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Madison TV15 Channel Rules and Policies

Madison TV15 Mission

TV15 is a non-profit organization that informs, educates and entertains Jefferson County cable subscribers through public access, governmental and educational and programming. The mission of Madison TV15 is to provide a PEG Access Television Center to the residents of Jefferson County.

P - Public Access Television: TV15 is committed to provide a vehicle for the airing of locally produced programming, created by a diverse variety of individuals, groups and organizations within our community. This programming is non-commercial in nature, and the producer has full creative and editorial control. In airing of this programming, TV15 makes channel access available to all segments of our richly diverse community. TV15 may not exercise editorial control, except to refuse airing programs with content that is prohibited by law. See specific exclusions below.

E - Educational Access Television: TV15 allows the airing of educational programming produced by faculty, staff or students of community educational institutions, or by TV15 staff that feature the activities of schools or colleges and other programs of educational value to the community.

G - Government Access Television: The majority of TV15 programming is its provision of gavel-to-gavel coverage of local government public meetings. Programming may also include informative programs produced by or for government entities.

Section I - General Information

Madison TV15 believes that a dynamic public access policy, including community outreach in education, will result in significant benefits to the citizens of Jefferson County. The primary purpose of the following access definitions, regulations and procedures is to encourage the community to provide localized cable television programming that meets community needs and interests.

Definitions

Cable casting: refers to programming (exclusive of broadcast signals) carried on a cable television system using Madison TV15.

Call to Action: Words that urge the reader, listener, or viewer of a sales promotion message to take an immediate action, such as "Write," "Call," "Go." "Follow".

Cable cast: refers to a block of programming scheduled for a particular day on Madison TV15, with regularly scheduled repeats.

Production Equipment: refers to the equipment necessary for the local production of video and audio programs, as required by the franchise.

Access Cable casting: refers to programs provided by access users on access channel time provided by Madison TV15 as defined in these rules.

Access Channel Time: refers to time on a signaling path provided on the Cable System for use by access users.

Madison TV15 Channel Rules and Policies (Revised 11-9-15, Effective 1-1-16)

Access User: refers to any group or individual residing within Jefferson County and making proper application for Madison TV15 access channel time and presents access Cable casting materials for distribution over Madison TV15.

Station Manager: refers to those appointed to be responsible for the Maintenance, operation and supervision of access channel time, Cable casting equipment and facilities.

Lottery: refers to any promotion, contest or other program that involves the elements of prize, chance and consideration, or any such program that is declared a lottery under applicable local, state, or federal laws.

Lottery Information: refers to any information concerning any lottery, gift enterprise, or similar scheme offering prizes depending upon chance or any list drawn or awarded by means of any such lottery whether that list contains any part or all of the prizes.

Non Commercial Use: Refers to the use of Madison TV15 Access Time for not-for-profit interests of an individual or an organization.

Obscene or Indecent Material: refers to any material that is obscene or indecent under applicable local, state, or federal laws.

Libel: refers to a false statement that is damaging to a person's reputation.

Copyright Infringement: refers to the use of any music, image or writing in a video that is used without the permission of the copyright holder.

Private Facts: refers to true information about a person that would be highly offensive to a regular person and not of legitimate public interest.

Advertising Material: refers to any material designed to promote the sale of commercial products or services (including advertising by or on behalf of candidates for public office) or the solicitation of donations, or barter.

Community: refers to the collection of any residents, organizations, or any other entity located within the boundaries of Jefferson County.

Candidate for Public Office: refers to any person who has publicly announced that she/he is a candidate for nomination by a convention of a political party, or for nomination or election in a special primary, or general election, for municipal, county, state or national office, so that she/he may be voted for by the electorate directly or by means of delegate, or electors, and who has qualified for a place on the ballot, or is eligible under applicable law to be voted for by sticker, by write- in on the ballot, or by other method, and has been duly nominated by a political party which is commonly known, or makes a substantial showing that she/he is a bona fide candidate for nomination to office.

Government Access: refers to use by Jefferson County, or the State of Indiana for the production of local access programming that pertains to Jefferson County.

