



GREATER WEST BLOOMFIELD
CABLE COMMUNICATIONS
COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

POLICIES

FOR THE OPERATION OF

CIVIC CENTER TV

04.14.16

I

THE SERVICE

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Civic Center TV (CCT) is the community/municipal information service provided to residents of the Greater West Bloomfield communities (Keego Harbor, Orchard Lake, Sylvan Lake, and West Bloomfield) through cable television (Comcast Xfinity channel 15, AT&T U-verse channel 99) and on-line (civiccentertv.com).

B

The services provided by Civic Center TV include:

- 1 live cablecasts of the meetings of local governmental bodies in the four Greater West Bloomfield communities and county governmental bodies as available
- 2 recorded unedited programming, including:
 - a. replays of meetings of local governmental bodies
 - b. meetings of county governmental bodies
 - c. candidate presentations and forums produced in partnership with established non-partisan civic organizations, such as the League of Women Voters
- 3 recorded edited programming, including
 - a. news programs
 - b. roundtable discussions and interviews, including local elected and appointed officials
 - c. coverage of community events in the four Greater West Bloomfield communities, excluding those sponsored by partisan political organizations
 - d. public service announcements promoting civic involvement and governmental events, including elections
 - e. informational programs regarding local issues and government services

- 4 on-line content, including:
 - a. a continuous live stream of Civic Center TV cable television content
 - b. on-demand viewing of meetings
 - c. on-demand viewing of other CCT programming
 - d. the CCT program schedule

II

PROGRAMMING

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The communities have jointly designated Civic Center TV as a shared community/municipal information service and directed the Greater West Bloomfield Cable Communications Commission (Commission) to produce and schedule all material on CCT and civiccentertv.com.

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In providing Civic Center TV, the Commission expresses its core beliefs that:

- 1 cable services are a valuable community resource which should be inclusive, democratic, affordable, and interactive.
- 2 local government should be accessible and accountable
- 3 Civic Center TV serves the entire community, including residents, elected and appointed officials, local governmental institutions (library, parks and recreation, public safety), educational institutions, the business community, and religious organizations
- 4 the Commission, through Civic Center TV, provides opportunities to use the cable system to communicate information and encourage residents to engage in public service and community involvement.

C

All program production is authorized in advance by the Commission, pursuant to its belief that the mission of Civic Center TV is to provide a unique local programming service of value to subscribers presenting objective, factual, non-political, non-partisan coverage of government, including:

- 1 information and programming which fosters a sense of community, facilitates communication from public officials to their constituents, improves the lives of residents, and makes them more knowledgeable residents and voters
- 2 information and programming about the specific facilities and services provided by local government

D

All content provided by Civic Center TV reflects professional production practices and community standards. All content is timely, and all graphic material reflects correct punctuation, spelling, and grammar. All music presented on the channel, excepting performance during a program, shall be instrumental, with no vocals.

E

Programming decisions are executed by a person or entity designated by the Commission or the Committee. Any programming not produced by the Commission must meet professional, technical, copyright, and production standards for cablecast on CCT.

F

All programming on CCT, with the exception of that which is produced outside the Greater West Bloomfield communities, is produced by a person or entity designated by the Commission or Committee, and the Commission holds the copyright on all such programming.

G

The entity contracted to provide municipal program management services to the Greater West Bloomfield Cable Communications Commission is responsible for the scheduling of all programming on Civic Center TV.

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The Commission welcomes programming suggestions and comments.

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All content on Civic Center TV is evaluated periodically by the Commission or the Committee. If by the committee, a report to the Commission is provided.

SCHEDULING

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In scheduling programming on Civic Center TV, the Commission uses the following guidelines to resolve scheduling conflicts:

- 1 Priority is given to live cablecasts of regular meetings, with the highest priority given to those meetings having the longest history of continuous coverage.
- 2 Coverage of special meetings is scheduled so as not to conflict with the coverage of regular meetings.
- 3 Regular meetings of the Township Board and City Councils have a higher priority than other boards and commissions.
- 4 In the case of a scheduling conflict not resolved by these guidelines, the Commission will mediate a resolution.

