

The Madison City Channel
Mission Statement and Usage Policies

Adopted by the Madison Common Council
October 1996

The Madison City Channel Mission Statement

The mission of The Madison City Channel is to make local government more accessible to the citizens of Madison. By providing a direct link between local government and the cable network, The Madison City Channel will promote citizen access and exposure to local government and further government accountability. The Madison City Channel will also provide City government with access to the cable network for training, data transmission, and other valuable exchanges of public information.

In order to meet this mission, The Madison City Channel's activities will include the following prioritized programming and services:

1. Local governmental legislative meetings (e.g. Madison Common Council, Dane County Board of Supervisors).
2. Local governmental boards, committees, commissions, etc. (e.g. Board of Estimates, Citizen's Advisory Commission on People with Disabilities).
3. Programs on current events or particular community issues (e.g. *Mayor's Report*, *Know Your Candidates*, *Focus on Equality*).
4. Programs regarding local government services (e.g. *Protective Behaviors for Children*, *Career Opportunities with the City of Madison*, *911*).
5. Non-cablecast video productions which further the missions of City departments and other organizations (e.g. *Proper Glass Handling Techniques*).
6. Character generated information regarding meeting schedules of local governmental boards, committees, commissions, etc.
7. Character generated information regarding important community events sponsored by governmental or non-profit groups.
8. Character generated information regarding employment opportunities.
9. Reports to the citizens from elected or appointed public officials (e.g. *Legislative Update*).
10. Productions which feature community services, issues and/or special governmental meetings.
11. Productions with a cultural or educational element (e.g. *Nolen in the '90's*).
12. State government meetings of special local interest.
13. Programming obtained from outside sources which further The Madison City Channel's mission.
14. Providing video production training for other City agencies.
15. Serving as a central information point for the planning, acquisition, and uses of video production and presentation equipment for other local governmental agencies.

The Madison City Channel Usage Policies

1. Programming fulfilling the mission of The Madison City Channel shall be informational in nature but this does not preclude the cablecasting of events where some advocacy may take place.
2. The Madison City Channel's staff resources and its facilities are for the use of 1) the City of Madison, 2) other government agencies, and 3) non-profit agencies. The Madison City Channel will recover cost of productions through interdepartmental billings for salaries, benefits, and overhead used on a production.
3. Other organizations may apply for the use of facilities and staff time on a fee basis.
4. Organizations utilizing The Madison City Channel's facilities and resources bear sole responsibility for the contents and materials used in all programs produced by or for them. This responsibility includes obtaining all necessary releases from program participants, obtaining any required copyright clearances, and complying with all other policies and guidelines established for programming to be cablecast on The Madison City Channel. Such users shall sign a liability release form prior to the cablecasting of any information or program for that user. The liability release shall hold harmless The Madison City Channel for any breach of copyright or other liabilities due to the negligence or error of the user agency. All programming with the exception of meetings will carry a disclaimer of the City of Madison and The Madison City Channel responsibility for their content.
5. Written information submitted to The Madison City Channel for inclusion in the character generator program sequence (Community Bulletin Board) will be edited where necessary by Madison City Channel staff to maximize the impact, clarity, and efficiency of the message.
6. Selection and scheduling of character generated sequences, programs, and live events for cablecasting are solely the responsibility of The Madison City Channel as per the priorities outlined in The Madison City Channel's mission statement.
7. All video programming whether live or on tape shall be identified by producer or source of programming credits at the end of the program.
8. The Madison City Channel will retain the videotapes of recorded meetings for no more than three months, with the exception of annual budget meetings, which will be retained for one year. Requests for copies of such tapes will be granted and The Madison City Channel has the right to require compensation for such as per

The Madison City Channel's rate structure.

9. The Madison City Channel will retain the master copy of all programming it produces, or aids substantially in producing, for all time. Copies of the master will be used for cablecasting and may be purchased from The Madison City Channel. All tapes used in the production of a project or program (work tapes) will be available for purchase at cost for one month after project completion. After one month, the work tapes will be recycled at the discretion of The Madison City Channel staff.

