

**PROGRAMMING POLICY & PROCEDURES  
FOR  
CLARK\*VANCOUVER TELEVISION  
(CVTV)**

**INTRODUCTION**

Clark\*Vancouver Television is the local government, non-commercial cable access channel operated and funded by the City of Vancouver and Clark County, Washington. CVTV operates on Comcast Cable Channels 21 and 23, as well as providing video streaming of all programming on CVTV.org. The primary mission of CVTV is to provide video programming about local government and public affairs to the citizens of Vancouver and Clark County. CVTV is the “window on local government” for the citizens of the City of Vancouver and Clark County and as such is an extension of the Open Public Meetings Process. CVTV is a communications vehicle for the City of Vancouver and Clark County.

The policies and procedures articulated below are as comprehensive as possible, but no policy will be able to address every situation. There will always be judgments made as to appropriate programming for CVTV in a community where there is no broadcast television or radio station located in Vancouver or Clark County. CVTV is strongly supported in the community and is seen as a community asset. However, time, resources, and staffing do not permit coverage of all the events and activities requested. CVTV staff treasures the trust placed in the local government channel as a communications tool for Vancouver and Clark County and recognizes that it is likely as the technology and the community evolve, these policies will need to be reviewed and updated as conditions warrant.

**GOALS & OBJECTIVES**

The objectives of CVTV are:

- To foster an informed and active citizenry by televising the activities of Clark County (County) government, the government of the City of Vancouver (City), and activities officially sponsored or promoted by them.
- To inform citizens about programs and public services provided by the City and County departments and City/County-sponsored agencies.

- To provide information about City and County government and to serve as a medium to present the on-going dialogue on issues pertaining to public policy, local government services and programs of concern to the citizens of the City of Vancouver and Clark County.
- To provide public access to the political and public affairs process in our community, region and state as their “window” on local government, including televising the activities and meetings of other public agencies and institutions.
- To provide information to and help connect Vancouver/Clark County residents by televising select community events and programming that educates citizens about issues of importance to the public.
- To highlight the opportunities for citizen participation in programs, issues and services.
- To offer video support services to the agencies, divisions and departments of the City of Vancouver and Clark County to help explain programs and issues as well as for internal discussions and training.

### **POLICIES AND RESPONSIBILITIES**

- CVTV facilities and programming operate under the jurisdiction of the City Manager and County Administrator. Day-to-day operation of the channel is under the direction of City/County Cable TV Director.
- Section 9 of the cable television franchise agreement, effective November 27, 1997, between TCI of Southern Washington, doing business as Comcast Corporation, the City of Vancouver and Clark County requires that the Grantor (City/County) designate authorized entity or entities to manage or co-manage the Public, Educational and Government Access use channels on the cable system.
- All designated access providers (public, educational, and government) will be evaluated and reviewed annually by the City/County Telecommunications Commission consistent with the provisions of Section 9 of the cable franchise agreement, Section 5.19.300 of the Vancouver Municipal Code and Clark County Code 36.12.160.
- The government access channel is operated by and is for the use of the City of Vancouver and Clark County with day to day operations delegated to the City/County Cable Television Office.

- CVTV is not a “public forum” for use by citizens on a first come/first served basis. That function is fulfilled by FVTV, the Public Access Channel (Channel 11 on the cable system).
- The use of the government access channel and facilities is reserved solely for informational and educational programming created by City or County departments or agencies or provided by another municipality, government, or public agency.
- Other governmental or local interest programming may be produced or aired (e.g. State of Washington – legislative updates from individual local legislators; other local government agencies) subject to the approval of the City/County Cable TV Director, or through the sponsorship or request of a unit of a City or County department.
- When material is determined to be unsuitable for use on the channel, appropriate notification will be made to the submitting agency giving the reasons for the decision.
- Use of CVTV equipment is restricted to CVTV activities or by City or County employees with the permission from the City/County Cable TV Office. Loaning or rental of said equipment for personal or outside agency use is strictly prohibited.
- It is the general policy to retain master tapes of public meetings for a period of two (2) months. Master tapes of forums, concerts, election coverage and general interest programs will be retained for a period of one (1) year. This retention schedule has been approved by the Washington Secretary of State’s Office.

