

POLICY FOR THE OPERATION OF THE CITY OF STERLING HEIGHTS CABLE TELEVISION CHANNELS

PREAMBLE:

It is the purpose of this policy to provide a means, in conformity with acceptable standards of dignity, propriety and decorum, by which Sterling Heights Television and the Library Channels shall operate, and by which municipal meetings, which are open to the public, shall be covered by television cablecast.

OBJECTIVES:

The primary objectives of the City of Sterling Heights cable channels are as follows:

- A.** To provide public service information to the citizens of the City of Sterling Heights.
- B.** To widen the dissemination of the activities of the legislative and advisory bodies of the City of Sterling Heights.
- C.** To increase the knowledge of the citizens of the City of Sterling Heights as to the various functions performed by their City Government.
- D.** To provide additional information to citizens needing access to the various City departments.
- E.** To provide additional community and quality-of-life programming.

OVERALL POLICY:

- A.** **Programming** - The City's programming policy is to provide direct, non-editorial information to the citizens of the City of Sterling Heights concerning the operations and deliberations of their City Government. Cable channels are not intended as a political forum, or as a mechanism for building support for particular policy, program or issue. Announcements for authorized City events and for events within City facilities are allowed. Tape-delayed cablecasting of public meetings shall be aired in their entirety.
- B.** **Operations** - The Government Channel shall operate in such a manner as to minimize capital and operating costs while maximizing service to the public.

OPERATIONAL PROCEDURES:

- A.** **Channels** - The Sterling Heights Television Government Channel operates

on Channel 5 on Comcast Cablevision, and on Channel 10 on Wide Open West. The Sterling Heights Library Channel operates on Channel 12 on Comcast Cablevision and on Channel 11 on Wide Open West.

B. Modes of Cablecast - The channels shall utilize five basic cablecasting modes:

1. **Live Cablecast** - Live cablecast coverage shall be provided of City Council meetings and selected other public meetings and events of general community interest.
2. **Tape - Delayed Cablecast** - Many public meetings or events shall be videotaped for cablecast both live and subsequently by tape at other convenient times during the week.
3. **Locally - Produced Programs** - Programs shall be produced locally to illustrate events, functions or operations within City governments.
4. **Outside - Source Programs** - Much material concerning local government operations is available elsewhere in the country and may be obtained for local use. This material will be used when appropriate to the City of Sterling Heights.
5. **Message Generator** - During all hours of operation when no other programming is scheduled, a message generator is used to provide a continuous display of current information of interest to the public. All messages shall be originated through the Community Relations Department.

GENERAL POLICIES

- A. **Priority Access** - City functions shall have priority for access to the Government Channel.
- B. **Public Meetings** - All public meetings of City policy-making or advisory boards and commissions are authorized for cablecast. The City Council or the City Manager shall resolve all requests for schedule deviation in the event that two meetings are being held simultaneously. City Council meetings shall be cablecast live and taped simultaneously. The tapes of City Council meetings shall be re-played in their entirety during normal working hours.
- C. **Informational Programming** - All City departments and the District Court may submit recommendations for programming which they feel are appropriate for the Government or Library Channels. These may be produced by Sterling Heights Television staff or may be obtained from outside sources. Only those programs which are consistent with the overall operating policy of the Channels may be cablecast.