



## Media Use Policy

**Purpose:** To define the usage and scope of City of Georgetown Media, including City web sites, cable access channel, *City Reporter* newsletter, and messages inserted into City of Georgetown utility bills.

### Section 1. General Provisions

- A. Definition. “City of Georgetown Media” include, but are not limited to, City web sites, the City cable access channel, the *City Reporter* newsletter, and messages inserted into City of Georgetown utility bills.
- B. Purposes. City of Georgetown Media are for the purpose of informing Georgetown residents about the City of Georgetown, including:
  - 1. City-sponsored events, news, programs, initiatives, and services
  - 2. City Council discussions and decisions
  - 3. Board and Commission actions
  - 4. Neighborhood association meetings
  - 5. Health and public safety issues
  - 6. City recreation programs and events
  - 7. City economic development initiatives and issues
  - 8. Attractions, festivals, and performances
- C. Advertisements for businesses or notices promoting the sale of products or services by non-City entities are not allowed on City of Georgetown Media
- D. Advertisements, articles, programs, or other content for or against political candidates, political referenda, or ballot items are not permitted on City of Georgetown Media.
- E. Religious proselytizing is not permitted on City of Georgetown Media.
- F. The following are allowed on City of Georgetown Media, and are excepted from the above provisions:
  - 1. Messages or advertisements that promote the City of Georgetown, City-sponsored events, or City programs, services, and initiatives.
  - 2. Sponsorship statements or logos on City of Georgetown Media by organizations or businesses providing funds or in-kind services to City of Georgetown departments, events, or services. Such sponsorship does not constitute an endorsement of organizations, persons, or entities not related to the City of Georgetown.

3. Statements by or about political candidates that occur in the context of public meetings or other City-sponsored events that are broadcast on the access channel or posted/streamed on City of Georgetown web sites.
4. Notices for, or tape delay broadcast of, public forums involving political candidates or about ballot items/referenda, if all of the following conditions apply:
  - a. Event or notice for event must be sponsored by a nonpartisan organization such as a local newspaper or a neutral nonprofit organization.
  - b. Event moderator must be nonpartisan.
  - c. Equal time must be provided to opposing candidates or those on opposing sides of a ballot item.
  - d. Event must be open to the public.
- G. Material or information in violation of any local, state, or federal law is not permitted.
- H. The City of Georgetown reserves the right to edit, alter, or remove content that is obscene, defamatory, or discriminatory on City of Georgetown Media.
- I. Inquiries about City of Georgetown Media should be made to the City Public Information Office at (512) 930-3690.

## **Section 2. *City Reporter* Newsletter**

- A. The *City Reporter* newsletter sent to City of Georgetown utility customers is reserved for City-sponsored or co-sponsored events or information, including, but not limited to, City festivals, arts & entertainment events, tourism events, and local history.
- B. Messages or graphics for events, charities, or outside organizations in which the City of Georgetown has no official interest or sponsorship shall not be permitted.

## **Section 3. Messages Inserted in City of Georgetown Utility Bills**

- A. The use of City of Georgetown utility bills as a means for distributing messages (inserts) is reserved for events, news, surveys, or other information that are directly sponsored or co-sponsored by the City of Georgetown.
- B. Fundraising appeals are not permitted in utility bill inserts.
- C. Messages or graphics for events, charities, or outside organizations in which the City of Georgetown has no official interest or sponsorship shall not be permitted.

## Section 4. City of Georgetown Web Sites

- A. The main City of Georgetown web site ([www.georgetown.org](http://www.georgetown.org)) is reserved for City-sponsored or co-sponsored events, news, information, or other content. Messages or graphics for events, charities, or outside organizations in which the City of Georgetown has no official interest or sponsorship shall not be permitted.
- B. The City of Georgetown Public Library web site ([www.georgetowntex.org](http://www.georgetowntex.org)) is reserved for City-sponsored or co-sponsored events, news, information, or other content related to the Public Library. Messages or graphics for events, charities, or outside organizations in which the City of Georgetown has no official interest or sponsorship shall not be permitted.
- C. The City of Georgetown Economic Development web site ([www.investgeorgetown.com](http://www.investgeorgetown.com)) is reserved for City-sponsored economic development information, including, but not limited to, information on new businesses/developments, available commercial properties, local economic initiatives, workforce information, demographics, quality of life, local economic conditions, major employers, schools, and incentives.
- D. The City of Georgetown Main Street web site ([www.mainstreetgeorgetown.com](http://www.mainstreetgeorgetown.com)) is reserved for City-sponsored information related to the Main Street program, including, but not limited to, information on new businesses/developments, local economic initiatives, preservation efforts, tourism events, and other news/efforts related to the preservation and development of the downtown area.
- E. The City of Georgetown Convention and Visitors Bureau web site ([www.visitgeorgetown.org](http://www.visitgeorgetown.org)) and Red Poppy Festival web site ([www.redpoppyfestival.com](http://www.redpoppyfestival.com)) are reserved for City-sponsored tourism information, including, but not limited to, City-sponsored festivals, arts and entertainment events, performances, sports tourism events, historic and architectural tours, attractions, shopping, restaurants, lodging, and local history.