### **CVTV PROGRAMMING**

CVTV programming is comprised of the following activities:

- Public Meetings – Regular gavel-to-gavel coverage including the Vancouver City Council, City and County Planning Commission and Telecommunications Commission meetings, Clark County Board of Commissioners, City and County Land Use, City/County Code Enforcement, and Animal Control hearings; as well as special hearings and forums by local, state, and federal agencies. Regular and on-going coverage of the public meetings of other public agencies (e.g. Port of Vancouver) are subject to cost recovery agreements between the agencies and CVTV. All LIVE cablecasts are also videotaped and repeated several times on government access channel.
- City Minutes – A bi-monthly, half hour discussion program about City issues and activities; interviews are aired without editing for time or content.

- Clark County Focus – A monthly half-hour, unedited program which features a panel of local journalists interviewing County elected officials on current topics. (Note: In 2006 the Board of Commissioners adopted a voluntary policy that incumbent commissioner candidates running for election would not appear on Focus programs 60 days prior to a general election.)
- Clark County Close Up – A monthly pre-produced half-hour magazine program about County issues, programs, activities, and personalities.
- Capital Perspectives: A View from the Other Washington – A half-hour program featuring unedited in-depth interviews with either our 3<sup>rd</sup> District U.S. Representative, one of our two U.S. Senators, the governor, or other elected state officials, such as the Washington State Attorney General.
- Forums and Hearings – CVTV provides complete, unedited coverage of Chamber of Commerce and Columbia River Economic Development Council forums, as well as other special community meetings, hearings and forums.
- Community Events -- CVTV provides complete, unedited coverage of select community events such as major parades (e.g. Veterans Day, Hazel Dell), concerts (Vancouver Symphony, Bravo), commencement exercises (e.g. Clark College, WSUVancouver), local non-profit events (e.g. Red Cross, Loaves & Fishes, etc.) and similar productions. These events are within CVTV's portfolio because they were originally requested by City or County management/elected leadership. Their continued coverage is subject to cost recovery agreements with CVTV no later than January 2010.
- Elections – In cooperation with the League of Women Voters and other community groups, CVTV provides complete coverage of candidates' debates and forums every election year. CVTV produces primary and general election candidate interviews conducted by members of the local media and staff as well as a Video Voters Guide. CVTV also provides live television coverage of primary and general election results in Clark County.
- Special Projects – Community events, documentaries, local government/department promotional pieces, and in-depth coverage of local government issues as they arise – including gavel-to-gavel meeting coverage and interview/discussion programs – is provided.
- Text Messages – Character-generated printed messages about local government events and services appear on the channel whenever there is no video programming.

- Staff Training – Staff orientation videos, lectures, simulations, discussions, and case studies are produced for City or County agencies to aid in staff development and specialized training. These are frequently replayed on a discrete City/County training channel provided by Comcast.
- Outside Source Programs – Some CVTV programming comes from sources outside the City or County. Such programming will be integrated into the overall public information purposes of government access television, and must have prior approval by the City/County Cable TV Director.

### **PROGRAM PRIORITIES AND SCHEDULING**

Scheduling of CVTV is the responsibility of the City/County Cable Television staff under the direction of the Cable TV Director. Production and scheduling of CVTV is on an equitable and non-discriminatory basis according to available City and County funding resources. Production and scheduling is in accordance with channel use priorities (listed below), availability of equipment and resources, and adequate advance notification of the event.

