



CITY OF CAMBRIDGE

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CAMBRIDGE PUBLIC LIBRARY
OFFICE OF CABLE TELEVISION

5 June 1986

TO : Robert W. Healy, City Manager
FROM : Office of Cable Television
SUBJECT: ADAPTING THE CITY COUNCIL CHAMBER FOR VIDEOTAPING

The enclosed materials describe in detail the requirements of adapting the existing Council Chamber for videotaping and for live cablecasting of events, meetings, and public hearings.

Considerations were given at all times to maintaining the character and atmosphere of the chamber and for adapting the room with minimal impact, damage, or renovation.

The following recommendations represent a consensus of opinion after careful planning and meetings between the Office of CATV, the City Architect, the City Electrician, the Historical Commission, and American Cablesystems.

All electrical work will be carried out by City Electricians. Wiring will be permanent and unobtrusive. American Cablesystems will provide other technical assistance and support.

Control Booth construction, in the corner of basement in the paper storage room, must be carried out by the Public Works Department.

JGS:aet
Enclosures

SPECIFICATIONS FOR CITY COUNCIL CHAMBER ADAPTATIONS
FOR AUDIO AND VIDEO APPLICATIONS

A. GENERAL REQUIREMENTS: Adaptation of the City Council Chamber for live and taped video transmissions and improved audio facilities will require the following:

1. New audio and amplification system including microphones and audio monitors at various locations.
2. Video monitors in the Council Chamber and at other locations within City Hall.
3. Control booth with audio and video mixing/switching and remote control facilities.
4. Audio control amplification system for microphones and speaker system including line-in audio taping of council events by press.

B. MICROPHONE AND AUDIO SPEAKER SPECIFICATIONS

1. 12 highly directional microphones with desk stands in the following locations:

- a. 3 on the Mayor's podium equipped with push button control to instantly kill audio transmission.
- b. 8 on City Council desks with push button control.
- c. 1 on City Manager's table with on/off switch.

2. 2 omnidirectional microphones with on/off switches and desk stands in the following locations:

- a. 2 on City Manager's table.

3. 2 omnidirectional microphones with on/off switches and floor stands in the following locations.

- a. 2 microphones for public testimony on left and right of railing entry.

SPECIFICATIONS FOR CITY COUNCIL CHAMBER ADAPTATIONS
FOR AUDIO AND VIDEO APPLICATIONS

4. Input jacks for non-mounted microphones are required for the 2 floor mics for the public and the 3 table mics on the Manager's table.

Input box should be placed to the left and on the inside of the railing.

5. Amplification System Control Panel for microphones, speakers, and line audio taping of Council Chamber events by the Press must be located in cloak room of Council Chamber. Audio signals from this amplifier must be also re-routed to the Control Booth for cable-casting.

6. Audio Output Patch Board capable of being mounted on Press table should allow minimum of 5 output lines for direct line audio taping of council events by the Press.

7. Audio Monitors (Speakers)

- a. 4 Audio Monitors placed according to engineering specs for space and clarity in Council Chamber.
- b. 1 Audio Monitor in Green Room.
- c. 1 Audio Monitor in lobby outside chamber.

- C. CONTROL BOOTH: Located directly beneath the Council Chamber in corner of basement in the paper storage room. This area provides: (1) security; (2) separation from public view and paths of travel; (3) proximity to Council Chamber allowing shorter cable and wiring runs important for good signal quality.

- a. The Control Booth should have the following capabilities and facilities:

1. Approximately 8' X 8' of floor space will be required

SPECIFICATIONS FOR CITY COUNCIL CHAMBER ADAPTATIONS
FOR AUDIO AND VIDEO APPLICATIONS

for the Booth Area. Booth must be secure with sufficient ventilation to maintain proper temperature control. (Public Works Department)

2. Audio mixer to properly control audio signals from Council Chamber. Audio signals will be re-routed from amplifier in Council cloak room.
3. Video Switcher for live and taped events from Council Chamber.
4. Remote controls for three cameras in the Chamber.
5. Modem for signal transmission to head-end.
6. 1 Audio Monitor.
7. 3 B&W 5" Video Monitors, 2 Color 7" Monitors.
8. Record and Playback Decks.
9. Character Generator.

D. LIGHTING

1. 2 wall-mounted fixtures comprised of 3 individual but connected Lowell-Omni Lights providing a minimum of 650 watts each over 180° ARC from each side of the Chamber.
2. The 2 light fixtures will be mounted approximately mid-point in the Chamber on each side wall directly above the cameras, between 10-12 feet off the floor.

SPECIFICATIONS FOR CITY COUNCIL CHAMBER ADAPTATIONS
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3. Lighting control switches will be located both in the Cloak Room and in the Control Booth.

E. CAMERAS

- a. 3 small, wall-mounted color video cameras will be employed. Cameras will be remote-controlled from control booth. Camera size is similar to surveillance cameras used in banks, etc.
- b. LOCATIONS: One on each side wall at minimum height of 8'. Camera and bracket on Inman Street wall should replace existing light fixture next to second window from front of chamber. Camera on inner wall will be at same height directly opposite. Third camera to be mounted in center of rear wall at similar height.

F. Video Signal Outputs should be provided at the following locations in the Chamber:

1. One on each side of the Mayor's Podium at the base of the podium.
2. One on each side of the Chamber on the inside of the railing at floor level.
3. Lobby outside the Chamber.
4. Council anteroom.
5. Mayor's Office.
6. Manager's Office.