Copyright Issues

All regular Madison City Channel productions (i.e., meeting coverage and public affairs programs) and all special video works produced by The Madison City Channel will be under the copyright control of the City of Madison unless one or more of the following apply:

1. The work is produced as strictly a "work for hire" for, and funding is provided by, an entity other than the City (such as Dane County or a non-profit organization).
2. 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.
3. An agreement is signed, prior to production of the work, granting ownership of copyright to a different, related entity, such as the funding source or the host or moderator of the program.

For productions copyrighted by the City of Madison, the practical exercise of copyright control shall belong to the agency within the City which funded the production of the work.

Nothing in the above paragraph as regards to public meetings is intended to excuse The Madison City Channel from the requirements of the State of Wisconsin's Open Records Act. All requests for video copies of such meetings will be granted, and The Madison City Channel has the right to require compensation for expenses involved in creation of those copies as per The Madison City Channel's rate structure.

Prohibitions on Use

The facilities and resources of The Madison City Channel shall **not** be used for the following:

1. Any advertisements on behalf of a political candidate or measure of a ballot.
Note: This does not preclude the production by The Madison City Channel of

- programming which includes the opportunity for all candidates for a particular elective post or proponents of all sides of an issue to appear in a fair and equitable fashion, i.e., *Know Your Candidates*.
2. Any advertisements including specific messages on behalf of or opposing any measure under consideration by the Madison Common Council. Note: This will not preclude the production of programming by The Madison City Channel which provides information on such issues if all sides of the issue are presented, or the production of programs where all sides of an issue are debated/discussed by their proponents/ opponents, i.e., *Access: City Hall* and other special programming.
 3. Any promotional material concerning products or services presented for the purpose of any solicitation of funds or items of value by other than government or non-profit groups.
 4. Any information concerning lotteries, gift enterprises, or the like.
 5. Any material which constitutes libel, slander, pornography, violation of trademark or copyright, or which might violate any local, state, or federal laws, including FCC regulations.
 6. Any programming which advocates a particular religious belief or beliefs.
 7. Use of Madison City Channel production equipment shall be restricted to municipal access related activities and only to designated City employees, work study students, volunteers, and/or interns under the supervision of the Station Manager. Loaning, renting or use of the equipment for personal or commercial use is prohibited.

Editing Policies for Programs and Information Messages

Public Meetings: All public meetings will be covered gavel-to-gavel. No editing of any short shall be performed, save: 1) addition of title and credit pages for cablecasting of taped replay; and 2) coverage lost due to technical considerations.

Special Programs: Any programming prepared by or provided by a government department may be modified or edited as appropriate to the policies governing channel use, or as dictated by scheduling and personnel resource requirements.

Community Bulletin Board: Informational messages for use on the character generator bulletin board (Community Bulletin Board) shall be edited for clarity and to maximize the capacity of the system.

Programming Sources

Madison City Channel programming will come from the following sources, subject to the limitations and availability of Madison City Channel staff and resources:

Live Cablecasts: Live coverage of public meetings will consist of meetings TCI has contracted with The Madison City Channel to produce for them, and other public meetings and events of community interest.

Videotaped Cablecasts of Events: Public meetings, City functions, and special events may be videotaped for cablecasting at a later date. Repeat cablecasts of meetings at times more convenient to the public will also be included in this category.

Public Affairs and Informational Programming: Programs will be produced by The Madison City Channel staff and by City departments with the assistance of Madison City Channel staff. Such programs may illustrate the functions or operations of some unit of City government, communicate valuable information to the citizens from the appropriate City department, or discuss current events or particular community issues.

Character Generator (Community Bulletin Board) Programming: Municipal information, messages and press releases from City, County, and State departments and non-profit organizations may be included on the Bulletin Board. Such materials will be edited as needed to conform to the space and technical limitations of the character generator system.

Outside Programming Acquisitions: The Madison City Channel's program schedule may include programming produced by organizations or entities other than the City of Madison. Such programming may be considered for cablecasting, provided it meets the following criteria:

1. Appropriate technical standards, as determined by The Madison City Channel staff.
2. Must fit within the mission of The Madison City Channel.
3. Is sponsored by a City official or agency (which may include Madison City Channel staff).

Program Priorities and Scheduling

Scheduling the use of Madison City Channel time shall be the sole responsibility of the Station Manager of The Madison City Channel. Scheduling will be in accordance with the Mission Statement set forth by the Madison Common Council and the availability of equipment and staff resources.