

Subject: The Rossmoor Television Channel

Purpose: To Establish Policy for Utilization of the Rossmoor Television Channel

The Rossmoor Television Channel is a "community channel" sponsored and utilized by Rossmoor Walnut Creek (RWC) to broadcast information and programs of community and local interest. Programming is transmitted to residences and facilities within Rossmoor utilizing the cable television system operated and maintained by a local cable television franchise.

1. Broadcast and programming policies are established by the RWC Board of Directors.
2. The Rossmoor Television Channel operations are directed by a designated senior manager, who reports to the General Manager. The Station Manager reports to the designated senior manager and is responsible for the day-to-day operation.
3. Programming priority is given to community information and the RWC Board news. The channel features announcements of club events; news and profiles of Rossmoor residents; activities, events and entertainment within the community; activities and events outside of Rossmoor that may be of interest to the residents, and topics of general concern and interest to the Rossmoor community. Programming may also include productions by Rossmoor clubs and organizations and by Rossmoor residents. The channel does not accept programming on politics and religion. Programming that includes elected officials or their staff who are participating in non-partisan or non-election campaign meetings or events shall be permitted.
4. Advertisements for commercial businesses, services and products or any internal or external political candidates are not accepted. If the channel receives a donation from a local business or an individual for its game shows, then advertising from the donor will be posted.
5. Judgment of acceptable program material is within the jurisdiction of the Station Manager insofar as it conforms with the written policy of the RWC. If in the judgment of the Station Manager there is a need for interpretation of policy, the matter shall be referred to the designated senior manager, who shall make a determination, or who may refer the matter to the General Manager for a final decision. The General Manager may call upon others, including the President of the Board or legal counsel, for consultation.
6. Acceptable program material for the Rossmoor Television Channel must satisfy the following requirements:

- a. Material must be in good taste and not contain derogatory comments of any kind. Materials that are libelous or slanderous, obscene, or that denigrate an identifiable person, group or organization, will not be broadcast.
 - b. Material must be accurate and verifiable. If it can be determined that program material contains false statements or mis-statements of fact, the material will not be accepted for broadcast.
 - c. Material that features individual residents or other guests must include a signed release form giving each individual's permission to be part of the show, unless such individuals are not featured and/or only appear incidentally due to their presence in public or as members of an audience.
 - d. Material subject to copyright laws must include permission to utilize the work, or proof of purchase of right to use the copyrighted material.
7. Acceptable program material may be posted by RWC in whole or in part, to commercial websites for streaming and/or download when RWC possesses the rights to do so, and the material is deemed appropriate by the RWC. Any such postings should be accompanied by appropriate reservation of rights to the RWC, and disclaimers by the RWC applicable to the content as being attributable to the speaker/presenter and not necessarily that of the RWC. Excerpts of Acceptable program material may also be posted, provided that any edits to the material not result in such material being misleading or otherwise inconsistent with the actual presentation.
 8. Meetings recorded for rebroadcast should be accompanied by a crowd release providing general notice to all participants and attendees of the fact that the meeting is being recorded and may be rebroadcast, and that participation with such knowledge constitutes general consent to inclusion in such rebroadcast, unless expressly withheld in writing.
 9. Whenever possible, the RWC should seek to obtain a signed release from individuals prior to publication or rebroadcast of their likeness or speech. In the event a speaker/presenter delivers information/material that is confidential and/or is itself subject to copyrights or other legal protections, such material should not be re-published/broadcast by the RWC without an express grant of license or waiver of rights, including a statement of limits on use. Such materials should be approved prior to inclusion in the meeting/presentation/event, if it is intended to be re-published by the RWC.
 10. RWC employees may be required to consent to release as provided above, as a condition of employment. The HR department shall modify and maintain employment policies to reflect this requirement.

Authority: Policy

8/9/95
7/30/98 Rev.

4/25/02 Rev.

12/4/10 Rev.

2/24/11 Rev.

5/26/11 Rev.

3/27/14 Rev.

1/31/19 Rev.

1/4/23 Housekeeping

5/29/25