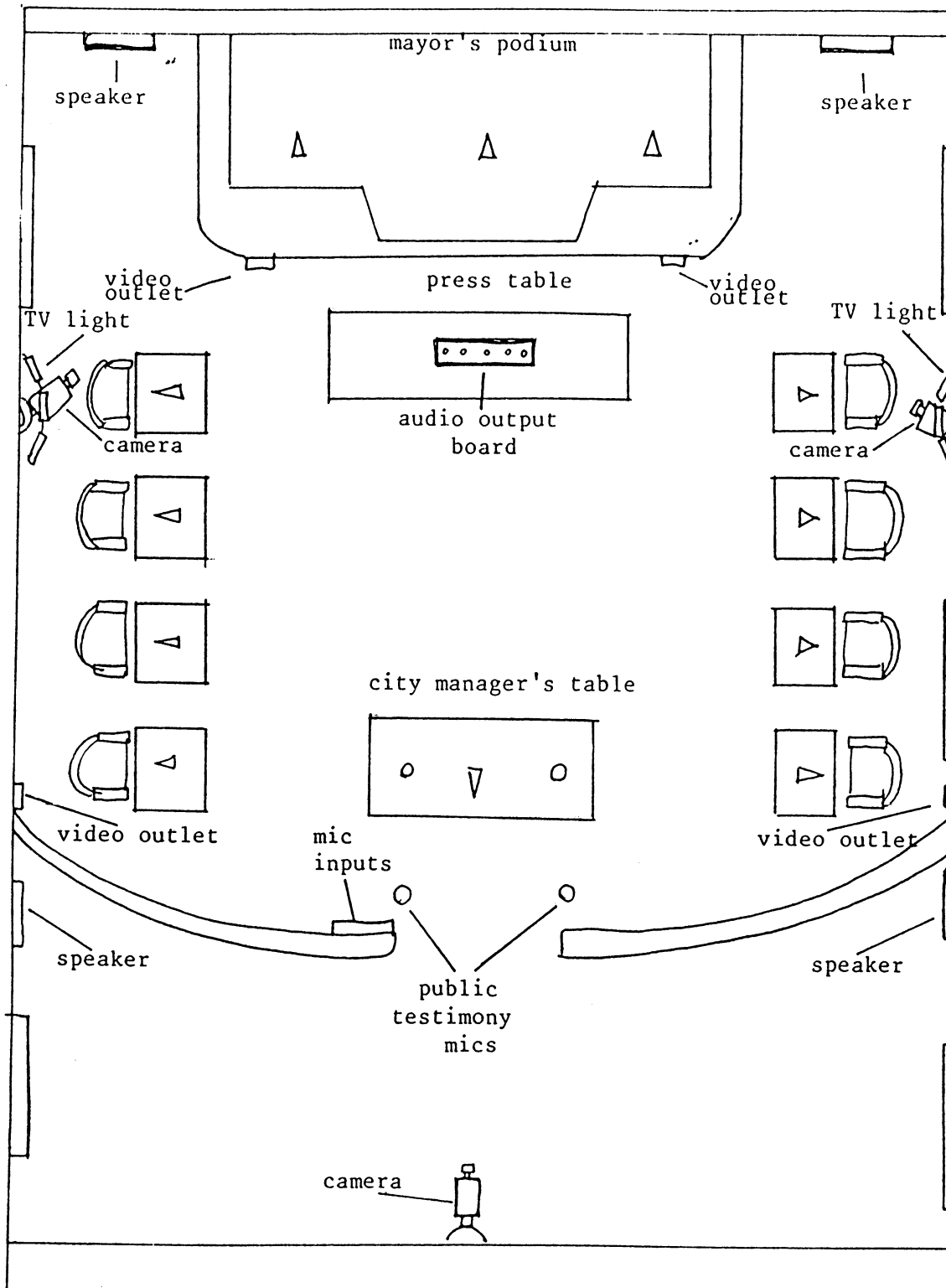
SPECIFICATIONS FOR CITY COUNCIL CHAMBER ADAPTATIONS
FOR AUDIO AND VIDEO APPLICATIONS

G. MONITORS

- a. Initially, 4 - 19" remote video monitors will be mounted in the following locations:
 1. Lobby outside chamber.
 2. Council anteroom.
 3. Mayor's Office.
 4. Manager's Office.
- b. All video monitors should be capable of remote on/off (from Control Booth).

Office of Cable Television
5 June 1986

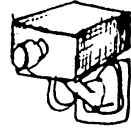
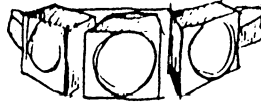
CITY COUNCIL CHAMBER ADAPTATIONS FOR VIDEO APPLICATIONS



