

	Policy/Procedure Title: KCLV Channel 2 Programming Policies and Procedures	No:
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OPERATIONS MANUAL	Approved: (By City Council 4/19/00) Virginia Valentine	Revision: 0
	City Manager	Effective Date: 4-21-00

PROVISIONS

MISSION STATEMENT

To provide programming for and about the City of Las Vegas and its citizens to enhance open government.

HISTORY AND PURPOSE

KCLV Channel 2 is a government access channel, a type of cable television service that is made available to cities by cable companies operating under franchise agreements with local governments. Government access channels are the product of federal regulations and laws, originally developed almost 30 years ago, that allow franchising authorities to meet local communications needs by requiring that cable operators provide channels, facilities, and support for local access services. Access channels have been used extensively in communities across the country over the last three 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 1980's. With the renewal and transfer of the cable television franchise to Cox Communications in late 1998, the City has been able to allocate funding and negotiate dedicated channel placement that enables the expansion of the City's cable television programming efforts.

The City provided coverage of City Council meetings in the past by contracting with UNLV's Hank Greenspun School of Communications for playback support and some production, and shared a common access channel with Clark County. Limited additional programming such as "City Beat," "Las Vegas Town Hall," and "Pet Connection" has been produced by City staff in-house. The new franchise with Cox Communications provides a dedicated City channel and funding that enable the City to manage its programming on a full-time basis, bring more of the production component in-house to realize cost-efficiencies, and use advanced technologies to provide easy access to City government.

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. The intent is to provide programming about the City of Las Vegas and related governmental agencies to enhance open government. As outlined below, the City will produce its own telecasts, as well as use programming from other government agencies and nonprofit organizations.

PROGRAMMING PERMITTED

- A. Live Coverage – City Council meetings, Planning Commission and other public meetings as may be determined. Meetings will be gavel-to-gavel, with no editing or editorial comment. Other live events may also be scheduled from time to time.
- B. Tape Delayed – Meetings and other events that were the subject of Live Coverage will be presented via tape delay at least one additional time. Other meetings that may not be presented live due to schedule conflicts or technical reasons will also be presented via tape delay.
- C. City-Produced Programs – Video tapes, such as programs, station IDs, public service announcements, and promotional messages, produced by City of Las Vegas Video Services which inform the public of services and activities of various departments, and provide coverage of issues, announcements, services, and quality of life in the City. All productions created by the Video Services Division will be related to City of Las Vegas business or functions. NonCity events, such as personal appearances by the Mayor, members of the Council or City staff at nonCity functions, will not be included in individual City programs or on KCLV Channel 2.
- D. Outside Programming – Programming from other sources shall be used only when appropriate and in accordance with City policies. This programming will be noncommercial, educational in nature, and will emphasize providing for a more open government.
- E. Local Affiliate Repeats – Programs or segments obtained from local stations may be cablecast when appropriate.
- F. Videotext – Text messages will be displayed at times no other video programming is scheduled. Contents for this graphic, electronic bulletin board will include the KCLV program schedule, City of Las Vegas announcements and meeting notices.

PROGRAMMING RESTRICTIONS

- A. KCLV Channel 2 is not intended as a mechanism for building support for a particular political policy, program, issue, party or individual.
- B. KCLV is a municipal service and is programmed 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. The channel is not to be used as a campaign tool. KCLV may, however, provide objective information about election procedures, ballot instructions, polling locations, present candidate forums or issue debates. Campaign laws governing elected-official activities shall be followed with respect to appearing on the City's channel; 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 *Town Hall* or *Access City Council*. Both of these productions feature 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.

D. No campaign advertising or promotion will be shown on KCLV Channel 2.

E. KCLV Channel 2 will not cablecast:

2. Any advertising that promotes the sale of any commercial product or services.
3. Any information concerning a commercial lottery, gift enterprise or similar promotion offering prizes in whole or part upon lot or chance.
4. Any direct solicitation of funds for nonmunicipal services.
5. Any material in violation of federal, state or local statute or law.
6. Any material endorsing religious beliefs or religious philosophies.

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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 recorded, videotext will be displayed informing the viewers that a portion of the meeting is missing. KCLV Channel 2 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

1. All public meetings of the City are authorized for cablecasting.
2. City officials, City departments and divisions of the City may submit requests and proposals for programming which are appropriate to the policies of KCLV Channel 2. Any requested programming produced by sources other than Video Services is subject to review and approval and must meet necessary technical standards.
3. 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.
4. A programming log of all cablecasts will be kept on file.

5. Video Services equipment and facilities are to be used only by Staff for the purpose of producing video programming for KCLV Channel 2 or internal use. No other use is authorized without a rental or intergovernmental agreement.

EDITING POLICIES

1. Any public meeting cablecast 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.
2. Any departmental programming may be modified or edited as appropriate to meet these policies and guidelines, or as scheduling and work force demands dictate.
3. Videotext may be edited to provide clarity and maximize the capability of the system.