



Date: March 1, 2008
To: All Employees
From: Charlie McClendon, City Manager
Re: Administrative Policy Regarding Avondale 11. AP-29

About Avondale 11

Avondale 11 is the official television station of the City of Avondale, AZ providing quality government programming 24 hours a day, seven days a week. Programming on Avondale 11 includes municipal information, public service announcements, news bulletins and information on city events, services and quality of life in Avondale.

Mission

The mission of Avondale 11 is to provide the residents of Avondale, AZ with programming that is timely, valuable and informative.

Values

Avondale 11 values education, awareness, information, relevancy and timeliness.

Vision

To provide a unique perspective of the City's character by showcasing Avondale's neighborhoods, people, businesses, as well as City departments, services employees and leadership.

Avondale 11 Programming Policy

- A. Introduction
- B. Objectives
- C. Programming Priorities

- D. Policies
- E. Programming Restrictions
- F. Copyright of Programs

A. Introduction

Avondale 11 is the official cable channel of the City of Avondale, AZ and exists for purpose of broadcasting information of interest to residents of Avondale. Avondale 11 is managed and operated by the Community Relations and Public Affairs Department.

B. Objectives

Avondale 11 exists to provide the residents of Avondale, AZ with information pertaining to local government and other public information. The goals of Avondale 11 include:

- Expanding awareness of local Avondale government
- Providing information n Avondale's programs, services and special events offered by City departments and City-supported agencies
- Enhance public information through the distribution of programming of interest to residents
- Encourage public participation in government

C. Programming Priorities

The following is the order of priority of programming on Avondale 11

- 1) Emergency information shall have priority over all other programming
- 2) Coverage of Avondale's public meetings
- 3) Information pertaining to the programs, services and functions of City departments
- 4) Information of interest related to regional, county, state and federal agencies
- 5) Public Service Announcements
- 6) Programs, series or one-time specials

D. Policies

Avondale 11 shall be guided by the following policies:

- Avondale 11 strives to provide direct, non-editorial information.
- Avondale 11 is not a mechanism to build support for any ballot issue or candidate for public office.
- Declared candidates for any elective office and persons advocating any cause or viewpoint will not be eligible to appear in a forum in which all candidates are given equal time. For purposes of this policy, a person is considered to be a candidate from the time of announcing publicly for any office until the election

has been held. This policy does not apply to persons who receive incidental air time as part of a public meeting nor to officials acting as part of their regular duties when such actions do not relate to election issues.

- Avondale 11 strives to maintain neutrality, providing unbiased information.
- Avondale 11 shall not discriminate in the delivery of its services on the basis of race, color, creed, national origin, sex, sexual orientation or physical ability.
- Avondale 11 will not broadcast paid advertising or any program that depicts a product, business or service that has the sole purpose to benefit a for profit organization.
- Avondale 11 will not broadcast any programming that promotes, exposes or aims to discredit any religion group or belief.
- To maximize, budget and resources, Avondale 11 will seek out high quality pre-produced programming that addresses the needs and interests of the residents of Avondale, AZ and that meets the needs and priorities outlined in this policy. All pre-produced programming must be sponsored by a government agency in order to be broadcast on Avondale 11.

E. Programming Restrictions

- ⊗ Any obscene or salacious material
- ⊗ Any illegal material
- ⊗ Any material that is not considered to be in line with the mission, vision, values and goals of the City of Avondale, AZ
- ⊗ Anything that violates federal communication commission regulations

The station manager and/or the Director of Community Relations and Public Affairs shall have the final word in determining what material is acceptable for broadcast on Avondale 11.

F. Copyright of Programs

Programs containing copyrighted materials will be used only if copyright clearance has been obtained. The ownership and copyright of any program produced by the City of Avondale, AZ shall be held by the City and Avondale 11.