

COEUR D'ALENE TELEVISION  
(CDATV)

OPERATIONAL POLICIES AND PROCEDURES



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as amended by Resolution No. 19-020

Originally Prepared by the CDATV Ad Hoc Committee

Dave Walker, Chairman

Members: Jeff Crowe, Janet Feiler, Bruce Hathaway, Eve Knudtsen, Jim Van Sky,  
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As Amended in 2019 by CDATV Committee, members: Bruce Hathaway, Chairman; Jeff Crowe, Chris Pfeiffer, Michael Drobnock, Katherine Hoyer, Scott Maben, Joseph Morrison (Student Representative), Zack MacKimmie (Alternate Student Representative), Woody McEvers (City Council Representative), and Renata McLeod (City Clerk)

## **I. PURPOSE**

The purposes of these Operational Policies and Procedures are to define the function of the Coeur d'Alene Government/Public Education Cable Access Channel, [Coeur d'Alene City TV (CDATV)] provide direction to City Staff, and assist the public in understanding the services offered by CDATV.

## **II. MISSION AND GOALS FOR CDATV**

- A. CDATV is designated as a government/public education channel, as provided for in the 1994 Cable Act and the franchise agreement between the City of Coeur d'Alene and Adelphia (now Charter Communications and regulated under a state franchise agreement dated September 11, 2014)pursuant to Ordinance No. 3161, originally adopted January 20, 2004. To provide clarity to the community, this channel is not utilized for general public access purposes. Public Access, as defined by the Federal Communications Commission (FCC), is a channel used by the general public. Educational Channels are used by Education Institutions for educational programming and Government Channels are used for local government programming and controlled directly by the local government.
- B. The mission of CDATV is to enhance the community's public information and communications system, involve the community in local government decision making, and provide useful local government/public education information to general and specialized audiences.

## **III. CHANNEL PROGRAMMING**

- A. Programming Responsibility
  - 1. The City of Coeur d'Alene reserves the right to program CDATV Channel in accordance with the objective identified above.
  - 2. The City of Coeur d'Alene shall follow FCC guidelines for government/public education television.
  - 3. The City Television Coordinator shall make all initial programming decisions.
  - 4. An aggrieved person may appeal programming decisions, in writing, to the City Clerk within ten (10) days of the decision. The decision of the City Clerk may be appealed to the CDATV Committee within ten (10) days of the Clerk's decision by a written notice of appeal. Any person aggrieved by the determination of the CDATV Committee may appeal to the City Council, in writing, within ten (10) days of the Committee's decision. The decision of the City Council shall be final.

## B. Programming Categories

All programming on CDATV shall fall within at least one of the following categories:

1. Governmental Decision Making: Programming which provides direct coverage of the deliberations of elected or appointed bodies, as well as coverage of selected public issues forums. Examples of programming in this category include:
  - City Council Meetings
  - Election Coverage
  - Board and Commission Meetings
  - Public Issue Forums
  
2. Community Information/Affairs: Programming that provides information about City government, coverage of selected public issues forums, or issue of local interest in Coeur d’Alene. Examples include:
  - Crime Prevention
  - Environmental Issues
  - Public Safety
  - Neighborhood Information
  
3. Cooperative/Community Programming: Programming produced or provided in cooperation with other government organizations that contain useful information or that celebrates the achievements and accomplishments of Coeur d’Alene citizens. Examples include:
  - School Events/Information (Sponsored by an educational institution or arm of the local government)
  - Performing Art (Subject to copyright laws)
  - Community Recreation Activities

## C. Programming Guidelines

1. All programming on CDATV must be either produced by or approved for use by the CDATV Committee.
2. All programming on CDATV must support the channel’s mission and goals.
3. All programming on CDATV must fall within one of the channel’s designated categories.
4. All programming on CDATV must be of local interest and provide community benefit.

5. All programming on CDATV must adhere strictly to copyright laws and regulations. Where applicable, program submitters may be asked to provide copyright clearance documentation for questionable productions.
6. All programming must meet the following minimum broadcast standards. *Sound quality*: Audio levels must be consistent, maintaining levels averaging between -12db & -6db and never to exceed 0db; *Video quality*: Video levels must be consistent, with peak levels never to exceed 100IRE. Image signal to noise ratio (SNR must be within High Def (HD) standards. Any material that does not meet these minimum standards may be denied broadcast.
7. The City Television Coordinator, or the City's designee, shall establish allocation of programming time among the designated categories.
8. The City Television Coordinator, or the City's designee, shall consult with City partners submitting programming to allocate broadcasting time(s) between the City and the program partner. An aggrieved party may appeal as set out in section III(A)(4) hereof.
9. City Council meetings and other public meetings will be covered, to the extent possible, gavel-to-gavel, without editing or interruption. Introductory or supplementary information, which will aid the viewer in understanding the context or issues, may be provided.
10. Media coverage of meetings shall not be considered an official record of said meetings, and there shall be no liability on the part of the City or its employees for inadvertent deletions or omissions, technical difficulties, or for inaccurate information stated during an aired event.
11. The City of Coeur d'Alene shall archive copies of all meetings for a minimum of one (1) year from the date of production.
12. Any City department may co-sponsor a programming proposal from the community with the approval of the City Television Coordinator, or the City's designee, in consultation with the established chain of command when necessary.
13. The City may cooperate with other media, municipalities and agencies to acquire additional programming, which meets the objectives and goals of CDATV.
14. Public issue forums or debates carried on CDATV must relate to the channel's mission and offer a balanced perspective on the issues.
15. Use of CDATV by individuals seeking public office or reelection is prohibited unless participating in City sanctioned forums or debates or if acting in an official capacity as part of regular duties.