○ omnidirectional microphones

▽ highly directional microphones

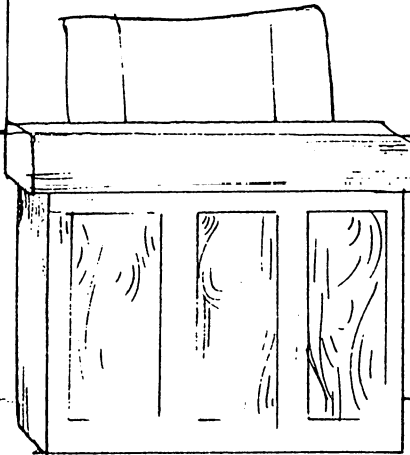
TV lights



remote control
camera

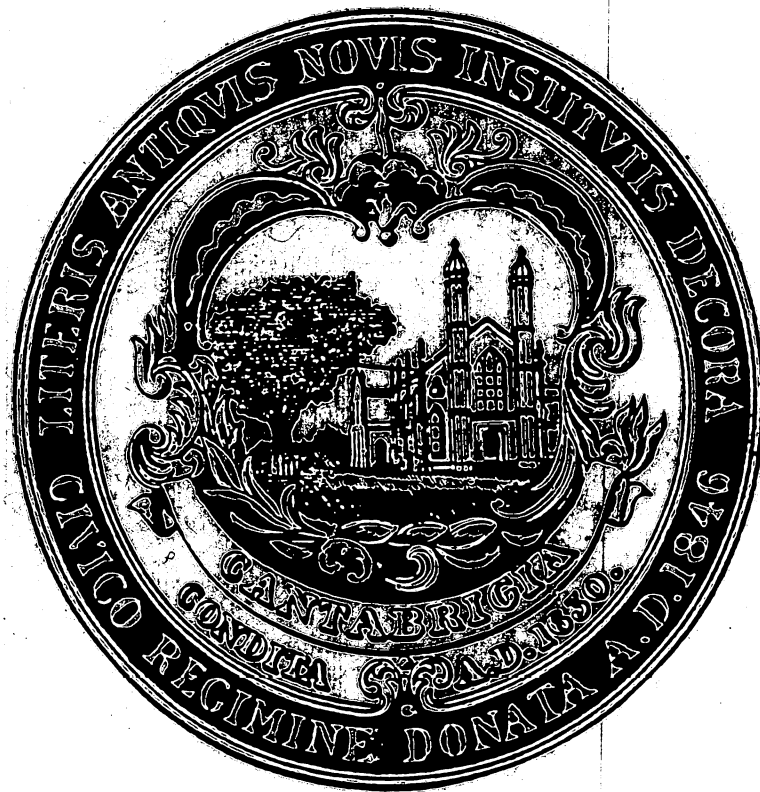
1st window at front of
Chamber

2nd window



Councillor's Desk

Inman Street wall of Council Chamber



POLICY GUIDELINES
FOR
MUNICIPAL ACCESS CHANNELS
AND
PROGRAMMING SERVICES

CITY OF CAMBRIDGE
OFFICE OF CABLE TELEVISION

CITY OF CAMBRIDGE

POLICY GUIDELINES
FOR
MUNICIPAL ACCESS CHANNELS
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CITY OF CAMBRIDGE

POLICY GUIDELINES
FOR
MUNICIPAL ACCESS CHANNELS
AND
PROGRAMMING SERVICES

January 1985

To: Robert W. Healy, City Manager
From: Joseph G. Sakey, Commissioner
Subject: Municipal Access Channel and Program Services

Municipal Access Channel and Program Services Report was drafted in light of the imminence of cable television to the City of Cambridge. High expectations given to municipal uses of cable television in the City's Issuing Authority Report require that the City begin to develop policies regarding this new telecommunications technology.

The Report is structured to provide a comprehensive overview of the potential uses and capabilities of municipal cable programming now being successfully implemented in other cities around the country.

Key elements of this draft report have been discussed with representatives of the Department of Human Services, Fire Department, Civil Defense, Public Works and Libraries. Comments and suggestions from these departments have been incorporated in this report.

Cambridge has also benefitted from the experience of other municipalities in the public information uses of cable television, specifically the cities of Pittsburgh, Seattle, Spokane, Rochester, Tuscon, Lakewood, and Torrance California.

CITY OF CAMBRIDGE

POLICY GUIDELINES
FOR
MUNICIPAL ACCESS CHANNELS
AND
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EXECUTIVE SUMMARY

- . Develops and implements policies and procedures for the utilization of both the municipal subscriber and institutional cable networks for governmental access uses.
- . Promotes, coordinates and oversees the development of the City's cable television production facilities and municipal cable channel(s) working with all City Departments, Boards, Authorities, Committees, and Commissions of the City of Cambridge.
- . Plans, implements, monitors, evaluates and manages all municipal production, personnel, activities and services.
- . Schedules the use of cable television production facilities for live, taped, and remote production.
- . Coordinates and provides the training of designated City personnel in the use of municipal access equipment and production.
- . Conducts needs ascertainment to identify, evaluate, and prioritize the communication requirements of City Departments in disseminating information externally and internally.
- . Ascertains how communication and program objectives could be met or enhanced more effectively or more economically through cable television technology and the municipal access channels.
- . Establishes, implements and supervises a television production internship program for students and volunteers.

CITY OF CAMBRIDGE

POLICY GUIDELINES
FOR
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AND
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OBJECTIVES

The basic and fundamental purpose of municipal access channels is to provide the citizens of Cambridge with essential information pertaining directly to City services. Programming for the municipal access channels will serve primarily to identify, explain, and support the wealth of City department services; to promote the use of those services and to encourage interaction with City government by Cambridge citizens.

