



## **Richmond Community Television Procedures, Standards and Guidelines**

### **Operations**

Richmond Community Television is a 24 hour; 7 day a week government-education access channel carried on Comcast and is programmed and operated under the direction of the office of the Richmond City Manager.

---

### **I. ORGANIZATIONAL STRUCTURE**

**Richmond Community Television (RTV)** is comprised of the Cable Coordinator under the day to day supervision of the Offices of the Richmond City Manager. The Richmond Cable Commission is an advisory board that formulates and makes recommendations to the Richmond City Council. The Richmond City Council has final authority to determine the policies and procedures of **RTV**. The Cable Commission will review **RTV** operations on a monthly basis to give feedback to the Cable Coordinator.

### **II. MISSION STATEMENT**

**RTV** works with community leaders, school administrations, and Richmond citizens to bring viewers top quality programming that provides a voice to educate, inform, preserve, entertain, assist, and celebrate one another through diverse programming that reflects the character and spirit of the Richmond community.

The City of Richmond and RTV will accomplish this mission by providing the following:

- Information on local government services
- Information on the Richmond Schools
- General information to the public about meetings and government/education events.
- Emergency and public safety information
- Program coverage of government events, such as facility openings, recreational, cultural events, and meetings of government and school boards

### III. OPERATING PROCEDURES

A. The **RTV** Cable Coordinator shall oversee the various phases of production for programming aired on **RTV**. **RTV** is responsible for televising local government/school board meetings, government/education sponsored activities and events, local high school sports, providing production training as needed, and offering limited technical assistance to other agencies including other departments within the City of Richmond.

B. The production of quality video programs requires experienced technical support.

C. It shall be the policy of **RTV** to cooperate with all related news agencies (commercial, educational, and industrial) to the extent that cooperation will not interfere with the operation of **RTV** or its Procedures, Standards and Guidelines.

D. **RTV** recognizes the jurisdiction of the Federal Communications Commission guidelines pertaining to television programming. The following Guidelines will be used in approving programs for broadcast.

1. Programs containing obscene, offensive or defamatory material/language shall not be broadcast on **RTV**. Community standards of good taste will be adhered to at all times. It shall be the responsibility of each contributing entity to assure that programs submitted to **RTV** shall not contain such material/language.

2. Programs containing copyrighted materials will not be broadcast without proper copyright authorization. Individuals submitting programs for broadcast are responsible for obtaining all necessary copyright clearance, and shall hold **RTV** and the City of Richmond and other government entities participating, harmless in the case of copyright issues.

3. Copyright for creative properties (original scripts, music, artwork, etc.) shall accrue to the owner/creator of said property. Agreements between the owner/creator and **RTV** will contain the following assurance:

- (a) Owner/creator shall grant **RTV** copyright clearance for the use of the property in an agreed-upon manner.

- (b) Each party agrees to notify the other of any distribution of the program.

- (c) Programs will not be sold, commercially distributed or loaned without prior approval of the Cable Coordinator.

4. Programs, which have as the primary purpose to promote commercial/profit-making services, products, trade or business will NOT be broadcasted on **RTV**.

5. **RTV** will not endorse any consumer products

6. Discussion of any partisan issues approved for broadcast NOT adhering to equal time guidelines will NOT be broadcast on **RTV**. (See Section N.3.(d).)

## **E. ELIGIBLE APPLICANTS**

**RTV** will prioritize programming based on availability of airtime as follows:

1. Local government entities and agencies located in the City of Richmond for use in connection with official government and government-sponsored events.
2. Richmond School entities and agencies located in the City of Richmond for use in connection with Richmond School sponsored events.
3. Local organizations and groups submitting community events.
4. State and Federal government agencies for use in connection with their official non-partisan government and/or government-sponsored activities that affect the interests of local government in the City of Richmond.

## **F. PROGRAMMING**

**RTV** shall air different sets of programming related to the Richmond Government and Richmond Schools.

### 1. Video Production

- (a) During a City Council meeting if an audience member would like for their comment to be correctly aired on **RTV** they must come up to the podium to speak.
- (b) Different programs from Richmond Schools will be aired such as, sports and other school activities.
- (c) **RTV** will work with local community organizations such as the Good Old Days Festival and Richmond Community Choir to produce and air programming for these special events.
- (d) Outside source programs may be acquired for use. Such programming shall only be used when appropriate to the Procedures, Standards and Guidelines.
- (e) Local high school sporting and extracurricular activities from the Richmond Schools will be aired at the discretion of the Cable Coordinator and the Richmond Cable Commission along with participating school.

### 2. Electronic Bulletin Board Messages

- (a) Promotional notices (electronic bulletin board messages) for government, educational, community events, and activities are acceptable for broadcast on **RTV**. The Cable Coordinator and The Richmond Cable Commission shall determine their acceptability for broadcast.
- (b) Priority for the electronic bulletin board messages will be as follows: (1) Richmond Local Government, (2) Richmond Schools, (3) civic and business groups, (4) and other community groups.

## G. PROGRAM REVIEW

1. Programs submitted from eligible applicants are evaluated on the following criteria: (not necessarily in order of importance)

- Citizen Interest
- Government/Educational nature
- Broadcast Quality
- Compliance with programming restrictions
- Public service/safety needs

2. The Cable Coordinator or City Manager, prior to airing, may choose to preview outsource programs for **RTV**. **RTV** program submission process is as follows:

(a) Program is submitted to **RTV** for review

(b) Program is reviewed and any changes needed are made. The Cable Coordinator reserves the right to exercise editorial discretion with regard to **RTV** programming according to the Procedures, Standards and Guidelines set forth and contained herein. Review shall be the sole responsibility of the local government entity submitting the videotape(s). Videotape portions may be used as segments of other documentary programming. Other programming or approved Public Service Announcements (PSAs) may be inserted during recesses called during meetings.

