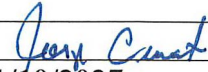


KCLV Channel 2 Programming Policy/Procedure

No:	CO0006	Type:	Policy and Procedure
Department:	Communications		
Original Effective Date:	04/21/2000	Approval Signature:	
Revision Date:	11/10/2022	Expiration Date:	11/10/2027

Purpose

To create and provide original content for and about the city of Las Vegas, its government, citizens and programs, to enhance open government on television and digital platforms.

Scope

All city employees and elected officials.

History

KCLV Channel 2 began as a government access television station, a type of cable television service that is made available to cities by cable companies operating under franchise agreements with local governments. It has since expanded to a digital platform available online, on YouTube and streaming on Apple TV, Roku, and Amazon Fire, and will continue to evolve to other digital platforms as people's viewing habits change. Content created by KCLV Channel 2 can also be found on the city's social media platforms.

Government access channels are the product of federal regulations and laws, originally developed to allow franchising authorities to meet local communications needs by requiring that cable operators provide channels, facilities and support for local access services. Access channels, also known as PEG Channels, have been used extensively in communities across the country over the last four decades, and offer affordable cable television programming that would be prohibitively expensive via other technologies, such as over-the-air broadcasting. The city of Las Vegas has had provisions for government access services in its cable ordinance and franchise since the early 1980s. With the renewal and transfer of the cable television franchise to Cox Communications in late 1998, the city has been able to allocate funding from cable franchise fees and negotiate dedicated channel placement that enables the expansion of the city's cable television programming efforts, including moving from standard definition to high definition, for example.

When the station was launched in 2000, the city initially provided coverage of City Council meetings by contracting with UNLV's Hank Greenspun School of Communications for playback support and some production. Prior to the launch of the city channel, limited city programming was shown on Clark County's government access station, known as Channel 4. Limited additional programming at that time such as "City Beat," "Las Vegas Town Hall," and "Pet Connection" had been produced by city Communications staff in-house. KCLV now produces a wide variety of content including long- and short-format, specials, public service

announcements, documentaries and more. The franchise agreement with Cox Communications allows for a dedicated city channel and funding that enables the city to manage its programming on a full-time basis, bring all of the production components in-house to realize cost-efficiencies and use advanced technologies to provide easy access to city government on television and other digital platforms. Content has now been expanded to include videos, specials, live events and more on television and online.

Programming Policy

The KCLV Channel 2 programming policy shall be to provide direct information to Las Vegas residents concerning the operation and deliberation of city government on television and digital channels. The intent is to provide programming and content about the city of Las Vegas and related governmental agencies to enhance open government. As outlined below, KCLV staff will produce their own content, as well as use approved programming from other government agencies and nonprofit organizations when applicable.

Programming Permitted on KCLV Channel 2

- A. Live Coverage – City Council meetings, Planning Commission and other public meetings will be shown on the television station and its associated digital platforms. Meetings will be gavel-to-gavel, with no editing or editorial comment. Other live events may also be scheduled from time to time, including news conferences.
 - a. Note: Meetings and other events that were the subject of live coverage will be rebroadcast on Channel 2 and may be found on-demand online and on the streaming platforms. Other meetings that may not be presented live due to schedule conflicts or technical reasons may also be shown at a later date on Channel 2 and may be found on-demand online and on streaming channels.
- B. City-Produced Content – Original content, including programs, videos, specials, station IDs, public service announcements and promotional messages, produced by KCLV staff that informs the public of services and activities of various departments, and provides coverage of issues, announcements, services and quality of life in the city. All content created by city staff will be related to city of Las Vegas business or functions. Non-city events, such as personal appearances by the mayor, members of the council or city staff at non-city functions, will not be included on KCLV and its digital platforms.
- C. Outside Programming – Programming from other sources shall be shown on Channel 2 only when appropriate and in accordance with city policies as determined by the director of the Office of Communications. This programming will be noncommercial, educational in nature and will emphasize providing for a more open government.
- D. Local Affiliate Repeats – Programs or segments obtained from local stations may be cablecast when appropriate.
- E. Community Calendar/Billboard – A community calendar will show information on Channel 2 at times that no other original content is scheduled. Content for this electronic bulletin board will include items relating to upcoming programming, city announcements and other notices, and will be created by Communications staff. The primary focus of these announcements will be city programs and activities, other pertinent government notices and certain notices from nonprofit organizations with programs in the city of Las Vegas.

