

City of Marysville
Marysville, Washington

Resolution No. 2000

A RESOLUTION OF THE CITY OF MARYSVILLE ADOPTING
PROCEDURES FOR USE OF THE CHARACTER GENERATOR
FOR THE MARYSVILLE CABLE ACCESS TELEVISION CHANNEL

Be it resolved by the City Council of the City of Marysville, Washington as follows:

The attached Procedures for Use of the Character Generator for the Marysville Cable Access Television Channel are hereby adopted

PASSED by the City Council and APPROVED by the Mayor this 25th day of September 2000.

MARYSVILLE CABLE ACCESS TELEVISION

PROCEDURES FOR USE OF CHARACTER GENERATOR

The City of Marysville coordinates, through the City Clerk's office, the gathering, formatting and programming of information from Government, Education and Public Sources for display on the Marysville Cable Access Television Channel.

The Marysville Cable Access Television Channel on the AT&T Broadband cable system is used to distribute information concerning community activities, services and information of general public interest.

The Access Channel enables communication directly to all City of Marysville cable subscribers to keep them better informed.

Alphanumeric, graphical, and audio- and video-generated information on the channel bulletin board system is displayed a minimum of eight (8) hours a day and a maximum of sixteen (16) hours a day, seven (7) days a week.

The following rules apply for use of the Character Generator:

1. The Character Generator is available for use by the general public, governmental agencies, the public educational community, nonprofit organizations and community service groups.
2. The following categories of information shall not be transmitted:
 - a. Information which is not of general public interest.

- b. Commercial and classified advertising; provided, that this shall not prohibit fundraising promotions and the sale of products of services by nonprofit organizations and community service groups.
 - c. Political advertising and campaigning for issues and candidates.
 - d. Lottery information.
3. The City reserves the right to refuse to transmit all or any portion of a message which promotes any activity which is illegal under City, State or Federal law, or which is defamatory, discriminatory, misleading, fraudulent, obscene or indecent.
 4. All announcements shall have some relationship to the City of Marysville as defined by the District boundaries. Either the organization or individual sponsoring the announcement shall be located in Marysville or the event itself shall take place in Marysville. Marysville shall be defined as “property located within the Marysville School District boundaries.”
 5. Announcements of events must indicate whether they are free or there is an admission charge, and at a minimum include time, date, place of event, and an information contact number.
 6. The City’s purpose is to maximize the use of the Character Generator by all parties. If there is not adequate room in the Character Generator for placement of all messages requested, the City reserves the right to determine what messages will be placed on the Character Generator and what messages will be moved to a different day or eliminated entirely.
 7. Messages will be run for a maximum of 7 days and minimum of 3 days, excluding City government-oriented announcements.
 8. Daily use of the Character Generator shall be allocated using the following approximate ratio:

- 4/7 - Government, Education and Library
- 1/7 - Churches
- 1/7 - Community Groups
- 1/7 - General Use

with determination to be made at the discretion of the Cable Access Channel Coordinator.

Pages not used by the user group designated will be allocated for use by any group in the following manner:

- (a) Priority will be given to users who live within the Marysville School District boundaries.
 - (b) First-time users shall have priority over regular users.
9. Emergency information shall be given priority transmission rights at the direction of the Access Channel Coordinator, and may replace all other information.

10. Disputes regarding the Character Generator shall be resolved by the Marysville Television Advisory Committee, with the right to appeal by any aggrieved party to the City Council.

The following procedures should be used in preparing information for display on the Marysville Television Channel:

1. A Request for Use of the Character Generator Forms must be completed when submitting messages for display. All of the required information at the top of the form must be filled in and the form signed before the message can be displayed on the Access Channel. Forms are available from the City Clerk's Office, City Hall, 4822 Grove St., Marysville, WA 98270; (360) 651-5000, or via download from the City's web site at <http://ci.marysville.wa.us/mtv29.htm>.
2. There is room for three separate messages on each form. Each message on a single alphanumeric form should be scheduled to begin and end display on the same dates. If events occur on various dates, use a separate form for each message.
3. When composing each message, it should be 30 words or fewer.
4. Each message should contain a headline. The headline should briefly convey the main idea of the message. It should attract attention and encourage the viewer to read the message.
5. The following example may help in designing your message:

FREE CONCERT: Monday, June 7, downtown –
City Park, noon-1:30 p.m. Questions?
#659-XXXX.

CPR CLASS: Held once a month. Call Marysville
Fire District for further information. #659-XXXX –
\$2 material fee requested.

6. The extensive multimedia capabilities of the City's character generator system enables users to incorporate photographs, graphical images, logos and animated artwork into messages for display. Users who wish to take advantage of these features must submit all artwork in .JPG (Joint Photographic Experts Group) format, a standard graphic file format recognized on the Internet and by the City's character generator system; .MPG (Motion Picture Experts Group) for video files; or .WAV (Windows Audio Waveform) for audio files, on a PC floppy disk or 100 MB zip disk, or e-mail as an attachment file to dbuell@ci.marysville.wa.us. At the discretion of the Access Channel Coordinator, hard copies of an image or logo may be scanned upon request.

7. The Access Channel Coordinator will, when necessary, condense your message and artwork to accommodate page format and style.
8. The Request Form for Use of the Character Generator must be received by the Access Channel Coordinator at least three (3) working days before the display date for basic alpha-numeric message, and two (2) weeks prior to the display date for messages requested to contain graphical content.
9. Multimedia graphics already on file with the Access Channel Coordinator will continue to be used in subsequent messages unless otherwise specified by the user on the Request Form, by calling (360) 651-5021, or via e-mail to dbuell@ci.marysville.wa.us.
10. Each public entity and community group desiring to use the Character Generator must complete an Announcement Authorization Form to be filed with the City Clerk's Office with a list of those individuals authorized to submit messages (limit of two authorized signatures per group.) Forms are available from the City Clerk's Office, City Hall, 4822 Grove St., Marysville, WA 98270; (360) 651-5000, or via download from the City's web site at <http://ci.marysville.wa.us/mtv29.htm>.
11. If you need more information or have any questions, please contact DOUG BUELL, Access Channel Coordinator, City of Marysville, 4822 Grove St., Marysville, WA 98270, (360) 651-5021.