar days of the coordinator's decision. The committee will then consider the appeal at its next meeting or as soon as reasonably possible. Any party aggrieved by a decision of the Advisory Committee has the right to appeal to the City Council by filing a written notice of appeal within 10 calendar days of the committee's decision. The decision of the City Council will be final.