- F. Closed Captioning – Provisions for the hearing impaired, such as closed captioning are permitted on KCLV programming and its digital content subject to available budget.
- G. Satellite and Remote Programming – Productions from KCLV are permitted in remote formats such as satellite uplinks or other remote communications.

Programming Restrictions

- A. KCLV Channel 2 and its digital platforms are not intended as mechanisms for building support for a particular political policy, program, issue, party or individual.
- B. KCLV is a municipal service and is made available to residents to enhance open government, but it is not a public forum or a public access channel and has no obligation to accept unsolicited programming.
- C. KCLV Channel 2 and its digital platforms are not to be used as campaign tools. They may, however, provide objective information about election procedures, ballot instructions, polling locations, present candidate forums or issues debates. Campaign laws governing elected-official activities shall be followed with respect to appearing on KCLV Channel 2 and its digital platforms; for example, current-term elected officials may receive coverage only to the extent that such coverage is coincident with the performance of their official duties as an elected official. Once a current-term elected official files for reelection with the City Clerk's office, he/she will no longer appear on a program where they are featured, such as "Access City Council" or a mayor's show. These productions highlight the mayor or council members in an interview setting. The mayor and council may appear in other city programming consistent with the normal execution of their offices. Outside candidates who have announced and/or qualified for election to any elective office shall not have a presumed right to use the channel to make individual campaign statements. In addition, candidates who have officially filed for elected office will not be featured on KCLV.
- D. No campaign advertising or promotion will be shown on KCLV Channel 2 or its digital channels.
- E. No content will be created including;
 - a. Any advertising that promotes the sale of any commercial product or services.
 - b. Any information concerning a commercial lottery, gift enterprise or similar promotion offering prizes in whole or part upon lot or chance.
 - c. Any direct solicitation of funds for nonmunicipal services.
 - d. Any material in violation of federal, state or local statute or law.
 - e. Any material endorsing religious beliefs or religious philosophies.

Copyright

Programming produced by city staff is the property of the city of Las Vegas. Raw footage will not be provided; only completed programs or edited videos. Programs and stock video may be used for other purposes only with the expressed written consent of the City Manager's Office or designee.

Omissions and Errors

Every effort will be made to insure gavel-to-gavel content of public meetings. However, in the event a portion of such meeting is not captured, communication will be sent to residents via various communications tools letting the public know that a portion of the meeting is missing. Communications staff reserves the right to edit content for other programming as appropriate to the subject matter. In the event of an error in content, KCLV staff will review the error and if indeed one exists, every effort will be made to correct the content in future airings.

Underwriting

KCLV Channel 2 does not accept sponsorships for the station or programming. However, underwriting is allowable under guidelines standard for the Public Broadcasting System (PBS). Underwriting is acceptable under these guidelines provided a written agreement is prepared and signed by the underwriter and the city.

Operational Procedures

- A. All public meetings of the city from City Hall Council Chambers may be aired.
- B. City officials, city departments and divisions of the city may submit requests and proposals for content creation that is appropriate to the policies of KCLV Channel 2. Requests should be made to creativecontent@lasvegasnevada.gov. Any content produced by sources other than Communications staff is subject to review and approval by the director of the Office of Communications and must meet necessary technical standards before it is shown on any KCLV platforms.
- C. Any department or division may submit videotext information that meets content criteria of these policies. City of Las Vegas public meetings will be included in the videotext, as well as appropriate announcements from nonprofit agencies that have programs within the city of Las Vegas.
- D. A programming log of all programs will be kept on file.
- E. KCLV equipment and facilities are to be used only by Communications staff for the purpose of producing content for Channel 2 and its digital channels and internal use. No other use is authorized without a rental or intergovernmental agreement (see associated rate card).

Editing Policies

- A. Any public meeting aired on Channel 2 or its digital platforms shall not be subject to editorial commentary or selective editing. Portions may be used as segments of other programming. Insertion of alphanumeric information, shot selections, visual aids or audio clarification pertaining directly to the meeting agenda is allowed.
- B. Any departmental programming may be modified or edited as appropriate to meet these policies and guidelines, or as scheduling and work force demands dictate.
- C. Text may be edited to provide clarity and maximize the capability of the system.