



**City of Yorba Linda
Channel 3
BULLETIN BOARD INFORMATION SHEET**

4845 Casa Loma Avenue
Yorba Linda, CA 92886
714-961-7110
www.yorbalindaca.gov

Goals of Channel 3

Cable television administration is a function of the City Manager’s office. The Channel is used to make local government more accessible. Specific goals include: (1) increase resident access to local government and community meetings through various mediums, including live coverage of local government meetings via cable television; (2) provide public information about government, programs, services, projects, and public safety in Yorba Linda; (3) keep residents informed of activities within the community and promote upcoming community events through the bulletin board service; (4) provide information during local emergencies; and (5) ensure that programming is non-partisan and non-ideological.

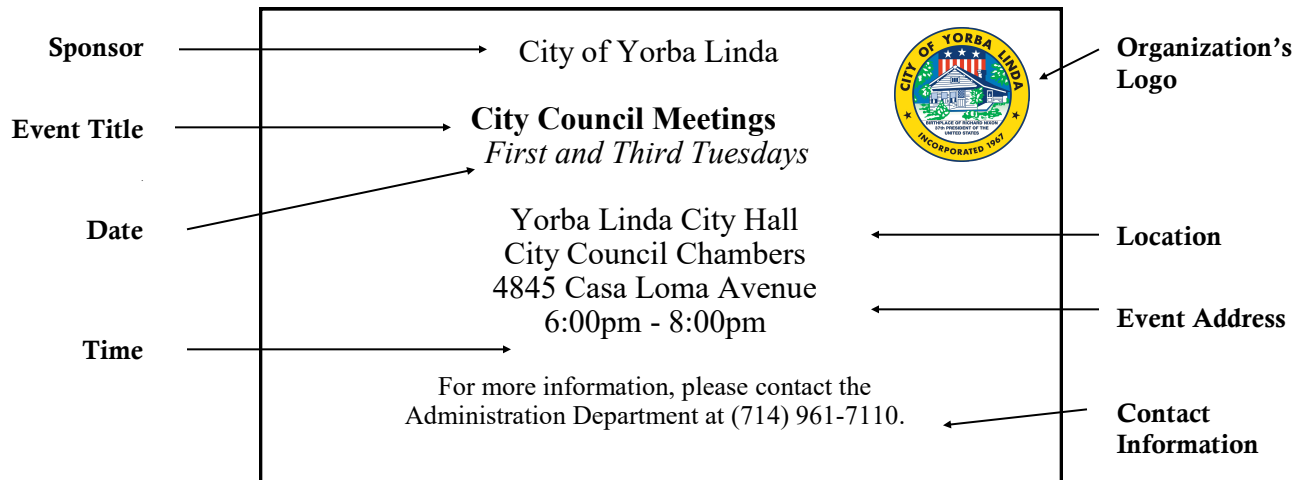
Submission of Programming Requests

Internal and external users are eligible to request programming within the scope of services set forth in City Council Policy A-6, Use of Government Access Channel. Upon submittal of requests, City staff will review the application to ensure that all content is in accordance with the City’s policy and then notify the applicant the status of the application. The date of input and the duration of the approved broadcast will be subject to staff availability and channel capacity. The message will automatically be removed from the Channel on midnight the day of the event. External users wishing to utilize the bulletin board service must comply with the following production guidelines:

1. Requests must be made on the City’s application with the digital message attached.
2. An application must be completed for each proposed message request.
3. Each line of the message must not exceed 35 characters, including spaces and punctuation marks.
4. Message must be displayed in black text, Arial or Times New Roman font, and not displayed in all caps.
5. Digital messages must be submitted as **jpeg files** and **16 x 9 inches (landscape) or 1920x1080 pixels in size.**
6. Files must be **production** ready and include the following text: “**Not a City-Sponsored Event.**”
7. Requests must be received at **least two weeks** (10 business days) prior to the proposed airdate.
8. Submit completed applications **with** the digital messages attached to Valerie Passarella at vpassarella@yorbalindaca.gov. Digital messages must be received electronically before applications are reviewed.

The City Manager, or his designee, has the right and authority to deny any program request when it is determined, following review of a complete application and message submission, that the bulletin board message does not meet the criteria set forth in the City’s policy, the applicant fails to provide all required information, or the applicant fails to provide truthful information.

Message Design Guide



Eligible Users

Messages displayed on the bulletin board shall be limited to those generated by the following defined internal and external users:

Internal Users: Departments and Divisions of the City of Yorba Linda.

External Users:

1. County of Orange
2. State of California
3. Government agencies with which departments or divisions of Yorba Linda are affiliated
4. Other governmental agencies that provide services to residents of Yorba Linda
5. agencies that provide utility services to residents of Yorba Linda
6. Public and private, bona fide educational institutions as defined in Education Code § 210.3, or as described in Education Code § 66010(a) and (b), and located within the City of Yorba Linda
7. Yorba Linda Chamber of Commerce and other bona fide organizations whose primary purpose is to promote, assist, and benefit business, trade, and economic development in the City of Yorba Linda
8. Bona fide 501(c)(3) non-profit organizations and service clubs located and operated within the City of Yorba Linda (whose primary purpose is to provide charitable, financial, and in-kind support for the good of the community) that are promoting a community-oriented event or special meeting held in Yorba Linda
9. Museums, libraries, historical organizations, and similar bona fide 501(c)(3) non-profit organizations whose primary purpose is to provide cultural and historical resources for the good of the community and its visitors

Eligibility

To be eligible for production or broadcasting, programming must comply with the City's mission and goals for the Channel, as stated in City Council Policy A-6, as well as meet all of the following criteria:

1. The programming shall relate to the programs, services, and deliberations of local government and organizations that provide services to, or events for, the residents of Yorba Linda. The programming shall relate to community issues and events.
2. The programming shall not express political views. The programming shall be non-religious and shall not coerce anyone to support or participate in the exercise of religion, or tend to establish a preference for one religion over another. The Channel shall not serve as a mechanism for building support for a particular policy, belief, viewpoint, or issue.
3. The programming shall not include slanderous, lewd, obscene, indecent, or violent material or language. When questions arise as to the admissibility of material or language in this regard, the material will be reviewed subject to federal, state, and/or local law.
4. The programming shall not include paid advertising material designed to promote the sale of commercial products or services, or any programming in which commercial appeals for funds are made. Grants for programming purposes shall not be considered as advertising. Paid advertising material includes, but is not limited to, advertising by or on behalf of a candidate for public office and paid messages for which the primary purpose is to promote a single service, product, trade, or business.
5. The programming shall not include copyrighted material, unless clearances for use have been obtained and written proof of such clearance is presented.
6. The programming shall not include programming prohibited by applicable federal, state, or local laws.
7. The programming shall not include declared candidates for any elective public office and persons advocating any cause, viewpoint or policy, proposed or otherwise, except in a program or service where the format allows for all candidates or sides of an issue to be heard on an equal basis. A person is deemed to be a candidate for public office from the time that person takes out nomination papers for public office. Candidates for public office may appear on the Government Access Channel on a bona fide news program, if the appearance of the candidate is incidental to presentation of the subject matter; or in coverage of official city meetings such as City Council.
8. Opinions expressed on the Channel may not necessarily reflect those of the City of Yorba Linda, the Yorba Linda City Council, or City of Yorba Linda staff.