

PROGRAMMING POLICY & PROCEDURES

INTRODUCTION

Clark/Vancouver Television (CVTV) is the local government, non-commercial cable access channel operated and funded by the City of Vancouver and Clark County, Washington. CVTV provides 24/7 programming on Comcast Cable Channels 21/321 and 23/323, as well as streaming of all programming on our website – www.cvtv.org. The primary mission of CVTV is to engage and inform citizens about local government and public affairs through the use of television, web and social media. CVTV provides accessibility to City and County government and as such is an extension of the Open Public Meetings Act.

The City/County Video Services Manager is responsible for the operations, programming and scheduling of the channel in accordance with the policies and procedures articulated below. This policy will not be able to address every situation; therefore, judgements as to appropriate programming and use of the channel will be made as situations arise. Limited time, funding resources and staffing do not permit coverage of all the events and activities requested.

As technology and the community evolve, these policies and procedures will 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) and City of Vancouver (City) government 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 programming about City and County government to create two-way communication on issues pertaining to public policy, local government services and programs that are of concern to the citizens of the City and County.

Serving the citizens of Vancouver and Clark County since 1982

- To provide public access to the political and public affairs processes in our community, region and state, including televising the activities and meetings of other public agencies and institutions.
- To televise select community events and programming that provides information to help connect and educate Vancouver/Clark County residents 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 and County to help explain programs and issues, as well as for internal discussions and training.

POLICIES AND RESPONSIBILITIES

- The government access channel is operated by and is for the use of the City of Vancouver and Clark County. CVTV facilities and programming operate under the jurisdiction of the City and County Managers with day-to-day operations delegated to the City/County Cable Television Office under the direction of the City/County Video Services Manager.
- CVTV is not a “public forum” for use by citizens.
- Use of the government access channel and its 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 Video Services Manager, or through the sponsorship or request 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 discs and files of public meetings for a period of one (1) month. Public meetings, forums, election coverage and general interest programs are maintained on the CVTV website for a minimum of six (6) years. This retention schedule follows the retention guidelines set forth in the Washington Secretary of State Records Retention Schedule.

PROGRAMMING AND PRIORITIES/SCHEDULING

Scheduling of CVTV is the responsibility of the City/County Cable TV staff under the direction of the City/County Video Services Manager. Production and scheduling of CVTV is on an equitable and non-discriminatory basis according to available City and County funding resources.

Production and scheduling are in accordance with the channel use priorities listed below, availability of equipment and resources, and adequate advance notification of the event. CVTV may request cost recovery arrangements for coverage of certain events or meetings.

CVTV programming and priorities are as follows:

- City of Vancouver and Clark County meetings at the request of staff or elected official through the City or County Manager. City and County Council meetings, hearings and workshop sessions receive first priority.
- Programming about the City and County through regular series programs that highlight current issues, programs, activities, elected officials and government employees.
- Events requested by City or County departments or elected officials that are appropriate public affairs/information programming such as forums or panel discussions where City or County staff participates. Coverage of these programs is subject to cost recovery agreements with CVTV.
- Internal City and County staff trainings, upon the request of staff – orientation videos, lectures, simulations, discussions and case studies – are produced to aid in staff development and specialized training.
- Events, meetings or hearings of other public, partner agencies. Arrangements will be negotiated for cost recovery for regular on-going coverage of meetings or events, or if the production presents a technical challenge.
- Complete, unedited coverage of select community events such as major parades, concerts, commencement exercises, local non-profit events and similar productions. Coverage of these programs may be subject to cost recovery agreements with CVTV.
- Coverage of candidate debates and forums every election year in cooperation with the League of Women Voters. Primary and general election candidate interviews, Video Voters' Guide and live television coverage of primary and general election results in Clark County.
- Coverage of other 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, will be based on available funding at the discretion of the City/County Video

Services Manager. In general, events organized and sponsored by single advocacy groups, individual citizens, or individual neighborhood associations will not be televised.

- KIRO news and public affairs programming from the CBS affiliate in Seattle. The feed for this programming is received from Comcast and airs on Channel 21/321 through a license agreement with KIRO. This increases the amount of Washington state news programming available to the citizens of Vancouver/Clark County. KIRO programming does include commercials.
- Some CTVV 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 Video Services Manager.

EDITING POLICY

- **Public Meetings** – Public meetings and other public forums and speeches are televised “gavel-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.
- **Interviews/Magazine Programs/Produced Pieces** – Interview programs such as Clark County Focus, election interviews, etc., are never edited for content. Such interviews run in their entirety. Produced pieces for Clark County Close Up or profile promotional productions will be edited as part of the program production.
- **Forums, Community Events, Public Meetings, etc.** – Other CTVV 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 CTVV. In the event of such a problem it is always noted in the final production so viewers are aware of any deletions.

COPYRIGHT ISSUES

All regular CTVV productions and all special projects produced by CTVV 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 copyright 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 regarding public meetings is intended to excuse CVTV from the requirements of the State of Washington's Public 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 the creation of those copies.

USE OF STILL IMAGES OR VIDEO CLIPS FROM CVTV ELECTION PROGRAMMING IN CAMPAIGN MATERIALS

Candidates and campaign representatives may utilize still images or video clips from CVTV footage in campaign materials following the guidelines below:

- Use of still images or video clips from CVTV footage, including stills or footage obtained pursuant to the Washington State Public Records Act (Ch. 42.56 RCW), is no way intended by CVTV, the City of Vancouver, or Clark County to directly or indirectly promote or oppose any candidate for public office or any ballot proposition.
- If a still image or video clip taken from CVTV election programming is utilized where the CVTV logo is visible in any campaign materials (advertisements, websites, flyers, etc.), the following disclaimer must be clearly visible on those materials:

“Use of CVTV footage is in no way intended by CVTV, the City of Vancouver, or Clark County to directly or indirectly promote or oppose any candidate for public office or any ballot proposition.”

- Individuals utilizing CVTV footage that does **not** display the CVTV logo or does **not** promote or oppose any candidate for public office or ballot proposition, do not need to display the above disclaimer.
- CVTV is the local government, non-commercial cable access channel operated and funded by the City of Vancouver and Clark County, Washington. Please note that RCW 42.17A555 prohibits use of public facilities for the purpose of assisting a campaign for election of any person to any office or for the promotion, or opposition to, any ballot proposition.

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 the consideration by the Vancouver City Council or Clark County Council. Except that, this does not preclude the presentation of information derived from Vancouver City Council or Clark County Council 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 conversion/fundraising. Such prohibition does not include informational or cultural programming consistent with the City and County Diversity, Equity and Inclusion policies or a community event where an invocation or music is incidental to the primary purpose of the program.
- Any program that is sales or fundraising oriented or any information concerning lottery, gift enterprise or similar promotion offering prizes based upon lot or chance.
- Any activist/political rally promoting one side of an issue or “call to action”.
- 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 program is aired.
- 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 Video Services Manager.