



**BUSINESS OF THE CITY COUNCIL
CITY OF MERCER ISLAND, WA**

**AB 4330
July 7, 2008
Consent Calendar**

**OPERATING PLAN FOR BROADCASTING CITY
COUNCIL MEETINGS**

Proposed Council Action:

Approve operating plan for broadcasting City Council meetings.

DEPARTMENT OF

Community and Organization Relations (Joy Johnston)

COUNCIL LIAISON

n/a

EXHIBITS

1. Appendix A: Operating Plan & Guidelines for Broadcasting City Council Meetings

APPROVED BY CITY MANAGER

Rich Conrad 7-7-2008

AMOUNT OF EXPENDITURE	\$	n/a
AMOUNT BUDGETED	\$	n/a
APPROPRIATION REQUIRED	\$	n/a

SUMMARY

In 2006, City Council approved the 2007-2008 Capital Improvement Program (CIP) Budget which included a project to broadcast City Council meetings. Council approved the budget, but requested that the project to broadcast City Council meetings be reviewed before implementation in 2008. On March 17, 2008, Council was presented a project proposal for installing remote-controlled cameras in the Council Chambers and a control room at City Hall in order to broadcast Council meetings (AB 4287). At that time, Council authorized staff to proceed with the project. The total project budget was set at \$117,515 and the majority of the funding is through Education and Government (EG) capital originally paid to the City of Mercer Island by Comcast's predecessor, Viacom, in connection with the franchise renewal. Under the Federal Telecommunication Act, these funds can only be expended for education and government (EG) capital costs.

Also on March 17, 2008, Council directed staff to develop operating guidelines and requested that Council meeting broadcasting not go into effect until an operating plan is presented and approved by Council. The document, *City of Mercer Island Government Access Cable Television (MI-TV) Guidelines & Procedures* has been developed based on research into cable operations of Bothell, Kirkland, Woodinville, Issaquah, Redmond, Kent and King County. Included in the document are guidelines that pertain specifically to broadcasting City Council meetings. Appendix A: "Operating Plan & Guidelines for Broadcasting City Council Meetings" has been included as Exhibit 1 for Council review and approval.

RECOMMENDATION

Communications Coordinator

MOVE TO: Approve Operating Plan & Guidelines for Broadcasting City Council Meetings.

Appendix A

City of Mercer Island MI-TV Channel 21 OPERATING PLAN & GUIDELINES FOR BROADCASTING CITY COUNCIL MEETINGS

1. City Council Meetings, with the exception of Study Sessions and Executive Session, will be covered gavel to gavel, without interruption. Special Meetings will be covered only when airing capabilities are available.
2. The Communications Coordinator and the Cable TV Operator will prepare screen titles for agenda items, Councilmember and staff names and guest speaker identification as part of pre-production procedures.
3. Staff will use consistent titles in agenda bills so that meetings addressing similar subjects or issues can be easily referenced on the City website.
4. In designing PowerPoint presentations, staff will use fonts that are easy to read in sizes larger than 28 point.
5. Council Meetings will be broadcast live, recorded for replay on Channel 21 and uploaded to the City's website. Since meetings are broadcast live, Councilmembers, staff, guest presenters and citizens addressing the Council must not use rude, obscene, indecent, libelous or slanderous speech or otherwise violate FCC guidelines for access television. Council meetings will be replayed and posted on the internet without editing except in the case of violations of FCC guidelines for access television.
6. Consistent with PDC guidelines, Councilmembers, appointed officials and staff must not use the Council Meeting broadcast to engage in elective political activities. Public facilities or resources may not be used to support or oppose a candidate or ballot proposition except in the case of "activities which are part of the normal and regular conduct of the office or agency." (RCW 42.17.130)
7. All Councilmembers as well as their comments and contributions during Council Meetings will be presented with equal technical attention to lighting, camera angles and sound.
8. Production personnel will focus the camera on the person speaking whenever possible, but may use wide-angle shots as transitions between speakers.
9. MI-TV Channel 21 staff will brief Councilmembers, staff and guest speakers prior to the production on the use of the microphones and will assist them during production if sound quality is deficient.
10. Councilmembers, staff and guest speakers must speak clearly into microphones and avoid distracting or inappropriate behavior, such as lengthy or sidebar discussions or nonverbal disparaging gestures when others are speaking.
11. All Council discussion shall be governed by *Roberts Rules of Order, Newly Revised*, and by *City of Mercer Island City Council Rules of Procedure*. For further Council Meeting protocols, City Council Rules of Procedure will govern.