

Policy 7.2.15 Cable Television Programming

POLICY PURPOSE:

The City of Sunnyvale government access cable television channel (KSUN-15) is a community source of information regarding the issues, programs and services of the City and other public and non-profit agencies serving Sunnyvale. The public access cable television channel (Channel 26) is a resource for the community to televise their community programming. The purpose of this policy is to define guidelines affecting the nature, extent and priorities of the City's KSUN-15 and Channel 26 programming activities, production and materials in order to provide relevant, appropriate and effective public information to the community within the City's resource constraints.

POLICY STATEMENT:

Objectives of KSUN-15 Programming

1. Provide practical information on and promote effective public participation opportunities in City programs, services and activities.
2. Increase public access to the policy-making processes of the City, including the City Council and appropriate boards and commissions.
3. Promote public education regarding City government issues and services of general interest to residents.
4. Provide information about other government or community services, programs and activities of interest to or affecting the City and the community
5. Provide emergency public information as a preemptive and immediate priority to assist the public in matters of public safety and public health.
6. Prohibited programming:

Programming, events, and bulletin board announcements not permitted on KSUN-15 include:

- A. Commercial programming;
- B. Fund solicitations or lotteries;
- C. Partisan, political, or personally identifiable information, viewpoints and events, (including any endorsements of political candidates, commercial products or brand names) unless part of an overall programming goal to solicit a range of viewpoints with equal time provisions;
- D. Information, programs or events not relevant to the Sunnyvale community or oriented to private interests;
- E. Legally-protected confidential information;

COUNCIL POLICY MANUAL

- F. Illegal activities;
- G. Obscene, offensive or defamatory material.

Responsibility for Programming Decisions

The City Manager will designate City staff to coordinate, review, produce and schedule KSUN-15 and Channel 26 programming using the criteria outlined in this policy. If the City Council desires specific programming to be produced or played on KSUN-15 or Channel 26, it should specifically direct the City Manager for this purpose.

(Adopted: RTC 96-166 (5/7/1996); (Clerical/clarity update, Policy Update Project 7/2005);
Amended: RTC 26-0628 (8/11/2026))

Lead Department: Office of the City Manager