16. Copies of City originated programs are available for viewing online. Copies of program media can be obtained by making a public records request. There may be fees associated with this service.
17. All programming produced for CDATV shall be protected from commercial reproduction and may only be reproduced for personal, non-commercial home use by individuals. Retransmission or any unauthorized use of CDATV programming (in part or whole) is strictly forbidden without the written consent of the City.

#### D. Prohibited Programming

The following types of programming shall be prohibited on CDATV:

1. Programming which does not comply with the mission of CDATV or these guidelines.
2. Programming which violates FCC guidelines for education/government television including: Commercial/for-profit making enterprises/ trade or business announcements (excluding sponsorship notices and community calendar event announcements), obscene, indecent, libelous or slanderous speech, lottery information or other illegal content.
3. Programming which promotes political candidates, issues or viewpoints except as provided for in City sanctioned debates or forums, or which arises incidentally during a public meeting otherwise broadcast.
4. The City reserves the right to refuse to transmit all or any portion of a program which promotes any activity which is illegal under City, State or Federal law or in violation of these procedures and guidelines.

#### IV. COMMUNITY CALENDAR

The Community Calendar is designed to provide a source of timely information about a variety of community activities displayed by the CDATV character generator system.

1. Textual information shall be displayed throughout the cablecast area (see Section V) on the cable channel, twenty-four hours a day, seven days a week, except at those times when other programming has been scheduled by the City Television Coordinator, or the City's designee, or the channel is experiencing technical difficulties.
2. The form, the City of Coeur d'Alene TV Message Display Request, must be used when submitting messages for display on the channel. The form can be obtained from the City Television Coordinator at City Hall, City Clerk's Office. The City Television Coordinator or the City's designee will make every effort to include all appropriate messages on the Community Calendar, but inclusion is not guaranteed.

3. School District 271, will collect and screen school messages for inclusion on the Community Calendar, record them on the City of Coeur d'Alene TV Message Display Request form, and submit them to City Television Coordinator or City Clerk.
4. A list of the Community Calendar guidelines is included on the City of Coeur d'Alene TV Message Display Request form. The form can be obtained from the City Television Coordinator or the City Clerk.
5. Should an error result in the cablecast of incorrect information, neither the City of Coeur d'Alene nor the employee/consultant responsible shall be liable for the inaccuracy of the information or for actions taken by anyone as a result of the inaccurate information.
6. The City reserves the right to refuse to transmit all or any portion of a message which promotes any activity which is illegal under City, State or Federal law or in violation of these procedures and guidelines.
7. As appropriate, any appeals of Community Calendar decisions shall be filed with the City Clerk. If the CDATV Ad Hoc Committee is unable to resolve the appeal, the appeal(s) may be forwarded to the Coeur d'Alene City Council who will make the final decision.

#### **V. CABLECAST AREA**

The Cablecast Area for CDATV will be determined by the franchise agreement. It is the desire of the City that cable customers within the boundaries of Kootenai County receive the government/public education channel, CDATV.

#### **VI. EMERGENCY RESPONSE**

The government/public education channel may be used at any time for the purpose of emergency communication and response. In these cases, direction will be taken from the procedures outlined in the City of Coeur d'Alene Emergency Plan and/or the Kootenai County Emergency Response System.

#### **VII. OPERATIONAL USE WITH COEUR D'ALENE SCHOOL DISTRICT 271**

Policies relating to the operation of CDATV resources with the Coeur d'Alene School District are governed by the terms and conditions of the Franchise Agreement; this Operational Policies and Procedures for Coeur d'Alene; and any current or future Statement of Cooperation or Agreement between the City of Coeur d'Alene and Coeur d'Alene School District.

## **VIII. PROGRAMMING AUTHORITY**

The City of Coeur d'Alene reserves the right to refuse a request for cable programming or operations which are illegal under City, State or Federal law or are in violation of the mission and goals of CDATV. The City Clerk shall receive written disputes or appeals regarding such requests.

## **IX. REVISIONS TO OPERATIONAL POLICIES AND PROCEDURES**

The City of Coeur d'Alene may modify these policies and procedures through recommendation of the CDATV Committee and/or city staff, with the approval of City Council.