## Section 5. Local Cable Access Channel

- A. The City of Georgetown local cable access channel 10 is defined as a local Government, Education, and Public access cable channel. The channel is for use by Government, Educational, and Public institutions, defined as follows:
  - 1. "Government" is the City of Georgetown, Georgetown Chamber of Commerce, Williamson County, and state or federal government entities.
  - 2. "Educational institution" includes the Georgetown Independent School District and other colleges or universities that have a campus inside the City Limits of Georgetown.
  - 3. "Public" is defined as nonprofit organizations that are located within the City Limits of Georgetown or its extra-territorial jurisdiction (currently 2 miles beyond City Limits).

- B. News, events, notices, programming, or information that is sponsored by Government or Educational institutions or nonprofit organizations that are located within the City Limits of Georgetown or its ETJ are permitted on the access channel.
  
- C. Electronic bulletin board notices (called Public Service Announcements or PSAs) or videotape programs and messages by nonprofit organizations that are located within the City Limits of Georgetown or its ETJ are permitted on the access channel, with the following provisions:
  - 1. Effective January 1, 2005, an administrative fee of \$20 will be assessed for each PSA notice or tape submitted by qualifying nonprofits within the Georgetown City Limits. An administrative fee of \$30 will be assessed for each PSA notice or tape submitted by qualifying nonprofits that are outside Georgetown City Limits and inside Georgetown's ETJ. Before PSA or tape replay requests will be processed and aired on the channel, payment must be received at City Hall, 113 E. Eighth Street, Georgetown, TX, 78626. Cash or checks payable to the City of Georgetown are accepted. (Credit card payments are not currently accepted for payment of this fee).
  - 2. No fee will be assessed for PSA notices or tapes for events or programs sponsored by the City of Georgetown, Georgetown Chamber of Commerce, Georgetown ISD, Williamson County, state and federal government entities, or nonprofit organizations in Georgetown that receive funding from the Georgetown City Council.
  - 3. If changes are requested on a message after it has been posted, a \$10 edit fee will be assessed, which must be received at City Hall before PSA changes will be made and re-posted.
  - 4. Each nonprofit submitting a request for a PSA must have a tax statement showing nonprofit (501c3. status on file with the City of Georgetown at City Hall.
  - 5. All PSA requests must be submitted at least 5 days prior to the date they are to air, and will run for 30 days or until the event is complete, which ever comes first.
  - 6. PSA requests can be submitted via the City of Georgetown web site ([www.georgetown.org](http://www.georgetown.org) > Media), or as a PowerPoint file sent to the Public Information Officer at [pio@georgetowntx.org](mailto:pio@georgetowntx.org).
  
- B. From the first day authorized by law for filing for election to the conclusion of the election, any elected official opposed on the ballot, or who becomes opposed on a ballot through some other legal process, who regularly appears on or hosts a program that is broadcast on the local access channel, shall only be permitted to appear on the channel as part of a formal public meeting, incidentally through coverage of government functions and events, or as

part of a political forum in which all candidates or sides of a measure have the same opportunities for speech.

- C. The City of Georgetown reserves the right to allocate time, designate uses, designate users, use the channel for City programming, or appoint administrators for the use of the access channel or other access channels under its authority.
- D. Audio, video, and other technical aspects of programming must conform to standards equal to or greater than the industry average.
- E. In accordance with the Cable Television Consumer Protection and Competition Act of 1992 ("1992 Cable Act"), 47 U.S.C. § 532(h) (1997) and Federal Communications Commission regulation 47 C.F.R. § 76.701 (1997), Suddenlink Communications ("Suddenlink") prohibits the exhibition on its PSA channels of any programming that Suddenlink reasonably believes is obscene. In addition, Suddenlink reserves the right to restrict programming that Suddenlink believes is in conflict with community standards in that it is indecent. Restrictions that may be imposed by Suddenlink include, but are not limited to, requiring that the programming be scrambled, limiting the hours of carriage to between 10 p.m. and 6 a.m., and carrying the programming on a channel where other indecent programming is carried. Each person requesting broadcast of character generated text, messaging, or videos must certify that the content does not violate nor infringe upon the rights of any kind or nature whatsoever of any person, firm or corporation, and that the programming to be broadcast does not contain any obscene material. Each applicant must further certify that he/she is responsible for the program's content. If the applicant refuses to provide the certificate, the City or Suddenlink may refuse access to the channel. The certificate must be submitted with the application for broadcast. Notwithstanding any certification that programming does not contain any obscene or indecent material, the City and Suddenlink reserve the right to review all or any portion of the programming to be carried on the channel in advance of the date of carriage. If, after review, the City or Suddenlink reasonably believes that all or any portion of the programming is obscene or indecent, the City and Suddenlink reserve the right to refuse to carry the programming on its channel or to restrict its carriage if indecent. Upon request, each applicant shall also provide Suddenlink with a tape of the programming to be carried on the leased access channel at least fifteen (15) days prior to its first scheduled date of carriage.
- F. Commercial entities and other organizations should contact Time Warner Cable Media Services at (512) 531-3233 about advertising placement. (Time Warner is the ad placement agent for Suddenlink in Georgetown, Leander, and Pflugerville).

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