

RESOLUTION NO. 776

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF REDMOND, WASHINGTON, ESTABLISHING PROCEDURES AND GUIDELINES FOR THE USE OF A CHARACTER GENERATOR FOR THE REDMOND COMMUNITY TELEVISION PUBLIC, EDUCATION AND GOVERNMENT (PEG) ACCESS CHANNEL.

WHEREAS, Ordinances 1356 and 1359 of the City of Redmond established the terms and conditions under which cable television is provided in the City, and

WHEREAS, pursuant to the said ordinances, a cable television channel known as the Redmond Community Television Channel 34 has been established to provide character generated programming in keeping with the public, education and government purposes of the channel, and

WHEREAS, the City Council desires to establish procedures and guidelines for the use of City-owned character generation equipment and access to Channel 34, now, therefore,

THE CITY COUNCIL OF THE CITY OF REDMOND, WASHINGTON, HEREBY RESOLVES AS FOLLOWS:

Section 1. Purpose.

- A. The purpose of this resolution is to define procedures and guidelines for the use of City-owned character generation equipment. This equipment will be used to communicate information in textual form via access to a cable TV channel dedicated to the City of Redmond.
- B. The City of Redmond coordinates, through the City Clerk's office, the gathering, formatting and programming of information from government, education and public sources for display on the Redmond Community Television Channel. The Redmond Community Television Channel 34 shall utilize its character generator to distribute information concerning local government, community activities and services and other information of general public interest.

Section 2. References. The following ordinances provide further information and references concerning the Redmond Community Television Channel No. 34:

- A. Ordinance No. 1356 (establishing the conditions,

requirements, obligations, duties of construction, maintenance and operation of a non-exclusive cable communication and distribution system within the City).

- B. Ordinance No. 1359 (granting a non-exclusive franchise to construct, install and operate, repair replace and maintain lines, wires, coaxial cable and appurtenances for originating, receiving, distributing and supplying radio, television and other cable communication services along, across and upon the public's streets, ways, alleys, and places within the City of Redmond).

Section 3. Definitions. As used in this Resolution, the following terms have the meanings set forth below:

- A. Access Channel - free composite cable channel designed for public, educational and government use.
- B. Character Generator - a device used to generate alphanumerical (text) programming to be cablecast on a cable channel.
- C. Redmond Broadcast Area - the current broadcast area for the Redmond access channel: shall be defined as all areas being served by Viacom Cablevision as required under the provisions of Ordinance #1356.

Section 4. Procedures.

- A. Textual information will be displayed throughout the broadcast area on a dedicated channel 24 hours a day, seven days a week. The information will be updated as necessary. Messages will run for a maximum of ten days and a minimum of three days.
- B. Information that is transmitted shall be limited to information that is locally oriented (broadcast area) and of interest and benefit to the general public; i.e., public meeting schedules, community or cultural event calendars and announcements.
- C. The form, "Request for Use of Character Generator," must be used when submitting messages for display. All of the required information must be completed on a signed form before the message will be displayed. Forms are available at the City Clerk's office, Redmond City Hall, 15670 N.E. 85th Street, Redmond, WA 98052-3584, or by calling 882-6422 or 882-6559.
- D. Each public entity or community group desiring to use the character generator must provide the City Clerk's office with a list of those individuals authorized to submit messages. Forms submitted must be signed by such authorized personnel.
- E. When composing a message, the writer should be brief and use standard abbreviations whenever possible. Each message must be submitted on a separate form and must contain a headline. The headline must briefly convey the main idea of the message. It should attract attention and encourage

the viewer to read the message. Examples:

FREE CONCERT Monday, June 6, Anderson Park,
Noon - 1:30 p.m., Call 882-6411.

- F. All forms must be submitted to the City Clerk's office for programming. A form must be submitted at least seven days but not more than fifteen days before the requested display date.
- G. The City Clerk's office will review each form and, when necessary, conform the message to accommodate page format and style.

Section 5. Guidelines. The following guidelines apply for use of the character generator:

- 1. All announcements shall have some relationship to those living and/or working in the City of Redmond.
- 2. Announcements of events must indicate whether they are free or if there is an admission charge. An information number should be provided.
- 3. Emergency information shall be given priority transmission rights at the direction of the Mayor, or appointed designee, and may displace all other information.
- 4. Daily use of the character generator shall be allocated as follows:

40 screens of information - local government
20 screens of information - community information
- 5. Any screens not used may be re-allocated between local government and community information.
- 6. First-time users shall have priority over regular users.
- 7. The City's purpose is to maximize the use of the character generator by all parties. If there is not adequate room in the character generator for placement of all messages requested, the City reserves the right to determine what messages will be placed on the character generator and what messages will be moved to a different start or finish date, or eliminated entirely.
- 8. The following categories of information shall not be transmitted:
 - a. Advertising material designed to promote the sale of commercial products or services; provided, that this shall not prohibit fund raising promotions by nonprofit organizations and community service groups.
 - b. Advertising that promotes a candidate for political office or a political issue.

- c. Advertising events which will produce profits benefiting a private enterprise or individual.
 - d. Lottery information.
 - e. Any message which is defamatory, misleading, fraudulent, obscene or indecent.
- B. The City of Redmond 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.
- C. Disputes regarding the character generator shall be resolved by the Office of the City Clerk with the right of appeal to the Office of the Mayor.

RESOLVED this 5th day of July, 1988.

APPROVED:


MAYOR, DOREEN MARCHIONE

ATTEST/AUTHENTICATED:


CITY CLERK, DORIS A. SCHAIBLE

FILED WITH THE CITY CLERK: 6-30-88
PASSED BY THE CITY COUNCIL: 7-5-88
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