(c) If the program is accepted as submitted, it can then be scheduled for airtime.

(d) Requests for review, revision, or clarification of program content will be honored in order for the program to be aired.

3. A denial for access may be appealed to the Richmond Cable Commission. The appeal must be in writing and filed with the Cable Coordinator. Failure to file the appeal within sixty (60) working days will be deemed a waiver of the right to appeal.

## H. PROGRAM RESTRICTIONS

Programming on **RTV** shall adhere to the following restrictions:

1. Programming may be prohibited or edited if it contains:

(a) Any blatant advertising of a commercial product or service nature (This does not prohibit **RTV** from seeking sponsorship for funding productions);

(b) Any information concerning any lottery, gift enterprise, or similar promotion offering prizes based in whole or part upon lot or chance, or any direct solicitation of funds for private purposes. Promotion of these activities for non-profit purposes is allowed.

(c) Any material that would violate any Federal, State, County or City statute or law;

(d) Any obscene, indecent, defamatory material. It is the responsibility of each submitting entity to assure **RTV** that content is appropriate;

2. Programming not prohibited previously must conform to the following criteria:

(a) Programming policy shall be to provide non-partisan information concerning the operations and deliberations of government.

## **I. SCHEDULING OF PROGRAMS AND PRIORITY**

1. **RTV** is responsible for the approval of all programs and scheduling of same programs on **RTV**.

2. The Cable Coordinator and City Manager will establish the program schedule for **RTV**. The scheduling of programming (to include local government meetings) takes place only after it has been determined that the program meets all the programming guidelines established.

### **3. Regularly Produced RTV Programs**

This form of programming will be given regular time slots around which individual programs will be scheduled. Programming is subject to be changed without prior notice by the Cable Coordinator.

### **4. Individual RTV Programs**

Individual programs produced or acquired on a one-time only basis will be scheduled around regular programs and their regular time slots.

### **5. Emergency Programs**

Emergency programs are defined as last minute and/or high-priority programming. They must still meet all programming requirements. The Cable Coordinator may “bump” any programming during its respective time slot to schedule an emergency program.

### **6. First Priority**

Tape delayed official public meeting of the Richmond City Council and of the Richmond Schools.

### **7. Second Priority**

Approved programs submitted by departments and agencies under the supervision and sponsorship of local governments and/or the Richmond Schools.

### **8. Third Priority**

Any programming submitted by public organizations that have met the guidelines and standards of **RTV**.

## **J. DUPLICATION**

1. DVD's of public meetings will be retained for one (1) month from the original date of the meeting. DVD's are not official records of public meetings but may be authorized for duplication under the guidelines set forth in this document.
2. Requestors of copies of meetings aired on **RTV** will be charged a fee associated with the duplication process. All fees will be paid at the time of ordering. Copies will be duplicated onto a DVD or VHS format supplied by **RTV**. The copy shall include the entire meeting, program or event without editing. **RTV** will NOT custom-edit portions of any program nor provide raw footage of any production. If duplicates are mailed \$5.00 postage and handling charge will be added and must be paid at the time of the request. Requests are available at City Hall (68225 Main Street, Richmond, 48062). Fees are set by the City Council as part of the annual City Fee Schedule.
3. All programming produced by **RTV** shall be copyrighted and may only be reproduced for personal, non-commercial home use by individuals. Retransmission or any unauthorized use of **RTV** programming (in part or whole) is strictly forbidden without the written consent of the City of Richmond Cable Television Services Coordinator.

## **K. VIEWER COMMENTS AND COMPLAINTS**

1. **RTV** under the direction of the Cable Coordinator may distribute viewer comment forms to monitor viewer satisfaction with programming on **RTV**. **RTV** may also develop and distribute annual surveys and questionnaires to determine viewership statistics and input through local cable providers.

## **L. PROGRAM LOGS**

1. A daily log will be kept of all programming broadcast during each twenty-four (24) hour period. Log information will include program title, airtime, and length of program. The program logs will be reviewed at the monthly Richmond Cable Commission Meeting.

## **M. RTV VOLUNTEERS**

1. Only qualified volunteers will be used to assist in the production of **RTV** programming. Volunteers will be trained in the care and use of video production equipment and receive experience by participating in the production of **RTV** programs. Volunteers, upon authorization of the Cable Coordinator can also undertake special video projects as a part of their service to the City of Richmond. Each volunteer will be paid in accordance to the schedule of fees set by the Richmond City Council.

## **N. TECHNICAL STANDARDS AND PRODUCTION SERVICES**

The Following standards will be used by **RTV** staff for video production events.

1. Programs from five minutes to one hundred and twenty minutes are preferred. However, programs of any length are accepted subject to availability of time. All programs should be labeled with program title, episode (if applicable), and length. A contact name and phone number should also be printed on the label.
2. All programs submitted for broadcast from an outside source producer will be previewed by **RTV** for the following technical criteria:
  - (a) Technical quality – Video and audio quality must be acceptable levels as determined by the **RTV** staff.
  - (b) Compatibility of the content with the mission statement of **RTV**.
  - (c) Relevance of Appeal – Conformance of the content matter with the programming guidelines outlined in this policy
  - (d) Absence of Defamatory Material – subject matter that slanders or libels individuals or organizations will not be broadcast.
3. Programming and PSAs shall be submitted on DVD, DV, Mini DV, or 1/2” S-VHS videotape only (S-VHS being of the poorest quality).