

VTV15 CABLECAST REQUEST FORM

Please complete the following in order to have your request evaluated. The following guidelines must be met in order to allow for appropriate broadcast on our local government cable channels 15 and 115.

Purpose:

Victoria's VTV15 is the government access cable television channels that are operated and managed by the City of Victoria Communications. This 24-hour channel is available to all Suddenlink cable television subscribers within the City of Victoria, at no additional charge. The potential audience for the channel is approximately 12,000 households. The channel programming originates from City Hall for broadcast throughout the City of Victoria.

The purpose of the channel is to educate and inform the public about civic, school and government activities in the City of Victoria.

The City of Victoria Communications spearheads VTV15 programming. The government access channel is provided by Suddenlink pursuant to its franchise agreement with the City, and Federal Communications Commission regulations. Programming equipment is made available by the City of Victoria.

Mission Statement:

The mission of the Victoria government channel is to serve the people of Victoria by providing accurate and current information about services and activities of City government; providing information about activities of non-profit organizations and agencies that primarily serve Victoria; providing information about the Victoria Independent School District and similar partnering agencies; and stimulating and encouraging citizens of Victoria to involve themselves in local government and community services and activities.

Goals and Objectives:

To achieve its mission, the following goals for VTV15 have been established:

- A. Provide emergency planning information
- B. Provide information regarding city services, activities, and policies
- C. Increase community awareness of important issues affecting the City
- D. Provide information about VISD activities, and similar partner agencies
- E. Provide information about non-profit organizations and community activities
- F. Create a library of VTV15 programming

A community-wide strategic planning process was initiated in the Comprehensive 2035 Plan for Victoria's future, and one of the immediate goals identified was to increase citizen awareness and engagement, and the VTV15 Government Access Channel (available on local Suddenlink cable channels 15 and 115) provides an effective medium through which Victoria resident, who may not access other communication mediums, may be reached. The City Communications department, City legal and City Manager's Office will provide oversight to the VTV15 broadcast guidelines, which are designed to achieve the City's goal of improving communications with its citizens.

Content Guidelines:

Programming on the government access channel shall be non-commercial and shall meet all applicable federal, state and local laws. Victoria's VTV15 permits programming intended to inform, educate, engage and encourage citizen participation in local government and community services.

Eligible programming includes information promoting community events and services, emergency information, public safety information, VISD news, and public service announcements from non-profit organizations based in Victoria.

Non-eligible programming includes the following:

- Ongoing church services that are held weekly.
- Political announcements and/or advertisements, including open houses and fundraisers. Advertising for candidates' forums and debates is permitted.
- Direct or indirect solicitation for funds. Exceptions will be made for civic club fundraisers and fundraisers to offset medical or living expenses for Victoria residents suffering from major illness or life setback.
- Obscene, indecent, libelous, slanderous or illegal material.
- According to FCC rules, business advertisements are not permitted.

Disclaimer:

The City of Victoria, its officers, employees and agents shall not warrant the accuracy of any information cablecast over VTV15 and reserves the right to cablecast appropriate disclaimers as necessary. The City does not promote or endorse non-profit agencies represented on VTV15.

VTV15 officials reserve the right to review, edit, and censor any and all material submitted for broadcast on the government channel.

All VTV15 messages must meet channel content guidelines and all other applicable rules and policies of VTV15.

Sponsoring Agency Responsibilities:

Responsibility for acquiring copyrights and/or permission to cablecast any material lies solely with the sponsoring agency.

Responsibility for gaining permission to publicize a contact person's name and telephone number lies solely with the person submitting the request form.

Requests for Announcements on VTV15:

VTV15 is a graphic video bulletin board publicizing the city, school, and community services, events, and announcements pertaining to the public. It is available free of charge to eligible users. Messages generally are displayed for 10 to 20 seconds and repeated in a rotation cycle. Requests for time on VTV15 may be made on a "VTV15 Request Form." The forms are available from the City's Communications & Public Affairs Department at 700 N. Main St.

Requests for information to appear on VTV15 must be received one week in advance of the desired start date of airing. The City will attempt to grant all appropriate requests. Information slides will be

broadcast no more than 30 days prior to the event or ticket sale date. Slides will run for a minimum of 30 consecutive days.

The City of Victoria Communications & Public Affairs Department will review all VTV15 requests to ensure they meet the rules outlined in the "VTV15 Guidelines." City officials will review all requests to ensure they meet the rules outlined in the "VTV15 Guidelines." City officials also will review requests that do not strictly meet VTV15 Guidelines and determine whether these requests are acceptable. Appeals may be made to the City Manager. The City Manager's ruling will be final.