

**CITY OF GREEN BAY  
GOVERNMENT ACCESS STATION POLICY AND PROCEDURES**

**Programming Policies**

The City of Green Bay Government Public Access Television station (GBPTV), is a government-access channel operated and administered by the City of Green Bay. GBPTV provides information to the public concerning the operations and deliberations of the City government. GBPTV is not a mechanism for advocating for or against a particular candidate or candidates for political office or any measure under consideration by the City of Green Bay Common Council. With respect to any program concerning subjects which may be interpreted to be materially controversial, GBPTV will maintain a position of neutrality.

**Allowable Programming**

In addition to programming concerning the operations and deliberations of the City government, GBPTV is allowed to transmit educational, cultural and entertainment programs and programs designed for use by schools and school systems in connection with regular school courses, as well as routine and administrative material pertaining thereto. In addition, the City will accept video submissions from the public, but will only broadcast such video if broadcast time is available (city-produced programs have first priority) and all of the following apply:

- The program meets the same production quality standards as other programs
- The program does not describe or depict sexual or excretory activities or organs in a patently offensive manner as measured by contemporary community standards
- The program does not contain obscene or indecent nudity
- The City receives no consideration other than the furnishing of the program and the costs incidental to its production and broadcast
- The program does not advocate a particular religious belief or beliefs
- The program is in conformity with the policies and procedures outlined herein

**Operational Procedures**

GBPTV shall operate on Time Warner Cable Channel 4 and AT&T U-verse Channel 99. The City may utilize five basic modes of transmission: Live, Delayed, Pre-produced programming, Interactive Information Service, and Streaming.

**Advertiser Policies**

GBPTV does not accept produced advertisements, but businesses may sponsor programs in accordance with this policy. Upon payment of a sponsor fee, the GBPTV will broadcast an official sponsor message at the beginning and end of the sponsored program.

Under 47 CFR § 73.1212, a message may include:

Business or organization name, location, phone number, and web address.

- A description of the business or organization.
- Trade names, products or services.
- A corporate slogan.

A message may not include:

- Language that is qualitative, comparative or promotional.
- Calls to action.
- Pricing information.
- Encouragements to buy or sell.

A business sponsor message shall comply with these rules:

- Announce: That such matter is sponsored, paid for, or furnished, either in whole or in part, and by whom or on whose behalf such consideration was supplied: *Provided, however,* That “service or other valuable consideration” shall not include any service or property furnished either without or at a nominal charge for use on, or in connection with, a broadcast unless it is so furnished in consideration for an identification of any person, product, service, trademark, or brand name beyond an identification reasonably related to the use of such service or property on the broadcast.
- In the case of any political broadcast matter or any broadcast matter involving the discussion of a controversial issue of public importance for which any film, record, transcription, talent, script, or other material or service of any kind is furnished, either directly or indirectly, to a station as an inducement for broadcasting such matter, an announcement shall be made both at the beginning and conclusion of such broadcast on which such material or service is used that such film, record, transcription, talent, script, or other material or service has been furnished to such station in connection with the transmission of such broadcast matter: *Provided, however,* That in the case of any broadcast of 5 minutes' duration or less, only one such announcement need be made either at the beginning or conclusion of the broadcast.
- The announcement required by this section shall, in addition to stating the fact that the broadcast matter was sponsored, paid for or furnished, fully and fairly disclose the true identity of the person or persons, or corporation, committee, association or other unincorporated group, or other entity by whom or on whose behalf such payment is made or promised, or from whom or on whose behalf such services or other valuable consideration is received, or by whom the material or services referred to 47 CFR § 73.121(d) are furnished.
- Where an agent or other person or entity contracts or otherwise makes arrangements with a station on behalf of another, and such fact is known or by the exercise of reasonable diligence, as specified in 47 CFR § 73.121 (b), could be known to the station, the announcement shall disclose the identity of the person or

persons or entity on whose behalf such agent is acting instead of the name of such agent.

- Where the material broadcast is political matter or matter involving the discussion of a controversial issue of public importance and a corporation, committee, association or other unincorporated group, or other entity is paying for or furnishing the broadcast matter, the station shall, in addition to making the announcement required by this section, require that a list of the chief executive officers or members of the executive committee or of the board of directors of the corporation, committee, association or other unincorporated group, or other entity shall be made available for public inspection at the location specified under 47 CFR § 73.3526. If the broadcast is originated by a network, the list may, instead, be retained at the headquarters office of the network or at the location where the originating station maintains its public inspection file under 47 CFR § 73.3526. Such lists shall be kept and made available for a period of two years.
- In the case of broadcast matter advertising commercial products or services, an announcement stating the sponsor's corporate or trade name, or the name of the sponsor's product, when it is clear that the mention of the name of the product constitutes a sponsorship identification, shall be deemed sufficient for the purpose of this section and only one such announcement need be made at any time during the course of the broadcast.
- The announcement otherwise required by section 317 of the Communications Act of 1934, as amended, is waived with respect to the broadcast of "want ad" or classified advertisements sponsored by an individual. The waiver granted in this paragraph shall not extend to a classified advertisement or want ad sponsorship by any form of business enterprise, corporate or otherwise. Whenever sponsorship announcements are omitted pursuant to this paragraph, the licensee shall observe the following conditions:
  1. Maintain a list showing the name, address, and (where available) the telephone number of each advertiser; and
  2. Make this list available to members of the public who have a legitimate interest in obtaining the information contained in the list. Such list must be retained for a period of two years after broadcast.
- Any announcement required by section 317(b) of the Communications Act of 1934, as amended, is waived with respect to feature motion picture film produced initially and primarily for theatre exhibition.
- No promotional announcements on behalf of for profit entities shall be broadcast at any time in exchange for the receipt, in whole or in part, of consideration to the licensee, its principals, or employees. However, acknowledgements of contributions can be made. The scheduling of any announcements and acknowledgements may not interrupt regular programming.

## **Promotions**

Promotional announcements for municipally sponsored events or activities are generally, acceptable for transmission on GBPTV. Public Service announcements for agencies outside of municipal government are subject to appropriateness as determined by GBPTV. No commercial oriented promotions will be considered for transmission.

## **Copyright Issues**

All regular GBPTV productions (i.e. meeting coverage and public affairs programs) and all special video works produced by GBPTV shall be under the copyright control of the City of Green Bay unless one of the following apply:

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

## **Editing Policies**

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

Special Programs: Any programming prepared by or provided by a governmental department may be modified or edited as appropriate to the policies of this procedures set herein, or as dictated by scheduling and 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 capacity of the system.

## **Administration**

The Information Technology Department, in consultation with the City Attorney’s Office, shall administer GBPTV by scheduling all programming, applying and enforcing this policy, and controlling all other aspects of its operation.