

CHAPTER THREE

Additional Government/Educational (G/E) Access Provisions

I. GOVERNMENT ACCESS CHANNEL (5)

- 1.1 The government access channel shall be made available to agencies of federal, state, county and city government, and other units of local government located within the City franchise area of Lincoln.
- 1.2 The objectives of the government access channel are:
- (a) To provide public service information to the citizens of Lincoln;
 - (b) To increase awareness of the activities and deliberations of governmental, legislative and advisory bodies;
 - (c) To increase citizen knowledge of the various functions and responsibilities of governmental agencies;
 - (d) To help and encourage participation in program services to the maximum extent possible;
 - (e) To enhance training in internal communications opportunities for government employees; and
 - (f) To increase awareness of events that are open to the public.
- 1.3 All public meetings of government legislative bodies, advisory boards and commissions are authorized for airing on the government access channel. All meetings aired shall be covered from gavel to gavel and shall not be edited or subjected to editorial comment. Editing due to technical difficulties is permitted.

II. GOVERNMENT ACCESS CHANNEL (10)

- 2.1 Government access channel 10 shall be make available for programming related to health and wellness including but not limited to chronic disease prevention, behavioral and mental health, accident and injury prevention and the promotion of health and wellness programs and projects.
- 2.2 The objectives of the health and wellness channel are:
- (a) To improve the health of Lincoln residents by enhancing access to accurate health information and encouraging changes in behavior;
 - (b) To support the mission of the Community Health Endowment of Lincoln to make Lincoln the healthiest community in the nation; and

28 (c) To reduce health disparities found between majority and minority community members.

29 **III. EDUCATIONAL ACCESS CHANNEL (21)**

30 3.1 All public meetings of an educational nature are authorized for cable-casting on the educational access
31 channel. All meetings shall be covered from gavel to gavel and shall not be edited or subjected to
32 editorial comment. Editing due to technical difficulties is permitted.

33 3.2 The educational access channel shall be made available to any nonprofit school, college or university
34 located within the city franchise area of Lincoln.

35 3.3 The objectives of the educational access channel are:

36 (a) To provide a community awareness and develop an understanding of the diverse and considerable
37 educational activities on-going within the service area;

38 (b) To encourage and assist the educational community within the service area to define and expand
39 their continuing role of leadership;

40 (c) To exist as a confluence of the many individual institutions and provide further avenues of
41 cooperation toward a common educational good;

42 (d) To provide a platform on which to expand the various existing curricula into the greater
43 community as continuing educational opportunities; and

44 (e) To enhance and expand the opportunity for developing production skills in a technically-oriented
45 world.

46 **IV. PROGRAM CONTENT**

47 4.1 There shall be no editorial control over programs on the G/E access channels except to determine
48 compliance with these rules. The Citizen Information Center shall have the right to deny or cancel
49 programs based on noncompliance with G/E access rules.

50 4.2 The access channels shall not be used to advertise or promote the sale of products or services or
51 enrollment in credit or non-credit courses. Description or praise of a product, service, business, or
52 person which encourages purchase, trade, or business is not permitted. Intentionally showing business
53 or product names, logos and other symbols specifically for commercial promotion is

- 54 prohibited. Limited identification and reference to sponsors who have funded or underwritten
55 programming shall not be a violation of this rule.
- 56 4.3 Obscene or indecent material is prohibited.
- 57 4.4 Any advertisement of or information concerning any lottery, gift enterprise, or similar scheme is
58 prohibited.
- 59 4.5 The access channels shall not be used for solicitation or fundraising for nongovernmental purposes
60 except, a) programming on channel 10 may promote fund-raising efforts sponsored by nonprofit health
61 and wellness organizations which have programs on the channel, and b) radio stations providing audio
62 background may conduct fundraising as part of their normal activity.
- 63 4.6 Use of the G/E access channels or facility for any production, editing, or programming which
64 advocates one position in connection with any ballot issue is prohibited. Use of the G/E access
65 channels or facility for any production, editing, or programming which features or portrays a candidate
66 who has filed for any election for public office, is prohibited, with the exception of news conferences
67 or regularly scheduled public meetings not related to any campaign or events in which all candidates
68 are invited.
- 69 4.7 Use of the G/E access channels or facility for production, editing or programming of a religious nature
70 is prohibited.
- 71 4.8 All uses of the G/E access facilities or staff for any production, editing or programming of any
72 department, office, division or governmental body may be charged at the rates established by the
73 Citizen Information Center.
- 74 4.9 If the G/E Access Coordinator feels a program may be in violation of program content rules, the
75 program may be submitted to the Cable Television Advisory Board, which shall review such program
76 at its next regularly scheduled meeting.
- 77 4.10 The City of Lincoln is permitted to use a legal disclaimer in connection with the airing of any program.