Educational Access: refers to use by educational institutions for production for the purpose of educational access. Or by non-profit organizations who request assistance in the production/Cable casting access programs that are educational in nature.

Public Access: refers to the use of channel time by residents of Jefferson County for general purposes.

Section II – Programming

1. PROGRAM CONTENT

Presentation of materials designed to promote the sale or exchange of a good or service is prohibited on TV15. However, programs can be sponsored and underwriting credits presented, so long as they conform to the requirements under “9 UNDERWRITING” below.

In regards to all other materials, TV15 shall not censor except for the following reasons:

The following are not permitted on the TV15 (Content Policy)

Presentation of the following materials on the channel is specifically not authorized by TV15, and may subject the producer or other responsible party (or parties) to criminal prosecution or civil liability:

- a. Any advertising material designed to promote the sale of commercial products or services.
 - i. Calls to action
 - ii. Price or value information
 - iii. Superlative descriptions or qualitative claims
 - iv. Direct comparisons with other companies, their products or services
 - v. Inducements to purchase
 - vi. Endorsements.
- b. Any obscene or indecent material.
- c. Use of unauthorized copyrighted material.
- d. Material that defames any racial, ethnic, sexual, age or group.
- e. Any use of violence or fighting words which are designed to invoke violence.
- f. Noncompliance with applicable Federal, State and local laws and regulations.
- g. Any slanderous or libelous materials.
- h. Any deliberate misinformation which may result in harm to any Individuals.
- i. Any disclosure of private facts.
- j. Any advertisement of or information concerning any lottery, gift enterprise, or similar scheme offering prizes dependent in whole or in part on chance.

Violators of the content policy must be required to pay a \$25 screening fee for future video content submitted for the next six months.

The Station Manager may decide not to screen or run programming submitted by people or organizations that have violated content policy on previous occasions.

A disclaimer shall be contained at the beginning and/or end of each program stating:

The views and comments expressed on this program are those of the producers and not those of TV15, its staff or PVS Board Members.

All DVDs and/or digital files must be submitted ready for play, including beginning and ending titles. Any editing or other production assistance, including adding titles, will be charged a fee by TV15.

Programs must be submitted to TV15 no less than seven (7) days in advance of their scheduled cablecast, unless otherwise approved in advance by station management.

2. CABLE CASTING CHARGES

There will be no charge for the non-commercial use of limited regular access channel time by non-profit organizations. Regular access channel time is limited to thirty minutes per cable cast. Charges will occur if the cablecast extends past thirty minutes according to the price table below

Charges for cablecasts are as follows.

<u>Duration</u>	<u>Cost</u>
0 - 30 minutes	Free for non-profit organizations
0 – 60 minutes	\$25
61 – 90 minutes	\$50
91 – 120 minutes	\$75
121 – 150 minutes	\$100
151 – 180 minutes	\$125
181 – 210 minutes	\$150
211 – 240 minutes	\$175

*One thirty minute time slot will be given free per cablecast for non-profit organizations, based upon availability.

If a fee is required, it must be paid when the program is submitted.

Program content should be consistent with community standards and applicable state and federal laws. The Station Manager will determine appropriateness of questionable or mature content. Restrictions may include limiting time slots, editing for content, and not airing the program in its entirety.

3. CABLE CASTING PROGRAMMING SCHEDULE

Schedule will be negotiated between station manager and program providers. Government meeting programming receives priority, Education programming is second, Public Access Programming is scheduled on a first-come, first-scheduled basis.

4. VIEWER COMMENTS

TV15 staff will notify producers of the nature of all viewer comments. Viewers wishing to file a formal comment may do so in writing on the form provided by TV15 for this purpose. “Viewer Comment” forms and a description of the comment process are available at TV15 upon request. Comments can also be made via phone or email. TV15 will maintain a copy of each comment and, if satisfaction of all parties cannot be resolved, will be presented to the PVS Board for review. Programming cannot and will not be pulled from rotation because of viewer comment without express permission of the producer and/or Board of Directors unless the comment is due to one of the censorship exceptions listed in section II-1 above.

