



City of Arts & Innovation

City of Riverside Administrative Manual

Effective Date: 02/2014
Latest Revision Date: 05/2018
Next Review Date: 07/2020
Policy Owner(s): Office of Communications

Approved:

Department

City Manager

SUBJECT:

RiversideTV Programming Policy and Guidelines

PURPOSE:

To provide a policy and guidelines determining what news and events can be covered by City staff for broadcast on the Government Access Television Channel (RiversideTV).

POLICY:

The RiversideTV mission is to make information accessible between the City and its residents, providing timely and informative programming regarding City issues, projects, programs, services and activities. Additional programming may include City endorsed non-political campaigns, such as an emphasis on health and fitness as well as cultural, educational and recreational opportunities.

The RiversideTV channel can be viewed on Charter Spectrum Channel 3, Frontier Channel 21, AT&T U-verse Channel 99 or online at WatchRiverside.com and YouTube.com/RiversideCaGov.

GUIDELINES:

The RiversideTV Channel is a Government Access Channel whose purpose is to provide government related programming to the public. Generally, the focus of the channel is to produce programming for City sponsored projects or events including those in which the City is actively participating. Because of the high demand for air time on RiversideTV, City staff must prioritize requests for programming time and production assistance.

In priority order, RiversideTV supports programming for the following:

- Emergency operations
- City departments (including City events, projects or programs)
- City government meetings including City Council and boards and commissions
- Local partner government entities, such as County of Riverside or state agencies
- Local educational institutions, such as Riverside Unified School District, Alvord Unified School District, Riverside universities and colleges
- City Co-sponsored community events that the City is actively participating in

Generally, RiversideTV will not support programming for the following:

- Non-profit organizations
- Service groups

- Social and recreational clubs
- Commercial businesses and for-profit groups (excluding advertising sponsors)

The City Manager or designee will assess each qualifying event or activity to be filmed to consider relevance, general interest and whether it reflects the aim of the City and the mission of RiversideTV. Staff will also consider availability of resources (staffing and cost) to produce segments, as well as availability of air time and scheduling in each assessment. To aid in the prioritization of any requests from departments, a HIVE project request form shall be sent to the Communications Supervisor at least two weeks in advance of the desired production date. Any exceptions to the above guidelines may be considered on a case-by-case basis with the approval of the Marketing Officer or designee.

APPROPRIATE STANDARDS:

Additionally, RiversideTV will not consider programming content or events that contain the following:

- Political campaign messages
- Drug, tobacco or alcohol use
- Adult entertainment or explicit content
- Non-profit campaigns
- Content that is slanderous; promotes racial, religious, or ethnic hate; is libelous, obscene, indecent, an invasion of privacy, or unfit for local television; or is in violation of federal, state or local laws.
- Contains programming that is related to gambling, lottery information, gift enterprise or similar schemes.
- Pre-produced video, graphic or audio content that contains copyrighted material without written approval from the source.
- Any promotional messages for a business. However, sponsorship advertising on RiversideTV programming is allowed under separate policy as set forth in the City of Riverside Administrative Manual 01.018.00 RiversideTV Sponsorship Policy.

Distribution: Regular