78 **V. TRAINING OF GOVERNMENT/EDUCATION USERS**

- 79 5.1 Everyone using G/E access facilities or equipment must take the access training to become familiar
80 with access guidelines, procedures, and regulations.

81 (a) The G/E Access Coordinator will develop training programs for government and educational
82 access.

83 (b) The frequency of classes for G/E access training will be determined by demand.

84 5.2 Training is open to all employees of eligible agencies, following approval of the
85 governmental/educational agency director. Volunteers and students who participate in producing G/E
86 programs must also take part in training.

87 (a) Persons demonstrating proficiency may not be required to complete training
88 programs. Proficiency will be demonstrated to and judged by the G/E Access Coordinator.

89 5.3 Annual training is required, but persons having at least 15 hours of production time during the
90 previous year may be excused from such mandatory training requirement. Persons not meeting this
91 criterion may gain permission to use access facilities or equipment through demonstration of
92 proficiency or additional training.

93 5.4 The G/E Access Coordinator is responsible for providing all users with guidelines for use of current
94 studio and remote equipment being used, including a checklist of procedural steps, a general checklist
95 for use of the studio, and a checklist for each specific piece of equipment. Complete operating
96 instructions shall be made available for all equipment.

97 VI. GENERAL REQUIREMENTS FOR SHOW PRESENTATION

98 6.1 Volunteers or students may participate in government or education program productions. If a volunteer
99 or student is participating in the government or education productions, an employee of the user agency
100 must be present during studio production or editing sessions.

101 6.2 Agencies and educational institutions desiring to use the G/E access studio must request that they be
102 placed on a list of approved agencies. The initial listing must be requested over the signature of the
103 chief administrative officer of the agency. The listing must be filed with the G/E Access Coordinator.

104 (a) Subsequent approval of training and production projects and personnel may, at the discretion of
105 the user agency, be delegated to the heads of appropriate departments or divisions of the user
106 agency, provided a list of such authorized personnel is filed with the G/E Access Coordinator.

107 6.3 Government and Educational agencies may sponsor programs by meeting the following

108 criteria. Failure to comply with these rules may result in the denial or cancellation of the program for
109 cablecast.

110 (a) The sponsoring agency should have a direct role in developing program content and/or approving
111 content prior to production.

112 (b) The sponsoring agency must provide written approval of sponsorship prior to cablecast.

113 (c) Program content must be directly related to the mission, responsibilities, or functions of the
114 sponsoring agency. For Government Access Channel 10, the Community Health Endowment
115 shall be recognized as an eligible sponsoring agency. Governmental and Educational agencies
116 shall not sponsor programs which have no relationship, or are only indirectly related to the
117 agency and its mission.

118 **VII. G/E PRODUCTION FACILITIES AND EQUIPMENT**

119 7.1 When heavy scheduling demands occur, the G/E Access Coordinator shall have discretion to prioritize
120 reservations.

121 7.2 Programs and copies produced using G/E facilities and equipment shall not subsequently be distributed
122 for profit without the express written permission of the City of Lincoln.

123 7.3 Equipment, studio facilities, and editing facilities may be reserved on a first-come, first-serve basis
124 either in person or by telephone.

125 (a) All reservations for the equipment or other facilities must be approved by the G/E Access
126 Coordinator.

127 (b) Exceptions to the rules may be granted by the G/E Access Coordinator upon written justification
128 from the user.

129 7.4 Due to limitations of space, no sets or props may be stored at the production facilities.

130 7.5 G/E users are responsible for providing programs in whatever formats are required by the G/E Access
131 Coordinator.

132 7.6 A G/E producer's program may not be duplicated for anyone other than the producer without his/her
133 written permission.

134 7.7 The remote truck is for programming applications which cannot be accommodated through the use of

135 other facilities or equipment.

136 7.8 The remote truck can be reserved by contacting the G/E Access Coordinator at least two weeks, but no
137 more than three months, before the desired date. The request must be accompanied by a program
138 proposal. Permission may be denied, if studio or portable equipment is a more suitable means for
139 production.

140 7.9 The truck may be reserved for no more than 24 hours during one week. Exceptions may be granted by
141 the G/E Access Coordinator . The truck may not be driven out of Lancaster County without the
142 permission of the G/E Access Coordinator .

143 7.10 A user must also provide to the G/E Access Coordinator , at least three days prior to usage, satisfactory
144 assurances that these arrangements have been made:

145 (a) Parking permits and parking space for the truck have been obtained.

146 (b) Safe, environmentally protected work areas have been secured for the crew and equipment.

147 (c) Written permission for the use of the production location has been obtained, unless it is under the
148 management of the user agency.