5. PROGRAM SCHEDULING

All users must submit, sign and complete an Application for Presentation form which shall include their name, address, phone number, program description, requested day, date and time, as well as a statement of compliance with the rules and procedures set forth in this document. These requests must be submitted in person. Programs will not be scheduled by telephone. Requests for channel time will be processed on a first come, first served basis. Users will be notified only if there is a time conflict and the channel time requested is not available.

6. LOCALLY PRODUCED PROGRAMMING

Programs produced through the TV15 facility by TV15 staff or directly produced by individuals or organizations through other area production facilities may be scheduled for cablecast on TV15's channel with a maximum repeat of four times. TV15 reserves the right to repeat the program. A minimum of 50% program content must be locally produced. TV15 reserves the right to waive these restrictions on a case by case basis.

7. IMPORTED PROGRAMMING

All programming not produced locally must be sponsored by a local individual or organization. Imported programs may be scheduled on the access channel a maximum of four times. TV15 reserves the right to schedule imported programs in available time slots and may schedule additional times on the access channel. All imported programs must contain opening and closing credits including the name and means of contacting the local individual or organization sponsoring the program.

8. TECHNICAL REQUIREMENTS

TV15 has the capacity to cablecast S-VHS, VHS, DVD or electronic media (MPEG1, MPEG2, .WMV). Programs submitted for cablecast on other videotape formats must be transferred to these formats. In the event the user cannot make the transfer, TV15 staff may transfer the program for a fee. Additional technical requirements are as follows:

All programs must

- k. contain 10 seconds of black or a countdown immediately preceding the program.
- l. begin within the first 60 seconds of the tape.
- m. have a minimum of 60 seconds of black following the program and not contain any extraneous video material.
- n. have consistent audio levels
- o. have no control track breaks
- p. have only one program per videotape is allowed
- q. be submitted in standard play. Tapes submitted in any other format will not be played (EP, SP, SLP)
- r. be labeled with program title, length of program, name of producer and phone number of producer. TV15 staff will produce titles for tapes for a fee.
- s. have contact information at the end of the program.
- t. not contain any commercials or solicitation for products or services
- u. contain labels on the tape container. Labels must include the program title, subtitle (when applicable) and exact length to the nearest second. Labels for locally produced programs will be provided by TV15.
- v. contain a disclaimer at the beginning and/or end of each program on all imported programs. For example: **"The views and comments expressed on this program are those of the producers and not those of TV15, its staff or PVS Board Members."**
- w. Imported programs must contain the name and contact information of the local sponsor at the beginning and/or end of each program.

9. UNDERWRITING

All underwriting credits must be approved by the channel. Underwriting of programming is permitted based on the following limitations and criteria:

- a. Underwriting credit shall be limited to the following:

Madison TV15 Channel Rules and Policies (Revised 11-9-15, Effective 1-1-16)

- i. The visual and/or audio presentation of the name and logo of the underwriter during the beginning and ending credits of the program only if the program is shorter than one hour. Programs one hour or longer may have breaks for sponsorship credits after every 30 minutes of program content.
 - ii. A maximum of 20 seconds is permitted for identification of an underwriter.
 - iii. A maximum of five (5) underwriters may support any given program.
 - iv. Any deliberate presentation or emphasis on any visual sign, banner, logo or other item identifying the underwriter other than in the opening and closing credits of the program is prohibited.
 - b. A Logo, visual sign, banner or other item identifying a single commercial entity cannot appear for more than 20 seconds at a time and they must be a minimum of five minutes apart.
 - c. The credits shall not contain:
 - i. Calls to action
 - ii. Price or value information
 - iii. Superlative descriptions or qualitative claims
 - iv. Direct comparisons with other companies, their products or services
 - v. Inducements to purchase
 - vi. Endorsements.
 - d. Producers violating the underwriting guidelines set forth herein will be denied access to TV15 equipment thereafter.
10. Videos with content found to be in violation of TV 15 content policy will be immediately pulled from rotation.
11. Once a person or group has submitted content that is found to be in violation of station policy, any future videos submitted by them during the next six months will be screened for violations prior to being aired. The person/group submitting the video must pay a non-refundable \$25 screening fee prior to having their content screened.