CVTV programming priorities are as follows:

- City of Vancouver and Clark County meetings – at the request of staff or elected officials through the City Manager or the County Administrator. City Council meetings and workshop sessions and Board of County Commissioners hearings receive first priority
- Programming about city and county issues through regular series programs such as City Minutes, Clark County Close Up, etc.
- Training for internal city and county staff, upon the request of staff, especially when televised presentations increase cost efficiencies for the City or the County (e.g. reducing amount of overtime for public safety personnel).
- Events or meetings of other public, partner agencies – if regular coverage of meetings or events are requested or if the production presents technical challenges, arrangements will be negotiated for payment under a fee or cost recovery model
- Public Forums and Public Affairs presentations sponsored by one or more public agency or community partners that are of general, informational public interest

- Local Election Programming – Debates and forums sponsored by third party organizations which are considered neutral and where all candidates or representatives of a ballot issue are invited and present; studio interviews conducted by CVTV staff or local media representatives with candidates or representatives of ballot measures; CVTV Video Voters Guide; debates organized and sponsored by candidates themselves; Primary and General election nights. In general, events organized and sponsored by single issue advocacy groups, individual citizens, individual neighborhood associations, will not be televised by CVTV. Such event sponsors are encouraged to work with FVTV, the public access channel, to arrange for television coverage.
- Events requested by City or County departments or elected officials that are appropriate public affairs/informational programming such as concerts, parades, panel discussions where City or County staff participate.

### **EDITING POLICY**

- Public Meetings – Public meetings and other public forums and speeches are televised “gave-to-gavel” without editing for content. Insertion of alphanumeric or computer graphic information or visual aids pertaining directly to the meeting agenda does occur to add clarity to a cablecast.
- Department Programs – Any programming prepared by or provided by an individual City or County department may be modified or edited as appropriate to the policies governing channel use, or as dictated by scheduling and manpower requirements.
- Readerboard – Informational messages programmed for use on the readerboard shall be edited for clarity and to maximize the capacity of the system.
- Interviews/Magazine Programs/Produced Pieces – Interview programs such as Clark County Focus, City Minutes, Capital Perspectives, etc. are NEVER edited for content. Such interviews run in their entirety. Produced pieces such as for Clark County Closeup or profile or promotional productions will be edited as part of the program production.
- Forums, Community Events, Public Meetings etc. – Other CVTV programming is aired in its entirety without editing. Events are televised beginning to end unless there is a break in the program that is not conducive to television (e.g. meals, small group discussions). Occasionally technical problems may occur and a portion of an event or meeting may not be included in what airs on CVTV. In the event of such a problem it is always noted in the final production so viewers are aware of any deletions.

- CVTV Web Site – On-demand video replays of public meetings, talk shows and department programs on the CVTV Web site, [www.cvtv.org](http://www.cvtv.org), may be edited into separate media files for the convenience of web users. Examples include, separating public meetings by agenda items, talk shows by interview topics, election programming by candidate statements, and department programs by stories or features.

## **COPYRIGHT ISSUES**

All regular CVTV productions (i.e., meeting coverage, forums, etc.) and all special projects produced by CVTV will be under the copyright control of the City of Vancouver and Clark County unless one or more of the following apply:

- Language in a grant, or other funding source which pre-exists the production of the work, establishes a different, related entity as the copyright holder.
- An agreement is signed, prior to production of the work, granting ownership of copy right to a different, related entity, such as the funding source of the host or moderator of the program.

For productions copyrighted by CVTV, the practical exercise of copyright control shall belong to the agency within the City or County which funded the production of the work.

Nothing in the above paragraph as regards to public meetings is intended to excuse CVTV from the requirements of the State of Washington's Open Records Act. All requests for video copies of such meetings will be granted, and CVTV has the right to require compensation for expenses involved in creation of those copies.

## **DUPLICATIONS**

CVTV charges for video duplications to recoup expenses involved in creating the copies unless one or more of the following apply:

- Agencies sponsoring events covered by CVTV will be provided one (1) "free" DVD duplication upon request. Agencies will be charged for any additional copies.
- City and County Departments will not be charged for video duplications until 2011 to allow agencies time to plan for the costs during the development of the 2011/2012 biennial budgets.