149 (d) All necessary power required for production is available on the proposed site.

150 7.11 The user agency assumes full responsibility for any damage to equipment or production facilities.

151 User agency shall agree, as a condition to use, to indemnification and reimbursement for all damage to
152 equipment and facilities caused by neglect, abuse, theft, or other calamity, which occurs while such
153 equipment or facilities are assigned to the user agency. Ordinary wear and tear are not cause for
154 recourse.

155 7.12 If a piece of equipment malfunctions, the producer shall notify the G/E Access Coordinator as soon as
156 possible. Under no circumstances shall the producer attempt to repair the equipment.

157 **VIII. MISCELLANEOUS**

158 8.1 The producers and/or sponsors of each program including local sponsors of an imported program shall
159 be placed in the production credits by the user.

160 8.2 Promotion of G/E programming is the responsibility of the producing agency.

161 8.3 Any G/E user who is dissatisfied with the administration, enforcement, etc. regarding these rules, may

162 submit such matter to the Cable Television Advisory Board.

163 8.4 Failure to comply with these rules may result in the denial or cancellation of further access. Whenever
164 a penalty is imposed, the G/E Access Coordinator shall report the violation and penalty to the Cable
165 Television Advisory Board at its next monthly meeting.

166 8.5 The rules governing the G/E access channel shall be reviewed regularly by the Cable Television
167 Advisory Board and the appropriate associated entity.

168 **IX. TEXT MESSAGES ON THE GOVERNMENT AND**
169 **EDUCATIONAL ACCESS CHANNELS**

170 9.1 These rules pertaining to the messages on the Government and Educational Access Channels (5, 10
171 and 21) apply only to the placement of text messages on these channels and do not apply to video
172 productions. The purpose of the message service is to announce events, activities, meetings or public
173 service information.

174 (a) Channel 5. Announcements for Channel 5 must have a connection to a government agency. The
175 Lincoln Convention and Visitors Bureau, Pershing Center, Pinnacle Bank Arena and other City-
176 owned event facilities shall be allowed to place announcements noting events, attractions or
177 conventions, even though some of these announcements may be commercial in nature.

178 (b) Channel 10. Announcements for Channel 10 must have a connection to the areas of health and
179 wellness, including but not limited to chronic disease prevention, behavioral and mental health,
180 accident and injury prevention and the promotion of health and wellness programs and projects.

181 (c) Channel 21. Announcements for Channel 21 must have a connection to an education institution
182 accredited by the State of Nebraska.

183 9.2 General provisions

184 (a) Requests for the placing of announcements must include a contact name with phone number
185 and/or e-mail address and the name of the agency or institution placing the announcement.

186 (i) Requests can be submitted to the Citizen Information Center either by 1) Mail to
187 Announcements, Citizen Information Center, 555 S. 10th, Suite 301, Lincoln, NE 68508, or
188 2) online at lincoln.ne.gov .

- 189 9.3 Announcements should be submitted at least two weeks in advance of the intended airing date.
- 190 9.4 Announcements may be placed and removed at the discretion of the Citizen Information Center.
- 191 (a) The Citizen Information Center may edit announcements to provide for clarity and to maximize
192 the use of space.
- 193 9.5 Message requests shall be kept on file for 30 days after the announcement has been taken off the
194 system. These records are available for review by the public.
- 195 9.6 Events, activities, meetings announced on the channel must be open to the general public.
- 196 9.7 All events and activities announced on the channel must be held within the City franchise area of
197 Lincoln.
- 198 9.8 The service may not be used to solicit donations for non-governmental purposes with one exception:
199 announcements on channel 10 may promote fund-raising efforts sponsored by nonprofit health and
200 wellness organizations.
- 201 9.9 Events which are open to the public and are intended to raise funds for public purposes may be placed
202 on the channel. The message must indicate if admission is charged.
- 203 9.10 The service may not be used to advertise or promote the commercial sale of goods or services or to
204 praise a product, service, business, or person.
- 205 9.11 Any advertisement of or information concerning any lottery, gift enterprise, or similar scheme is
206 prohibited.
- 207 9.12 Announcements for employment or specific job positions are not permitted.
- 208 9.13 Announcements requesting volunteers will be allowed provided it is a general request for volunteers.
- 209 9.14 Announcements which promote/oppose candidates for office or ballot issues are prohibited.
- 210 9.15 The service shall not be used to advertise or promote enrollment in schools, colleges or universities for
211 which a fee or tuition is charged to gain admittance.
- 212 9.16 The service shall not be used for messages of a religious nature.
- 213 9.17 Emergency announcements shall have priority over all other announcements.
- 214 9.18 The City of Lincoln and the Government/Educational Access Coordinator shall not be liable for the
215 inaccuracy of information placed on the channel.