



The City of San Diego Multimedia Policy and Procedures

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Background

The City's website, sandiego.gov, was launched in 1994 actually by a request from City Council to get the municipal code up on the web as well as some information about themselves. At the time, the City was exploring public access technology with kiosks and other means and the web seemed like a natural next step.

One of the City's first e-government projects was the country's first live RealAudio version of a City Council meeting on the web in 1997. Today, the city offers an online streaming video version of its 24 hour government channel on its website. This part of the site is accessed by three of four thousand citizens per month.

In 1997, the Public Access Technology Program was created, which is now called the e-government Program. The program has grown with the website. The site now is approaching 4000 pages and the program has six full time staff people who are subject matter experts in site design and architecture, taxonomy, ADA accessibility, and we just hired a recent graduate with a degree in cognitive science (web usability). The program now provides services to over 55 departments, commissions and offices on the City's website. Additionally, the program sponsors online applications with departments and the web staff manages those projects on behalf of the program.

Since 1995, the City's website has grown into a place where citizens can do more than review documents. They can actually conduct meaningful transactions via the web. In 1997, the site received an average of 4.6 million hits every six months. In 2002, we see that many hits in three to four days (27 million per month).

In September 2000, IT&C contracted with Navisite to do a 3-month pilot program which involved LIVE video streaming of City Council meetings on the City's web site. Each Council Meeting cost \$2,098 per webcast. After 3-months, the pilot was extended through September 2001 while the City researched the possibility of bringing this capability in-house. Total cost of webcasting through Navisite for 65 council meetings, a special workshop and the State of the City Address was \$153,589.70.

In September 2001, SDDPC and the City's IT&C's Cable TV division took over complete LIVE webcasting of all City Council meetings which was extended in July 2002 to include continuous webcasting of the City's Cable TV channel broadcasting.

PURPOSE & SCOPE

The purpose for Sandiego.gov Video Policies and Procedures is to provide a process and guidelines for City organizations who wish to augment and improve their web presence by the creation and placement of multimedia. Establish guidelines for use of video that is consistent with existing polices of the cable television office as well as the city's website standards.

SCOPE OF MULTIMEDIA POLICY & PROCEDURES

Web Casting (Live Video Streaming) (Unlimited Length) (Not Stored)	Internet The City's Government Channel is on the City's Public Website. It is web cast from a web server that is deployed outside the sannet.gov firewall. Intranet as of 2/14/03 – not yet technically possible
Video on Demand (VOD) (Pre-recorded) (30 seconds to 5 minutes) (Stored on NAS)	Internet as of 2/14/03 – possible (procedure on page 49) Intranet as of 2/14/03 – not yet technically possible
Long Format hybrid	Internet

of above (Pre-recorded) (Long Format > 5 minutes) (Stored on NAS)	as of 2/14/03 – possible with storage considerations (procedure on page 49) Intranet as of 2/14/03 – not yet technically possible
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EXISTING POLICIES RELATING TO MULTIMEDIA

Web Design Specifications Web Usability & Technical Standards Government Access Channel Policies Council Policy Number 700-37 (City use of Cable Television) AR 90.62 City Policy on email & internet

GENERAL PRINCIPLES

Desire to put video on the web to ensure the citizens have access to the most current and advanced technologies. It's advantageous to integrate the city's web presence and the city's government channel. Doing this provides different avenues of access for citizens as well as creating opportunities for parallel coordinated marketing and publicity efforts.

