



CITY OF GRAND RAPIDS

ADMINISTRATIVE POLICY

NUMBER: 88-02	DATE: 6/16/88
REVISIONS: 4/15/91	
ISSUED BY: City Manager	SIGNED <i>10/11/88 - J. Knudsen</i>

SUBJECT: GRAND RAPIDS INFORMATION NETWORK (GRIN)

PURPOSE: To ensure that the City's Cable Access Channel is managed and programmed in conjunction with the overall communications mission of the City of Grand Rapids.

POLICY:

The City Manager's Office is responsible for the overall management, coordination, and operation of teleproduction facilities related to the Municipal Access Channel. The operational entity of this channel and its related functions shall be referred to as the Grand Rapids Information Network (GRIN). Types of programming, and the associated responsibilities of departments, shall be as follows:

Regular Programming

The Cable Administrator shall be responsible for developing regular programming to be cablecast on GRIN, such as weekly coverage of City Commission meetings, boards and commissions meetings, programming on various departmental services or operations, and other feature programming to appear regularly on the Municipal Access Channel. Departments shall assist the Cable Administrator as necessary to enable high quality productions and to ensure that critical deadlines are met.

Special Programming

Special programming, including documentaries or promotional programs, may be originated by the Cable Administrator at the request of the City Manager or operating departments. When programming is originated by operating departments, the following procedures shall be followed:

1. Departments shall submit a written program proposal and a request for production services to the Cable Administrator no later than four (4) weeks prior to the desired air date.
2. The Cable Administrator shall assess all proposals as to feasibility of completion of the required deadline based on the availability of resources.

The City Manager reserves the right to prioritize its projects according to timeline feasibility and available resources.

3. Departments are required to provide all background information necessary for script development and assist the production crew in obtaining information regarding individuals involved in the project, locations, and other pertinent information. Departments may submit completed scripts for use in the production, or, scriptwriting assistance is available from the Cable Administrator.

Departments shall assist in the development of the program outline and provide input on visuals and individuals who might be interviewed as a part of the presentation. The script portion of the program shall not be produced on tape until final approval is received from the department head who is responsible for the program.

4. All programming concepts shall be submitted to the City Manager for final approval prior to any resources being assigned.

Alphanumeric Programming

GRIN shall present alphanumeric programming when not involved with live or prerecorded programming. All City departments, civic groups, and nonprofit organizations may submit information to be displayed as alphanumeric information. Such information may be, but is not limited to, special meetings and events, announcements, City services and activities. Submission of materials shall not guarantee that announcements will be scheduled on GRIN, based on available resources at that time.

Import Programming

Programming not produced by the City may be presented on GRIN under the following conditions:

1. All outside programming shall be regarded as special or regular programming and fall under the same restrictions and procedures as indicated in the policy.
2. Programming produced by the City shall have priority over programming imported from outside sources.
3. All import programming shall be sponsored by a City department with approval by that department head.

4. All import programming shall have a local significance to the Grand Rapids community.

Guidelines for Programming the Municipal Access Channel

1. It shall be the responsibility of the Cable Administrator to program the Municipal Access Channel. Requests by the City Manager shall be the exception to this rule and shall supersede any prior programming commitments.
2. In instances where timeliness is a major consideration in presenting programming, every attempt shall be made to accommodate the special requirements of timely information.
3. Special limits of channel time shall become necessary when and if scheduling conflicts occur.

General

1. The Cable Administrator shall charge departments for all real costs involved with programming productions.
2. The City Manager shall reserve the right to prioritize its commitments to other City departments based on current resources.

Restrictions on programming shall be exercised only on the following:

1. Programming shall not contain material which is obscene, indecent, libelous, or defamatory.
2. Programming shall not feature, promote, or advertise any product or service available on the consumer market.
3. Programming shall not be designed to promote any incumbent or candidate for political office.
4. Programming shall not violate any local, state, or federal laws, including copyright infringement.