- . To inform community residents about programs and public services provided by City Departments and City sponsored agencies.
- . To help and encourage citizen participation in programs and services to the maximum extent possible.
- . To help residents participate in these programs and services to the maximum extent possible by providing specific registration and referral information.
- . To encourage broad community commitment to these City provided programs and services by demonstrating their value to the community.
- . To address specific audiences within the Cambridge community (homeowners, youth, parents, senior citizens, women, Spanish, Portuguese, and persons of color, et al) with information and programs specific to each and in languages of each.
- . To reinforce existing community values and to support generally the quality of life in Cambridge neighborhoods.

CITY OF CAMBRIDGE

POLICY GUIDELINES
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OBJECTIVES (cont'd)

- . To provide an outlet for objective discussions from a municipal viewpoint of issues that bear upon the Cambridge Community; county, state and federal policies; local and regional economic conditions and changing community demographics.
- . To assist residents in making requests for service and reporting service deficiencies.
- . To respond to requests for information and referral.
- . To sustain a dialogue between residents and local government that emphasizes responsiveness on the part of government officials and the obligation for participation on the part of community residents.
- . To coordinate the gathering, formatting, and programming of written (alphanumeric) information from all City departments concerning City activities and services for display on the City Cable Channel.
- . To report on actions taken by the Cambridge City Council and Cambridge's Boards, Commissions, and Advisory Committees.
- . To provide information on the diversity of emergency conditions including severe weather conditions, hazardous substance emergencies, sudden disruption of a municipal service or system, and post-disaster coordination.

CITY OF CAMBRIDGE

POLICY GUIDELINES FOR MUNICIPAL ACCESS CHANNELS AND PROGRAMMING SERVICES

POLICY AND RESPONSIBILITY

Municipal cable channels, facilities, and programming operate under the jurisdiction of the City and under a City-granted license agreement. Final responsibility for programming policy lies with the City through its designated operating agency.

- . Municipal access channels and facilities are for the use of the municipal departments of the City of Cambridge.

- . The public interest requires that the use of the municipal access channels and facilities will be reserved solely for informational and educational programming created by municipal departments or agencies of the City of Cambridge.

- . Other governmental jurisdictions may apply for the use of the municipal cable channels and permission may be granted if the activity or information affects Cambridge residents and channel time and resources are available.

- . Non-governmental agencies may participate in programming only at the invitation of the Municipal Access Coordinator or through the sponsorship of a unit of city government. In keeping with the licensee's agreement with the City, other access users will rely on community access channels as their cable television resources.

- . Department producers bear sole responsibility for the contents and materials (printed or video) used in all programs live or videotaped. This responsibility includes securing all necessary releases from program participants, obtaining any required copyright clearances, and complying with all other policies and guidelines established by the City's designated operating agency.

CITY OF CAMBRIDGE

POLICY GUIDELINES
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POLICY AND RESPONSIBILITY (cont'd)

- . Municipal access materials shall be characterized by the same standards of accuracy and objectivity which already characterizes Cambridge's public information materials.
- . Videoprint information submitted to the Municipal Access Coordinator in other than standard channel format will be corrected by the Municipal Access Coordinator with the consent of the submitting agency. When material is determined to be unsuitable for use on the channels, appropriate notification will be made in writing to the submitting agency, giving the reasons for the decision and offering assistance in making necessary changes.
- . Selection and scheduling of videoprint information, video tapes and live events for cablecasting shall be the responsibility of the operating agency.
- . A channel user shall sign a liability release form prior to the cable casting of any information or program for that unit of government. The liability release form shall hold the operating agency harmless for any breach of copyright or other liabilities due to the negligence or error of the channel user.
- . In every instance the department producer or source of programming over the municipal access channels shall be identified both preceding and following its presentation.
- . The Municipal Access Office will retain the record of public meetings or City events for future re-broadcast. Specific policies regarding the retention of all tapes will be developed.

CITY OF CAMBRIDGE

POLICY GUIDELINES
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PROHIBITIONS

Municipal access programming or time on the municipal cable channels shall not be used for the following:

. Any advertising message including specific messages on behalf of a political candidate or measure on a ballot. EXCEPT THAT: This rule shall not prevent the presentation of such materials as the Official Voter's Pamphlet published by the Secretary of State of the Commonwealth of Massachusetts or programming produced by the municipal cable channels which includes the opportunity for all candidates for a particular elective position or proponents of all sides of any issue to appear in an equitable manner.

. Any advertising message including specific messages on behalf of or opposing any measure proposed by a City agency or department or under consideration by the Cambridge City Council. EXCEPT THAT: This rule shall not prevent the presentation of information derived from the Cambridge City Council Agenda's Calendar or other meeting notices or programming produced by the municipal cable channels which provides background information on any measure under consideration if all sides of the issue are presented.

. Programming policy shall be to provide direct non-editorial information to the citizens of Cambridge concerning the operations and deliberations of their city government. The cable channel is not intended as a political forum, nor as a mechanism for building support for a particular policy, program, issue, party or individual.

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POLICY GUIDELINES
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PROHIBITIONS (cont'd)

- . Any promotional material concerning products or services presented for the purpose of any solicitation of funds or other things of value.

- . Any information concerning any lottery, gift enterprise or similar promotion offering prizes based in whole or in part upon lot or chance.

- . Any material which constitutes libel, slander, invasion of privacy, violation of trademark, or copyright, or which might violate any local, state or federal law including FCC regulations.

- . Use of City-owned video equipment shall be restricted to municipal access and programming activities, and only to designated city employees, and/or interns under the supervision of the Municipal Access and Programming Coordinator. Loaning, rental, or use of equipment for personal, commercial, or outside agency use is strictly prohibited.