MEETING COVERAGE

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To ensure objectivity, the cablecasts of local governmental meetings adhere to the following rules of coverage:

- 1 Meetings are covered gavel-to-gavel, with no open microphones before the call to order, after adjournment, or during closed sessions.
- 2 When any person has been recognized by the Chair and is speaking, the director selects either a medium shot of that person or a cover shot of the meeting room. Individual reaction shots are not permitted.

- 3 If the Chair allows dialogue between two or more persons, the director selects either a shot wide enough to include those persons, a split -screen that includes only those persons, or a cover shot of the meeting room.
- 4 Electronic graphics are used to identify the governmental body being cablecast, elected and appointed officials, the date, and the time, and, at the end of meeting, to credit those responsible for the cablecast. Should the body be in recess or executive session, a message to that effect is displayed continuously throughout that time period.
- 5 Graphics identifying elected and appointed officials are displayed each time a person is recognized by the Chair, but not more frequently than once every five minutes.
- 6 No other electronic graphics, documents, or pictures are displayed except by direction of the Chair, with the exception of the meeting agenda.
- 7 Should there be any technical issues regarding the cablecast of any meeting, those issues will be brought to the immediate attention of the Chair.

POLITICAL CANDIDATES AND BALLOT PROPOSALS

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In order to ensure that coverage of political candidates and ballot proposals is objective:

- 1 A declared candidate for political office may not appear on Civic Center TV from the election filing deadline date for that office through the date of the primary and/or general election at which that candidate is on the ballot. Exceptions to this policy include
 - a) coverage of regularly scheduled or special meetings of boards, commissions, councils, and committees,
 - b) bona fide newscasts and coverage of bona fide news events,
 - c) and candidate forums and appearances sponsored by established non-partisan civic organizations, such as the League of Women Voters.
- 2 All programming focusing on ballot proposals, certified or pending certification, is objective and in accordance with Section 57 of the Michigan Campaign Finance Act, which prohibits the use of public funds or property to expressly advocate support for or opposition to a ballot proposal. Discussion of ballot proposals will be informative and objective, and participants may not express a position. An exception to this policy would be a public forum regarding a ballot issue sponsored by an established non-partisan civic organization, such as the League of Women Voters. In order to ensure objectivity in the coverage of ballot proposals, all participants will be required to attend an orientation session with the producer of the program in advance of production to discuss the guidelines governing objectivity. Following production, if there is a question regarding the participants' compliance with the guidelines, the Chairperson of the Greater West Bloomfield Cable Communications Commission, the Commission's Executive Director, and the General Manger of Civic Center TV will direct either that the program be broadcast as produced, be edited before distribution to comply with the guidelines, or not be distributed in any fashion.

FUNDING

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The Commission funds the cost of operating Civic Center TV as part of its annual budget as approved by the four communities.

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The costs of funding the production of live cablecasts of meetings are the responsibility of the community whose meetings are being cablecast.

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The Commission or Committee determines the funding of all other programming. Some programming is funded by the Commission, some by the governmental entity requesting the programming, and some through underwriting. Such underwriting is provided and acknowledged under the guidelines used by PBS to ensure that the underwriter has exercised no perceived or actual editorial control and that the program is not being cablecast on CCT principally because it promotes the underwriter's products, services, or other business interests.

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EQUIPMENT

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Production equipment owned by the Greater West Bloomfield Cable Communications Commission and the communities is used only by those persons or entities designated by the Commission or the Committee to provide and schedule programming for CCT.

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OVERSIGHT

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The Commission shall ensure that the operation of Civic Center TV is in full compliance with the "Policies for the Operation of Civic Center TV". The Commission may delegate that responsibility to the Community Programming Committee and/or the Executive Director.