- Any individual **directly** participating in the development of a CVTV production will be provided one (1) “free” DVD duplication upon request. For example, any individual who comes to the CVTV studio for an interview will be provided a copy upon request. However, individuals appearing in CVTV productions, such as a member of a forum panel, a musician in an orchestra, a citizen giving testimony during a public meeting, would not be provided with a free copy.

### **USE OF CVTV FOOTAGE IN POLITICAL CAMPAIGNS**

Candidates and campaign representatives may utilize CVTV footage in television ads and/or on campaign websites if they follow these guidelines:

CVTV is the local government, non-commercial cable access channel operated and funded by the City of Vancouver and Clark County, Washington. RCW 42.17.130 prohibits use of public facilities for the purpose of assisting a campaign for election of any person to any office or for the promotion of or opposition to any ballot proposition.

Use of CVTV footage in no way constitutes an endorsement of or opposition to any candidate for public office or ballot proposition on the part of CVTV, the City of Vancouver or Clark County.

Any references to CVTV, City of Vancouver or Clark County must be excised from any advertising in connection with promoting or opposing any candidate for public office and/or that any such use be accompanied by the following disclaimer clearly visible on the advertising or campaign web material:

**"CVTV footage, obtained pursuant to the Public Disclosure Act, in no way is intended by CVTV, the City of Vancouver, or Clark County to either promote or oppose any candidate for public office or any ballot proposition."**

Individuals utilizing CVTV footage that does **not** display the CVTV logo and does **not** contain any reference in connection with promoting or opposing any candidate for public office or ballot proposition, do not need to display the above disclaimer.

### **READERBOARD**

The purpose of the character generated text readerboard on CVTV is:

- To provide calendar or informational messages to citizens about City and County programs and other governmental public services as summarized in the Objective section of this policy.
- To provide informational messages between scheduled programming.

- Information submitted for the readerboard is subject to editing as defined in the Editing section of this policy.
- Sources for information or messages displayed on the readerboard are limited to those generated by:
  - a. Departments of the City of Vancouver or Clark County government.
  - b. Request or publication of the State of Washington government.
  - c. Those government agencies in which departments of the City of Vancouver or Clark County are affiliated.
  - d. Promotional information about City or County functions or, City or County sponsored events.
  - e. Other local public, governmental agencies upon request as space permits
- It is the general policy to exclude all other information on the readerboard not described above, except in the following circumstances:
  - a. Emergency notification (severe weather, civil emergencies, failure of local services or systems, hazardous waste, et al.).
  - b. Information not described in this policy as demonstrated by documented inability to secure other public or private print or electronic media. These requests must have prior approval of the City/County Cable TV Director.

## **PROHIBITIONS**

- Any advertising messages on behalf of a political candidate or measure on a ballot. EXCEPT THAT: This does not preclude the presentation of official materials or programming produced by the government access channel which includes the opportunity for all candidates for a particular elective position or proponents of all sides of any issue to appear in an equitable manner.
- Any advertising message on behalf of or opposing any measure proposed by a City or County agency or department or under consideration by the Vancouver City Council or Clark County Board of Commissioners. EXCEPT THAT: This does not preclude the presentation of information derived from Vancouver City Council or Board of Commissioners agendas, meeting notes or programming produced by the government access channel which provides background information on any measure under consideration if the various sides of the issue are presented.
- Any program that promotes a specific religion, religious viewpoint or “call to action”/conversion/fundraising. Such prohibition does not include informational or cultural programming consistent with the City and County Diversity policies or a community event where an invocation or music is incidental to the primary purpose of the program.

- Any promotional material concerning products or services presented for the purpose of any solicitation of funds or other things of value. EXCEPT THAT: This does not prevent the government access channel from seeking underwriters to offset the production costs associated with its programming. Such underwriting shall be acknowledged both before and after the program is aired.
- Any information concerning any lottery, gift enterprise or similar promotion offering prizes based upon lot or chance.
- Any material which constitutes libel, slander, invasion of privacy, violation of trademark, or copyright, or which might violate any local, state or federal law, including FCC regulations.
- Programming produced outside of the CVTV production facilities without prior approval of the City/County Cable TV Director.