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POLICY GUIDELINES
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EDITING POLICY

- . PUBLIC MEETINGS - Any public meeting cablecast shall not be edited or subjected to editorial comment. Meeting coverage shall be from gavel to gavel. Insertion of alphanumeric information visual aids or audio clarification pertaining directly to council agenda is allowed.

- . DEPARTMENTAL PROGRAMS - Any programming prepared by or provided by an individual city department may be modified or edited as appropriate to the policies governing channel use, or as dictated by scheduling and manpower requirements.

- . VIDEO BULLETIN BOARD - Informational messages programmed for use on the alphanumeric bulletin board shall be edited for clarity and to maximize the capacity of the system.

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POLICY GUIDELINES
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PROGRAM SOURCES

Municipal access cable television will come from the following sources:

- . LIVE COVERAGE - Live coverage of public meetings will be provided. This will consist of cablecasts of City Council meetings and other public meetings and events of community interest. All requests for program assistance will be scheduled subject to the limitations and availability of channel staff and resources.
- . TAPE DELAY CABLECASTING - Many public meetings, city functions, and special events, not covered by the cable operator's own local origination or public access will be taped for cablecasting later. Repeat presentations at times more convenient to the public will be given for City Council and other public meetings and events.
- . CHARACTER GENERATED PROGRAMMING - Municipal information, messages, or press releases for inclusion on the Municipal Video Bulletin Board and/or Calendar will be edited to conform to the space and technical limitations of the character generated system.
- . CITY PRODUCED PROGRAMMING - A number of programs will be produced by the Municipal Access Staff and by City Departments with the assistance of the Municipal Access Coordinator. Programs may illustrate the functions or operations of some unit of City government. These might include videotape tours or demonstrations of the water department, libraries, parks, public safety, or might be on a specific city program such as tree planting, building inspection, or budget. Such programming will be integrated into the overall public information purposes of municipal cable television.

CITY OF CAMBRIDGE

POLICY GUIDELINES
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PROGRAM SOURCES (cont'd)

- . PROGRAMS PRODUCED ELSEWHERE - Some municipal cable television programs will come from sources outside the City (state and national professional and municipal associations). Such programming will be integrated into the overall public information purposes of municipal cable television.

- . PROGRAM DEVELOPMENT - Municipal channel users may request assistance from the Municipal Channel staff for program development on cablecasting of public meetings live or taping them for later cablecasting. Such assistance will be given when channel staff and resources can be made available. If staff is not available to assist because of a scheduling conflict or prior commitment, every effort will be made to arrange or suggest alternatives to the requesting agency.

CITY OF CAMBRIDGE

POLICY GUIDELINES
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PROGRAM PRIORITIES AND SCHEDULING

Scheduling the use of the municipal access channel time shall be the responsibility of the Municipal Access Coordinator. Scheduling shall be performed on an equitable and non-discriminatory basis. Scheduling will be in accordance with channel use priorities (listed below) and the availability of equipment and resources.

EMERGENCY OVERRIDE NOTIFICATION - To provide citizens with information and procedures in the event of emergency situations (severe weather, civil emergencies, failure of municipal service or systems, hazardous waste et al). Emergency notification will have the capability of overriding and superceding programs in progress and will remain under the sole control of the City Manager.

PUBLIC MEETINGS - To help increase and encourage citizen awareness and participation in public policy decision making. Public meetings, specifically City Council meetings; special City Council meetings; hearings and meetings of Boards, Commissions, and Advisory Committees will be given first priority.

VIDEO BULLETIN BOARD - To provide calendar or informational messages to citizens about programs and public services offered by City Departments. This is video print or character generated information and is considered a priority.

CITY SERVICE ANNOUNCEMENTS - Similar to public service or promotional announcements - their function is to encourage maximum use and citizen participation of these city sponsored programs as well as to demonstrate the benefits and value of these services to the community.

CITY OF CAMBRIDGE

POLICY GUIDELINES
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PROGRAM PRIORITIES AND SCHEDULING (cont'd)

TOPICS OF INTEREST TO CAMBRIDGE - To provide an outlet for objective discussion from a municipal viewpoint of issues that bear upon the Cambridge Community or upon specific audiences or neighborhoods including the impact of regional, state, and federal policies on the City and its residents.

FUNCTION AND OPERATION OF CITY SERVICES - To illustrate and describe the functions, operations, and services of some unit of City government in order to increase citizen understanding of their government and its services.

Printed materials being submitted for cablecasting on municipal channels should be sent (on forms provided) to the Municipal Access Coordinator no later than (to be decided).

Video tapes being submitted to the Municipal Access Coordinator for cablecasting should be submitted ? weeks in advance of the first desired showing date.

Cablecasting requests to the Municipal Access Coordinator shall include the following information: Name of department, program title with brief description, cablecasting time and duration, and facilities and/or equipment required.

A record will be kept of time and dates of all programming cablecast over the Municipal Access Channels. These program logs will be available for public inspection.

CITY OF CAMBRIDGE

POLICY GUIDELINES
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OPERATING STANDARDS AND GUIDELINES

The Municipal Access Coordinator shall maintain and distribute written operating standards and guidelines including the technical video and audio quality of live and taped programs, video-print or character generated message format, duration of programs, use of facilities and equipment, format for the development of script and programs, and training, and technical competency requirements. These are in preparation.