VIDEO PLACEMENT PROCESS

Once a Department, decides that they would like to have multimedia on their website, they will go through the following process:

- 1) Contact the Web Production Administrator and inform of intent
- 2) In consultation with the requesting Department, the Web Production Administrator will identify which state the content falls under:
 - a) "Ready to Go"- Existing ready to be deployed
 - b) "In House Needs Editing" - Existing that requires editing from CityTV24 office
 - c) "Out of House Ready to Go" - Existing not produced by CityTV24 ready to be deployed
 - d) "Out of House Needs Editing" – Existing not produced by CityTV24 office that needs CityTV24 office to edit
 - e) "Not yet Produced" – still needs to be produced either by CityTV24 or external source
- 3) Once the clip is approved, the Web Team coordinates with Cable TV office as needed on: a) technical review b) creation of video (if applicable) c) editing (if applicable)
- 4) Appropriateness and content are then approved by the e-government Program Manager.
- 5) The web team then begins working with department on presentation layer
 - a) Where will the clip be offered
 - b) How long will the clip be offered
 - c) What will need to change on the existing site to accommodate this clip
- 6) Cable TV office will encode the clip and notify Web Team of the staging and production web site / URL address
- 7) Web team notifies Department of staging web site / URL address

- 8) Department approves
- 9) Web Team Deploys and notifies department the clip is live and in production

RESPONSIBILITIES

- 1) Per Administrative Regulation 90.62, all content on sandiego.gov will be approved by IT&C.
- 2) In the area of video production and content, the City's cable television Program Manager will be responsible for:
 - a) implementing and enforcing government access channel policies
 - b) providing guidance to all city departments regarding video content and message and application of these guidelines
 - c) reviewing and assisting in the development and application of multimedia on the web
- 3) The Program Manager of the City's e-government Program, will be responsible for:
 - a) final approval of all multimedia content that goes on sandiego.gov
 - b) providing guidance to all city departments on effectively using multimedia on the web
 - c) providing guidance on internet technology issues d) providing guidance to city departments on operational issues associated with sandiego.gov
 - d) providing guidance to city departments on operational issues associated with sandiego.gov

ACCEPTABLE USE & NON ACCEPTABLE USE

Principles of Accepted Use:

- 1) For activities related to the Departments mission
- 2) For activities related to official assignments and or departmental responsibilities
- 3) For legal purposes
- 4) The Department has obtained the proper model releases for all those who appear in the video that are not city employees
- 5) For information beneficial to the public as opposed to content that would be properly suited for the City's intranet

Unacceptable Use:

All content on the site shall be under the sole responsibility of the City of San Diego. All content on the channel shall be subject to approval by the City Manager or his/her designee. The following content guidelines shall be adhered to:

Political Use of sandiego.gov - The web site may not be utilized for the promotion or "use" of any elected official or candidate. Specific advertising messages on behalf of or opposing any political candidate or measure on a ballot shall not be permitted. Candidates for election or re-election to any office shall not be permitted to use the web site, except as may be part of a formal public meeting from the time of their legally qualified candidacy until after the election.

Position Advocacy - Any direct advocacy messages including specific promotional messages on behalf of or opposing any ballot initiative, measure proposed by a City department, or items under consideration of the City Council or its

commissions or advisory bodies shall generally not be permitted. Issues of controversy covered by the web site shall be presented in a reasonably fair and equitable manner.

Commercialism - There shall be no commercial advertising or other information which promotes the sale of any product or service offered, except for promotional announcements for City sponsored or sanctioned events. All programming shall be consistent with the appropriate Council Policies pertaining to commercialism.

Lotteries - Advertising or other information concerning any lottery, gift enterprise or similar promotion is prohibited.

Promotion of Religion - Programming which directly promotes religious beliefs or religious philosophies shall not be presented on the web site.

Defamatory Material - Subject matter which is defamatory in nature (i.e. slander) shall not be presented on the web site.

Indecent or Obscene Content - There shall be no presentation of programming content which, in the opinion of the City Manager or his/her designee, is indecent, obscene or illegal.

Acceptable Mature Programming - It shall be the policy of the web site not to webcast mature content programming.

Copyright Restrictions - Programs containing copyrighted materials will not be webcast without proper copyright authorization. Outside agencies submitting programming for webcast are responsible for obtaining all necessary copyright clearance and shall hold the City, its officers and agents, harmless in any case of copyright infringement.