

**City of Los Alamitos
Administrative Regulation**

Regulation:	7.06
Title:	Public, Education, and Government (PEG) Access Channel
Authority:	City Council Resolution No. 2024-40
Date:	December 16, 2024
Revised:	

1. INTENT AND PURPOSE

This policy establishes guidelines for operating and managing the City of Los Alamitos's Public, Education, and Government (PEG) access channel. PEG channels are intended to serve the community by providing access to local, educational, and governmental programming that promotes transparency, education, civic engagement, and cultural enrichment.

2. APPLICATION

This policy applies to all City of Los Alamitos staff, contractors, and partners who access the PEG channel under Los Alamitos' jurisdiction.

3.4 CHANNEL DESIGNATION

The City of Los Alamitos offers one PEG capable cable channel, Los Al TV – 3, which may be used for the following designated purposes.

Public Access: to provide the community with a platform to create and broadcast original, non-commercial content that reflects the interests and voices of the local public.

Educational Access: to broadcast educational content, including programming created by schools, universities, and other educational institutions.

Government Access: to provide the public access to governmental proceedings, such as city council meetings, town hall discussions, and public service announcements.

3. CHANNEL MANAGEMENT

The City of Los Alamitos will designate a PEG Channel Coordinator responsible for:

- Overseeing daily operations, including scheduling, training, and equipment maintenance.
- Serving as a liaison between the community, educational institutions, and government agencies.

- Ensuring compliance with FCC regulations and local broadcast standards.
- Addressing complaints and coordinating the review of submitted content.

5. PROGRAMMING STANDARDS

The Los Alamitos PEG channel follows but is not limited to the seven guidelines listed below. Additional consideration of content is at the discretion of the Station Manager. General educational and/or locally focused content produced with the interests of the residents of Los Alamitos will most likely receive approval for programming.

- A. Non-Commercial Content: PEG channels are non-commercial, and the airing of commercial advertisements or content promoting for-profit businesses is prohibited. Exceptions may include sponsorship credits or underwriting acknowledgments, which must follow established guidelines.
- B. Local Focus: Content should primarily focus on issues, events, and information relevant to the local community, ensuring that programming aligns with residents' interests.
- C. Diverse Programming: The channels will strive to offer diverse programming, encouraging content creators from all backgrounds and promoting inclusivity regarding subject matter and representation.
- D. Civic Engagement and Transparency: The government access channel will prioritize content that enhances civic engagement and government transparency. This includes live and recorded broadcasts of governmental meetings, public service announcements, and official information.
- E. Educational Value: Content aired on the educational access channel should enhance learning opportunities for all age groups. Schools, colleges, and community education programs are encouraged to produce educational material for broadcast.
- F. Content Restrictions: Content that is obscene, defamatory, or incites violence or illegal activity is strictly prohibited. All programming must comply with Federal Communications Commission (FCC) regulations and applicable state and local laws.
 - i. Public Access users are requested to notify the Station Manager of program material that may be potentially offensive to viewers of Los Al TV - 3. Programs with content that may be considered offensive by community standards must include a disclaimer before the start warning that content may be offensive or unsuitable for some viewers. Los Al TV - 3 reserves the right to play programs that may contain material unsuitable for children or offensive by community standards in an adult programming hour after

10:00 P.M. Finally, any program with excessively violent material, excessive adult language, nudity or sexually explicit material will be shown after 10:00 P.M.

G. Advertising Restrictions:

- i. Advertising material designed to promote the use or sale of commercial products or service. Businesses, products, services, enterprises or events may be mentioned on a program only if the producer receives no compensation and has no economic interest in the product, service, enterprise or event. However, a producer may recover reasonable compensation for direct costs involved in the production of the program. If the producer has no economic interest in the product, business, etc., it may be discussed but no information as to where or how to purchase or rent the produce, service, etc., may be provided. Producers and guests may not solicit sales leads or customer inquiries. Some examples of inappropriate topics include: why the business product is superior, where or how to purchase the product (including business location and hours of operation), and how the business's customers now have better lives.
- ii. Advertising by or on behalf of candidates for public office. Political candidates may appear on a program, but they may not appear within sixty (60) days of an election unless they appear in the capacity of carrying out their legitimate, official duties, in a bona fide news event, or in forums in which all candidates have been invited and which are conducted in a fair and equitable manner.
- iii. Solicitation or appeal for revenue or funds may not be made for any organization or purpose besides nonprofit or Los Alamitos service organizations. Nonprofit organizations and charities may be discussed in a program, but the focus of the discussion may not be on the need for donations or financial support. The Station Manager may make exceptions to this rule. Producers are responsible for the words and actions of everyone who appears on their program. Guests and talent should be briefed on these rules before production begins.

6. ELIGIBILITY AND ACCESS

The Station Manager may consider additional content. However, general eligibility guidelines for content are listed below.

- A. Public Access Channel: Any Los Alamitos resident, non-profit organization, or community group may submit content to the City of Los Alamitos, provided it does not conflict with the programming standards.

- B. Educational Access Channel: Access is limited to accredited educational institutions within the jurisdiction, including K-12 schools, universities, and community colleges. Educators and students are encouraged to create educational programming.
- C. Government Access Channel: Access is restricted to governmental agencies and their designated representatives. To ensure accurate and timely information, content will be produced by or in partnership with the City of Los Alamitos.

7. SUBMISSION GUIDELINES

Airtime on the access channel is free of charge.

The City is responsible for equitable apportioning this finite resource to ensure availability for all eligible producers. Eligible producers are those who produce general educational and/or locally focused content with the interests of the residents of Los Alamitos.

The City may determine necessary limitations such as program length, the number of programs scheduled at one time, acceptable formats for program delivery, the delivery process, and other related procedures and requirements.

Producers must complete and submit a Program Submittal Request Form available on the City website. At this time, producers may request specific showing times, though there is no guarantee of preferred placement times or sequences. Staff will match space with requested times whenever possible.

The City will determine whether the proposed material is consistent with this policy upon receiving requests for material to be broadcast.

Content Submission: All program submissions must include a content release form, which can be found at the end of this regulation. *Technical specifications of the channel may vary. Please request additional information before submitting content.*

Scheduling: The channel management reserves the right to schedule programs based on channel availability, relevance, and community interest. Priority will be given to locally produced content.

Copyright Compliance: All submitted content must comply with copyright laws. Producers are responsible for ensuring they have the rights to any music, video, or other copyrighted materials used in their programming.

8. COMPLAINTS AND CONTENT REVIEW

- A. Complaints: Viewers or community members may submit complaints about programming they believe violates the content standards outlined in this policy.

Complaints must be submitted in writing to the address below and will be reviewed by the channel management.

Los Al TV-3 Channel Management
Attention: Station Manager
3191 Katella Ave.
Los Alamitos, CA 90720
Email: cityclerk@cityoflosalamitos.org

- B. Content Review: Channel management reserves the right to review submitted programming for compliance with this policy. Content that violates the guidelines may be refused for broadcast, and submitting content that violates the broadcasting guidelines may result in a permanent ban from submitting content in the future.

9. FUNDING AND SUPPORT

The PEG channel may be funded through cable franchise fees, grants, donations, or other sources. The City of Los Alamitos will manage the budget to meet facilities, equipment, and staffing needs. Any revenue generated through underwriting or sponsorships will support the channel's operations and services.