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POLICY GUIDELINES
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STAFF WITH JOB DESCRIPTIONS

The ultimate success of municipal access will depend largely on the staff chosen to implement and maintain such a program. The following pages outline the potential structure of a municipal access staff for the City of Cambridge. The staffing of such an ambitious program is proper and adequate for the responsibilities and requirements necessary for a successful facility.

The overall program will require five (5) full time staff persons and would also include contract assistance on an as-needed basis for special projects and a program for volunteer/interns which would allow students and residents to gain valuable experience while assisting in the production of municipal access programming.

- . (1) Municipal Access Coordinator
- . (1) Municipal Access Programming Assistant
- . (2) Municipal Access Production Assistants
- . (1) Automated Programming Assistant/Clerk
- . Contract Employees
- . Municipal Access Volunteer/Interns

CITY OF CAMBRIDGE

MUNICIPAL ACCESS CHANNELS AND PROGRAMMING SERVICES

MUNICIPAL ACCESS COORDINATOR

GENERAL STATEMENT OF DUTIES

The employee in this position is responsible for coordinating, managing, development and implementing the City's municipal access channels and facilities including all television production staff. Works under supervision of the Director/Commissioner of the designated operating agency/department of the City.

DISTINGUISHING FEATURES OF THE POSITION

The Municipal Access Coordinator will assist in developing goals and objectives for a municipal access program; plan and recommend guidelines and procedures for development of municipal access channels, equipment and facilities; coordinate and manage municipal access channels and production facilities; work with City departments and agencies, boards, authorities, committees, and commissions of the City of Cambridge in developing programs and promoting the use of municipal channels; supervise and evaluate cable television production personnel, student interns, and volunteers.

EXAMPLES OF WORK

The Municipal Access Coordinator will work under supervision of the Director/Commissioner in developing and implementing policies and procedures for municipal access channels and user; will coordinate, supervise and perform the activities required to produce and disseminate City information on the municipal access channels; will schedule use of cable television production facilities for live, taped, and remote production; plans, implements, monitors, evaluates, and manages all municipal production, personnel, activities and services; coordinates training of City personnel in the use of municipal access equipment and production techniques; establishes, implements, and supervises a television production internship program for students, and volunteers; conducts ascertainment programs to determine needs and requirements of City Departments and to discover further ways in which cable technology can improve and enhance City services delivery in a more cost-effective manner.

CITY OF CAMBRIDGE

MUNICIPAL ACCESS CHANNELS AND PROGRAMMING SERVICES

MUNICIPAL ACCESS COORDINATOR (cont'd)

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

Demonstrated knowledge of cable technology and orientation towards the accomplishment of current and future municipal access objectives with the ability to develop innovative solutions to production and operational problem; demonstrated knowledge of the various Cambridge communities, neighborhoods, and institutions; knowledge of production techniques and familiarity with equipment; ability to train municipal employees in the use of production equipment and techniques; must have ability to establish and maintain effective working relationships with supervisors, associates, outside agencies, City Departments, the public, and cable companies; demonstrated ability to communicate effectively, both orally and in writing, including the ability to establish, maintain, and prepare records and reports.

ACCEPTABLE TRAINING AND EXPERIENCE

A Master's of Arts Degree from a recognized and accredited college or university in communications with emphasis on Television Production and/or Media Administration and three (3) years of experience in Television Production or Facilities Management, or an equivalent combination of education and experience. Massachusetts motor vehicle operator's license required.

CITY OF CAMBRIDGE

MUNICIPAL ACCESS CHANNELS AND PROGRAMMING SERVICES

MUNICIPAL ACCESS PROGRAMMING SPECIALIST

GENERAL STATEMENT OF DUTIES

The employee in this position is responsible for the development of programming produced by City Departments and/or municipal agencies and for creating developing, scripting and producing programming for the City's cable television channels. Works under the supervision of the Municipal Access Coordinator.

DISTINGUISHING FEATURES OF THE POSITION

The Municipal Access Programming Specialist assists City personnel of the municipal access channels with inception, planning, scripting, and production of programming; assists the Municipal Access Coordinator in ascertaining the needs and requirements of City department, agencies, boards, authorities, committees, and commissions of the City of Cambridge relating to municipal access programming; assists in training personnel in the use of video and television production techniques and equipment and to assist the municipal access users in such areas as idea and script development, production planning, and solving of technical and production problems; assists with promoting the use of City's production facilities and cable channels by all City departments.

EXAMPLES OF WORK

Assists in management and creation of all municipal production, personnel, activities and services; assists in training of designated city personnel in the use of municipal access equipment, production and post-production techniques; assist in conducting needs ascertainment of municipal departments and agencies to determine requirements and uses for municipal access channel facilities; serve as a liaison to City departments actively involved in producing municipal access programming, including program concept, design, script development, and production planning.

ACCEPTABLE KNOWLEDGE, SKILLS, AND ABILITIES

Demonstrated knowledge of and facility with video and television production equipment and techniques; ability to train and supervise personnel in the use of equipment and techniques; excellent interpersonal skills, ability to work with supervisors, department heads, and city personnel in the development of municipal access programming; knowledge of and facility with production/program development from inception through script development and production planning to completion; ability to supervise and lead production staff; demonstrated knowledge of the various Cambridge communities, neighborhoods, and institutions.

