

PROGRAMMING AND PROCEDURES FOR HAMPDEN GOVERNMENT CHANNEL

1.0 PURPOSE

The purpose of this policy is to outline the programming and procedures that will govern the use of the Town's government channel and to describe the responsibilities for programming this channel and utilizing the Town's in-house video production services.

2.0 POLICY

The Town's government channel is intended to provide programming and information relating to Hampden Town Government and, until development of the Education Channel is instituted by SAD #22, related SAD #22 activities. As such, use of the channel shall be limited to programs produced by the Town of Hampden, agencies sponsored by the Town, SAD #22, or materials produced by entities other than the Town where such materials directly relate to services, programs, and policies of the Town of Hampden. The government channel is not intended to provide a public forum or duplicate the purposes and functions of a public access channel.

3.0 OBJECTIVES

The fundamental objectives of the government channel are:

- 3.1 To promote the education of the Town's citizens concerning local government by broadcasting Town Council meetings and meetings of various Town Boards, Committees, and Commissions and other official Town events.
- 3.2 To inform citizens about the programs and services provided by the Town and Town-sponsored agencies.
- 3.3 To explain opportunities for citizens to participate in Town programs and services;
- 3.4 To provide information on public health, safety, and welfare issues;
- 3.5 To assist with the internal training of Town departments;

4.0 TYPES OF PROGRAMMING

- 4.1 Community Bulletin Board - Informational messages displayed in typewritten or graphic form. The bulletin board will be in operation when no other programming is scheduled and will accept and display only information received from Town Departments, SAD #22 and agencies, organizations, and events related to Town operations.
- 4.2 Live Broadcast – Televising an event at the time it is occurring. Live coverage of Town events will include, but not be limited to, Town Council and Planning Board meetings and special meetings as requested by Town Departments. Meetings held in the Hampden Town Council Chambers

organized by agencies or officials of local, County, State, or Federal Governments may be broadcast if the purpose of the meeting is directly related to programs or activities of the Town of Hampden and otherwise complies with the prohibitions and limitations of this policy.

- 4.3 Pre-Recorded or Rebroadcast Programming – A program or event videotaped for broadcast at a later time. All live broadcast programs may be rebroadcast. In addition, Town events or events sponsored by the Town and occurring outside of the Town Council Chambers may be recorded for broadcast.
- 4.4 Public Service Announcements – Short pre-recorded messages on a variety of topics produced by the Town, SAD #22, contractors of the Town, Town sponsored organizations, or other levels of government that announce events or issues of importance to the residents of Hampden.
- 4.5 Outside Resource Programs – Pre-recorded material on a variety of topics produced by entities other than the Town may be considered for broadcast under the conditions outlined in Section 5.0 of this policy.
- 4.5 Training Tapes – Instructional videotapes used to discuss, outline, and/or summarize departmental functions or techniques.

5.0 USE OF OUTSIDE PROGRAMMING

Pre-recorded material produced by entities other than the Town may be considered for broadcast if the broadcasting of such material is requested by a Town Department and if:

- 5.1 The subject matter of the programming is directly related to a program or service provided by the Town; or
- 5.2 The programming deals with health, safety or welfare issues of direct concern to our citizens; or
- 5.3 The program is determined to be directly related to priorities established by the Town Council; and
- 5.4 The program does not fall within one of the specific prohibitions outlined in Section 6 of this policy;
- 5.5 Final approval for the airing of such programming shall be at the sole discretion of the Town Manager or his/her designee.

6.0 PROGRAMMING EXHIBITING ANY OF THE FOLLOWING IS SPECIFICALLY PROHIBITED:

- 6.1 Material designed to promote the commercial sale of products or services.
- 6.2 Promotions for or endorsements of individuals seeking public office;
- 6.3 Solicitation of funds, except where such activities are in full compliance with the requirements of the Town's Code of Ethics;
- 6.4 Materials that require copyright or trademark authorization unless written authorization for the use of such materials is secured;
- 6.5 Any material that may constitute libel, slander, invasion of privacy, violation of trade copyright, or which might violate any local, state, or

federal law or regulation, including those required by the Federal Communications Commission;

- 6.6 Material not related to the services, programs, priorities, and mission of the Town of Hampden.

7.0 DUTIES AND RESPONSIBILITIES.

Overall operation and programming of the Town's government channel is the responsibility of the Town Manager or his/her designee and he/she shall be responsible for:

- 7.1 Scheduling and programming the channel;
- 7.2 Managing all equipment associated with the channel;
- 7.3 Insuring that all programming complies with this policy;
- 7.4 Providing training and technical assistance to other departments and town staff on the use of television equipment;
- 7.5 Maintaining video archives of programming;
- 7.6 Copying programs at the request of members of the Town Council, staff, or citizens.

8.0 MISCELLANEOUS PROVISIONS

- 8.1 Live broadcasts of Council and other official meetings of the Town of Hampden will be rebroadcast in their entirety. Editing is permitted only to eliminate dead time, to delete items which might otherwise violate the prohibitions included in Section 6 above, or with the express approval of the Town Manager.
- 8.2 Use of Town video equipment is restricted to purposes related to the Government channel and may be used only by Town employees or members of the Communications Committee and/or interns under the supervision of Town employees. Loaning or renting equipment for personal or outside agency use is strictly prohibited.
- 8.3 Appropriate charges will be established to cover the cost of the time and materials required for copies of programs.
- 8.4 Priority for the use of video equipment shall be given first to the coverage of public meetings of the Town of Hampden.
- 8.5 Outside material submitted and found acceptable for use on the Town channel may be edited as appropriate to meet the needs of the Town.

9.0 RESPONSIBILITY FOR REVIEW

The Town Manager shall periodically review this policy and, when necessary, recommend changes or revisions to the Town Council.

- 10.0 AUTHORIZATION TO BROADCAST any program, announcement or information of any kind shall be at the sole discretion of the Town Manager or her/his designee.