



CITY OF LUFKIN GOVERNMENT ACCESS CABLE TELEVISION POLICY

PURPOSE

The following policy was developed to provide guidelines to effectively and efficiently manage the overall operation of the Government Access Cable Channel known as City of Lufkin Channel 15, define the function and correct usage of the channel, define appropriate content, provide direction to City staff, and assist the public in understanding the services offered by the channel.

City of Lufkin Channel 15 is designated as a Government Access Channel as provided for in the 1984 Cable Act.

OBJECTIVES

The objectives of City of Lufkin Channel 15 are to offer government information to the citizens of the community; to expand community awareness of local government, including activities of the legislative and advisory bodies and boards of the City of Lufkin; to provide comprehensive educational and public informational materials to Lufkin residents about programs and services offered by various City Departments; to provide information pertinent to City of Lufkin residents from other local, state, and federal governmental entities; to provide information about programs and services provided by select local not for profit agencies; and to improve emergency communications in the event of disaster or widespread service disruption.

ACCESS POLICY

It is the policy of City of Lufkin Channel 15 to provide Lufkin residents with direct, non-editorial information concerning government deliberations, services, programs, events and activities, and also to provide educational and public information materials sponsored by the City of Lufkin. Access to the channel shall be limited to City, local government, or quasi-government functions and operations, and shall only carry information regarding activities originating from governmental entities. Select not for profit organization information will be carried on a case by case basis. Religious programming will not be carried on the channel. However, certain faith based services provided to the entire community may be promoted on the channel on a case by case basis. Channel 15 is not to be utilized for commercial promotions. General information programming such as Texas Parks and Wildlife features, Lufkin High School football games, the Memorial

Health System cooking show, and the airing of classic movies to promote the Pines Theater restoration is permitted. Some of these programs may contain commercial content. That content does not indicate endorsement or support by the City of Lufkin.

The following information may be broadcast on Channel 15, including information of City Department events and activities, information on events and activities sponsored by Angelina County, the City of Diboll, the Lufkin Independent School District, The Lufkin Chapter of the American Red Cross, The Lufkin Corps of the Salvation Army, the State of Texas, the US Federal Government, and any other government agencies or departments.

Any material which, in the judgment of the City Manager, is inconsistent with any federal, state, local law, ordinance or rule, and/or subjects the City of Lufkin unreasonably to potential liability is prohibited from being placed on Channel 15.

The City reserves the right to enter into agreements as approved by City Council with entities that provide support to the channel, and which may include limited sponsorship. The commercial entities that appear in the context of the sponsorship of the channel are not inconsistent with the general Cable Access policy.

POLITICAL PROGRAMMING

This cable channel is not intended as a political forum, or as a mechanism for building support for a particular policy, program or issue not supported by a majority of the City Council. No political programming will be permitted on the Government Access Channel with the exception of providing factual information on any ballot issue directly affecting City of Lufkin voters.

RELIGIOUS PROGRAMMING

This cable channel is not intended as a platform for religious programming. The City of Lufkin does work with local faith based institutions in disaster support and consequently, that support can be recognized and promoted. Examples include the Salvation Army and local churches providing food and shelter during hurricane evacuations.

PROMOTIONS

Promotional announcements for City sponsored events, programs, and activities will be permitted over Channel 15. Promotional announcements for events, charities or outside organizations in which the City has no official interest or sponsorship will be permitted on a case by case basis if they are noncommercial and provide a general service to the citizens of Lufkin..

EMERGENCY RESPONSE

Channel 15 may be used at any time for the purpose of emergency communication and response. In these cases, direction will be taken from the Emergency Manager and the City Manager in accordance with procedures outlined in the City of Lufkin Emergency Operations Plan. Emergency response information will have priority over all other content.

PROGRAMMING AUTHORITY

Initial program authority will be the channel manager, and the Director of the Information Technology Department. The channel manager can be reached at bill@cityoflufkin.com and the IT Department Director can be reached at smunlin@cityoflufkin.com. Final approval of all requests will be made by the City Manager. Channel 15 is a limited resource and the City Manager reserves the right to refuse programming even if it appears to satisfy the above criteria.