CITY OF CAMBRIDGE

MUNICIPAL ACCESS CHANNELS AND PROGRAMMING SERVICES

MUNICIPAL ACCESS PROGRAMMING SPECIALIST (cont'd)

ACCEPTABLE TRAINING AND EXPERIENCE

A Bachelor's Degree in Communications with major emphasis on television production or program development and two (2) years of experience in television program development, script writing or production or an equivalent combination of education and experience. Massachusetts motor vehicle operator's license required.

CITY OF CAMBRIDGE

MUNICIPAL ACCESS CHANNELS AND PROGRAMMING SERVICES

MUNICIPAL ACCESS PRODUCTION ASSISTANT

GENERAL STATEMENT OF DUTIES

The employee in this position assists with program production for the City's municipal access channels by operating studio, control room and field production equipment including television cameras, video recorders, photographic and graphic equipment. Works under the supervision of the Municipal Access Coordinator.

DISTINGUISHING FEATURES OF THE POSITION

The Municipal Access Production Assistant is responsible for providing technical assistance to City departments, agencies, boards, authorities, committees, and commissions, during the production of programming for the municipal channels; helps in production planning and handles actual production responsibilities.

EXAMPLES OF WORK

The Municipal Access Production Assistant assists in setting up and placement of studio location lighting and microphone equipment; assists in the basic design and preparation of graphic materials; assists other staff members with pre-production planning; assists in the past production of programs (editing, duplicating tapes, dubbing); assembles and sets up scenery for television production; photographs and develops black and white prints and prepares slides for programs; performs routine preventative maintenance and alignment of studio and remote site equipment; informs supervisor of major repairs needed; performs other related tasks and duties that are assigned or required.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

Demonstrated knowledge of and facility with video/television production equipment and production and post-production techniques; ability to prepare and design graphics in various formats for television; knowledge of basic black and white film processing and photographic techniques; to perform minor repairs and to inform supervisor of major repairs needed; ability to work effectively with personnel not trained professionally in television production.

CITY OF CAMBRIDGE

MUNICIPAL ACCESS CHANNELS AND PROGRAMMING SERVICES

MUNICIPAL ACCESS PRODUCTION ASSISTANT (cont'd)

ACCEPTABLE TRAINING AND EXPERIENCE

A Bachelor's Degree from a recognized college or university in television production. Two years experience in commercial, industrial or educational television production. In exceptional instances, specialized education, training and/or experience may be substituted for the educational requirement.

CITY OF CAMBRIDGE

MUNICIPAL ACCESS CHANNELS AND PROGRAMMING SERVICES

AUTOMATED PROGRAMMING ASSISTANT/CLERK

GENERAL STATEMENT OF DUTIES

The employee in this position will coordinate the information from City departments and agencies to be programmed on community/city bulletin board channels in alphanumeric or character-generated formats. Duties will also include typing, filing, telephone answering, and any other necessary related clerical functions.

DISTINGUISHING FEATURES OF THE POSITION

The Automated Programming Assistant/Clerk will work under the supervision of the Municipal Access Coordinator, in coordinating the implementation of automated programming (alphanumeric and/or character-generated information) scheduled for community or municipal bulletin board programming slots. Duties will also include typing of correspondence and other documents, serving as receptionist for municipal access facilities, answering telephone calls, filing, record keeping, billing, and other duties as assigned.

EXAMPLES OF WORK

The Automated Programming Assistant/Clerk will assist the Municipal Access Coordinator. Primary responsibilities will include receiving forms from City departments which detail information to be programmed onto the Municipal Access Automated Programming channel(s), checking copy for spelling, punctuation, etc. and operating the character-generator or alphanumeric keyboard used to enter, edit, or erase "pages" of electronic print information. This person will also fulfill all necessary clerical functions which will include moderately difficult telephone answering work involving inquiries and questions concerning Municipal Access Channels and Programming Services.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

A minimum of one year of office experience including experience in filing, billing, and record keeping; demonstrated ability in typing, and strong oral communication and public relations skills, particularly over the telephone.

CITY OF CAMBRIDGE

MUNICIPAL ACCESS CHANNELS AND PROGRAMMING SERVICES

MUNICIPAL ACCESS VOLUNTEER/INTERN PROGRAM

It is expected that the Municipal Access Channels and Programming Services will utilize the assistance of volunteers and interns as the program develops and as the need arises. A volunteer/intern program will provide valuable experience and training and will also add to the production assistance available to City departments and agencies during program production.

Volunteer/Intern positions may be filled by students (as interns) or interested citizens (as volunteers). Duties may include, but are not necessarily limited to, work as production assistants under the supervision of the Municipal Access Coordinator, the Programming Assistant, or the full-time Municipal Access Production Assistants, assisting in studio set-ups, gaffing (organizing equipment and lighting), prop management, or any of the many necessary tasks involved in location or studio videotaping or in live cablecasting. Volunteer/Interns may also assist in clerical or office work or in learning to operate the character-generator/alpha-numeric equipment.

The details and complete organization of the Volunteer/Intern program will be developed as the Municipal Access Services go on-line and such services are required.

CITY OF CAMBRIDGE

MUNICIPAL ACCESS CHANNELS AND PROGRAMMING SERVICES

CONTRACT EMPLOYEES

It is expected that the Municipal Access Channels and Programming Services will from time to time need the assistance of contract employees especially in situations requiring specialized skills or knowledge necessary to a particular production.

