

CITY OF SUGAR LAND
INTER-DEPARTMENTAL POLICY AND PROCEDURE

POLICY NUMBER: CO 105

Effective Date: 8/12/2004

Revised Date: 6/1/2014

Sunset Date: 6/1/2019

SLTV 16 MUNICIPAL CHANNEL POLICY

PURPOSE

SLTV Channel 16 provides relevant and timely municipal programming for Sugar Land residents with programming to strengthen public awareness and understanding of City government and local issues affecting it. The purpose of this policy is to provide guidance on the use of the City's municipal channel and applies to all City employees.

BACKGROUND

SLTV16 was launched in July 2004 and offers a communication medium to deliver information provided by the City to citizens, enhancing and complementing the communication tools currently utilized by the City of Sugar Land. SLTV16 is available 24 hours per day to Comcast cable subscribers as well as via live stream on the City's website. Programming includes news features, informational, educational and promotional videos, City Council, Planning & Zoning, Fort Bend ISD and Fort Bend County Commissioners meetings, along with electronic City and Community Bulletin Boards. The Community Bulletin Board was added by Council Resolution in January 2010 based on requests and needs identified within the city, specifically for publicizing information on non-profit events that benefited large segments of the community.

This policy is to provide guidance on the use of the City's municipal channel which is made available to the City by the local franchised cable provider for governmental use only as allowed by federal law (47 USCS § 531). The franchise agreement restricts the governmental access channel to non-commercial government uses under rules and procedures established by the City.

POLICY

It is the policy of the City of Sugar Land to:

- A. Educate Sugar Land residents on City services, activities, policies and programs
- B. Improve accessibility of deliberations of the Sugar Land City Council, Sugar Land's Planning and Zoning Commission, Fort Bend Independent School District and Fort Bend County Commissioners by providing coverage of those meetings.

- C. Inform residents about Sugar Land-sponsored events, programs, services, City job listings, construction updates and public safety tips.
- D. Provide crucial information in a timely manner to citizens before, during and after emergencies.
- E. Offer another communication medium to deliver information on City-initiated programs and services to citizens, enhancing and complementing the numerous communication tools currently utilized by Sugar Land.
- F. Inform residents about meeting and event notices of government and property association groups in Sugar Land; and
- G. Inform residents about meeting and event notices of non-profit organizations that benefit Sugar Land.

Communications is charged with the control of all information aired on the municipal channel as per City Manager and Council's direction, and may exercise the discretion to accept, reject, or edit any information submitted to the City for broadcast on the municipal channel. Exclusions include:

- Obscene, libelous, slanderous material or content that violates federal, state, or local laws
- The solicitation of funds or promoting the sale of products or services or promotions and endorsements for individuals seeking public office
- The unauthorized use of copyrighted information or trademarks
- Religious content if it does not (1) primarily serve a secular (non-religious) purpose; and 2) its primary effect is intended to advance or inhibit religion.
- Information that advocates or encourages discrimination on a status protected under Federal or State law (race, color, age, religion, sex, national origin, etc.).

PROCEDURES

Types of Programming:

1. **Municipal Bulletin Board** - A series of character-generated information will convey information related to all aspects of the City of Sugar Land. The bulletin board may also incorporate video. The SLTV Channel 16 bulletin board will be comprised of information prepared from contributions of each department.
 - a. Each Department Director will have a designated individual to provide departmental information.
 - b. Each department designee will:
 - Submit prepared, properly formatted text and information pertaining to their department.
 - Review currently posted information pertaining to their department.

- Determine and notify SLTV Channel 16 staff of information that should be deleted.
- Prior to submitting information for the bulletin board, Department Directors, or his or her designee(s), will review and approve the information.
- Each City Department Director is responsible for the information provided by their designee(s).

2. Community Bulletin Board - A series of character-generated information will convey information related to non-profit Sugar Land community events. The community bulletin board will be comprised of information prepared from contributions by non-profit groups, as defined below.

Local Governmental Entities. The City may accept text slides containing notices of meetings and events of local governmental entities for broadcast on the municipal channel's bulletin board.

Property Owners' Associations/Homeowner Associations (POAs/HOAs). The City may accept text slides of notices of the meetings and events held by POAs/HOAs located within the City for broadcast on the municipal channel bulletin board. All information submitted will be considered for broadcast based on relevance, subject matter, and compliance with this policy.

Other Non-Profit Organizations. The City may accept text slides containing information from non-profit organizations for broadcast on the municipal channel's bulletin board if the information might be of general benefit to the citizens of the City. All information submitted will be considered for broadcast based on relevance, subject matter and compliance with this policy.

Request Deadlines: To allow for proper production, scheduling and publicity, community bulletin board requests must be received 15 business days in advance of the scheduled event. Information provided after that time or that is not date specific will be aired at the discretion of the Office of Communications staff.

Quantity of Community Content: Frequency and number of messages posted per organizations will be determined at the discretion of the Office of Communications. Items are eligible to begin airing 30 days before the event. Bulletin board content will run for 30 days or until the event or program is complete, whichever comes first.

Content Requests: Requests for meeting and event notices on the community bulletin board should be submitted to pubinfo@sugarlandtx.gov or may be delivered in person to the Sugar Land Communications Department at City Hall, 2700 Town Center Blvd. North. Upon approval, updates will be posted each Friday.

3. Broadcasts of meetings of Governmental Entities - Videos of the meetings of governing boards of local governmental entities will be considered for broadcast on the municipal channel.

C. SLTV Content Restrictions

1. All content of the municipal channel shall be under the responsibility of the Sugar Land Office of Communications.
2. All content shall be subject to approval.
3. Advertising is strictly prohibited under the provisions of the City's franchise contract with Comcast.
4. Brief credit may be given at the end of a program when special materials, sponsorship or assistance has been provided by a commercial or charitable enterprise. This will be limited to the name of the provider and may include the service provided.
5. The Communications Director or his/her designee is responsible for determining if programming is consistent with City policy.
6. Any programming or text prepared or provided by a Sugar Land department may be modified or edited as deemed appropriate to the policies governing SLTV Ch 16.
7. This determination may be made by policy restrictions or by technical, scheduling or staff limitations.

D. Departmental Programs

1. Any programming or text prepared or provided by a Sugar Land department may be modified or edited as deemed appropriate to the policies governing SLTV Channel 16.
2. This determination may be made by policy restrictions or by technical, scheduling or staff limitations.

ACCOUNTABILITY

This policy applies to all City employees and is authorized by the City Manager's office. City Council Policy-Use of the Municipal Channel, Resolution Number 2004-13.

The Office of Communications shall ensure compliance with this policy. The Director of Communications is responsible for the enforcement of this policy.