The success and effectiveness of any Municipal Access service depends on high quality production. In order to maintain this level of quality, some productions may require additional assistance over and above that normally provided by the Municipal Access facilities. These may include special city-wide events needing extra professional-level people (election coverage, emergency cablecasting, multi-point teleconferencing), special assistance for a particular department's production in lighting, sound work, camera work, or editing, equipment repair and maintenance, projects requiring persons with special knowledge or skills needed to facilitate programming for handicapped or non-English speaking citizens, or programming requiring specialized production or post-production skills.

It is expected that contract employees will be utilized on an as-needed basis as Municipal Access Programming increases and/or special skills are required.

CITY OF CAMBRIDGE

POLICY GUIDELINES
FOR
MUNICIPAL ACCESS CHANNELS
AND
PROGRAMMING SERVICES

EXAMPLES OF TELECOMMUNICATING CITY SERVICES

Animal	Animal control regulations, rabies vaccination, licensing, pet care, lost and found pet service, emergency service.
Arts Council	City murals and art works, exhibits, grant competition.
Budget and Finance	Information on process that citizens need to meet tax obligations, budget hearings, neighborhood budget explanations, city expenditures and impact on taxes.
Cable Television	Cable process, license agreements, rates, channels and services provided.
City Council	Live and repeated Council meetings, special meetings, inauguration and swearing in ceremonies.
Community Development	Projects underway in the City, demographic information, block grant meetings, employment and economy of City, facility dedication.
Conservation Commission	Tips on gardening and planting, tree care, and conservation information.

CITY OF CAMBRIDGE

POLICY GUIDELINES
FOR
MUNICIPAL ACCESS CHANNELS
AND
PROGRAMMING SERVICES

EXAMPLES OF TELECOMMUNICATING CITY SERVICES (cont'd)

Consumer Affairs	Changes in consumer rights, laws, how to resolve a consumer complaint.
Election Commission	Voter registration, deadlines for voting and absentee ballots, polling locations, and election returns.
Fire Department	House safety checks, smoke detector placements, specific sections of fire prevention codes, highrise safety, ambulatory services.
Handicapped	Access locations, information and referral, state and federal benefits.
Health and Hospitals	Clinic information, services, preventive medicine, tips on frostbites and sunning, smoking, reorganization, alcoholism, et al.
Historical Commission	Historical and preservation districts, architectural and photographic tours of Cambridge, house painting and color tips, housing rehabilitation program.
Human Services	Neighborhood councils, child care, information and referral, fuel assistance, civic unity.

CITY OF CAMBRIDGE

POLICY GUIDELINES
FOR
MUNICIPAL ACCESS CHANNELS
AND
PROGRAMMING SERVICES

EXAMPLES OF TELECOMMUNICATING CITY SERVICES (cont'd)

Libraries	Comprehensive information services, story time, art gallery, general information about programs and services, ethnic festivals, and musical programs, new books, tour of library facilities.
Personnel	Job listings and requirements, civil service test announcements, training programs, summer employment, how to get a city job.
Police	Crime prevention tips, bike safety and licensing, crossing guards, pedestrian safety, crime watch, emergency and crisis management, school crossings, and dangerous drugs.
Purchasing	Contract and bid listings and openings.
Public Works	Sidewalk repair, street maintenance, street sweeping, trash collection schedules and regulations, emergency snow instructions, crisis and disaster information, and spring clean-up.
Recreation	Softball leagues, swimming, educational courses, basketball leagues, pool safety, tour of golf course.

CITY OF CAMBRIDGE

POLICY GUIDELINES
FOR
MUNICIPAL ACCESS CHANNELS
AND
PROGRAMMING SERVICES

EXAMPLES OF TELECOMMUNICATING CITY SERVICES (cont'd)

Senior Citizen

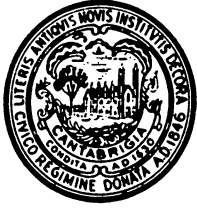
Discount programs, meal centers,
nutrition programs, transportation,
travel and excursion opportunities,
housing information, and social
security benefits and regulations.

Water

Tour of water works, history of
the Reservoir, rates and sewage
charges.

Women

Women's rights, single parenting,
self defense, public awareness.



CITY OF CAMBRIDGE

CAMBRIDGE, MASSACHUSETTS 02139
TEL. 498-9011

EXECUTIVE DEPARTMENT
ROBERT W. HEALY
City Manager

RICHARD C. ROSSI
DEPUTY CITY MANAGER

June 16, 1986

To the Honorable, the City Council:

Enclosed please find the specifications for adapting the Council Chamber for improved audio facilities and for transmission of cable television signals, and a copy of the Guidelines for Municipal Access prepared by the Office of Cable Television.

The specifications include the installation of a new microphone and amplification system. The microphones specified for the Councillors' desks are equipped with a push-button control which can be held down to eliminate voice transmissions for off-microphone conversations. This system is to replace on-off switches.

Councillors' comments on the proposed improvements are requested as soon as possible so that all approved work may begin this summer.

Very truly yours,

Robert W. Healy
City Manager

RWH/mbf
Enc.

Agenda Item No. 10

S-4K

Re: specifications for adapting the City Council Chamber for improved audio facilities & for transmission of cable television signals & Guidelines for Municipal Access prepared by the Office of Cable Television.

In City Council,

June 16, 1986

Placed on File
Copies to all Councillors