CABLECASTING GUIDELINES

1. An Application for Presentation form must be completed by the producer for each program submitted for cablecasting. The form states, among other things, that the producer is solely responsible for the content of the program and the producer has obtained all necessary performance and copyright clearances.
2. A Talent Release must be signed by the event organizer and a representative of each act performing at the event. A performance is defined as a copyrightable entertainment, theatrical or informational presentation.
3. TV15's reserves the right to change the program schedule without notice.
4. TV15 reserves the right to schedule adult programming between the hours of 10:00 p.m. and 5:00 a.m. A producer may appeal this decision by a written request to the Board of Directors for review at their regular meeting.
5. TV15 is under no obligation to shoot, edit or provide production assistance to producers of programming.

GETTING PAID FOR PRODUCING PROGRAMS

1. SOURCES FOR FINANCIAL AID

A producer may recover costs through grants from foundations, organizations or individuals.

2. ORGANIZATIONAL UNDERWRITING

TV15's underwriting policy will allow individuals and businesses to be solicited to underwrite the general operational costs of TV15. For a fee, underwriters will be identified with an on-screen acknowledgement that will be a part of the 24-hour program guide/community bulletin board while programs are not running. The on-screen acknowledgement will include: the underwriter's name, address, phone number, and one-line message or product/service description.

3. PROGRAM UNDERWRITING

All monetary underwriting (contributions & grants) sought by individual program producers must go through TV15 in a formal, contractual way. Producers seeking underwriting are to state their intentions prior to production approval. Individual program underwriting is designated a lower organizational priority than TV15 organizational underwriting.

Section 3 - PRODUCTION POLICIES

GOVERNMENT ACCESS

1. MEETING COVERAGE

- a. TV15 provides television coverage of the regular meetings of City and County government, including, but not limited to: City Council meetings, County Council meetings, Board of Commissioners meetings, Animal Shelter Board meetings, Hanover Town Council meetings, Board of Trustees meetings (Madison Consolidated Schools), TIF Board meetings and LEPC (Local Emergency Planning Commission) meetings. Additional meeting coverage shall be based upon staff and facility capabilities and availability.
- b. Coverage of regularly scheduled meetings shall be the number one programming priority for TV15 Channel.
- c. To cancel regular meeting coverage, official notice must be presented to TV15 as early as possible before the scheduled meeting.
- d. To schedule special meeting coverage, the Board in question must present a written request to TV15 at least two weeks in advance of the meeting. Special efforts will be made to provide "skeleton crew" coverage of meetings that are scheduled with less than two weeks notice.
- e. When a Board or Council goes into "executive session" during a live cablecast of a meeting, TV15 is authorized to display a message describing the current status of the meeting, or to play a taped program during the break.
- f. When a Board or Council goes into "recess" during the live cablecast of a meeting, TV15 is authorized to follow either of the previously listed procedures, or to continue live coverage of the meeting room during the break.
- g. Videotapes of meetings shall not be considered the official record of the meetings and shall not be treated as such. These tapes will be retained for a time period of one month from the date of the meeting.
- h. TV15 may provide copies of meeting coverage, for a fee, to the public upon request.
- i. Videotapes of live coverage of meetings are not to be edited for replay as a whole. This excludes editing for the purpose of correcting technical problems within a program.

2. ELECTION COVERAGE

- a. TV15 may present television programming pertaining to all elections held in Jefferson County. The scope and format of such coverage shall be determined by TV15. The minimum acceptable coverage shall be graphic material summarizing election results, initially presented some time on election night, and carried on TV15 at least until the normal program schedule begins the next day. The TV15 Manager shall work with the County Clerk and Election Commission to provide graphic material and/or other material announcing pre-election administration information.
- b. From the time an individual files as a candidate for public office they shall not appear on TV15, except as part of the following exceptions: 1. Unedited formal public meetings; 2. as part of a scheduled series of statements from all candidates with equal time allowed to all; 3. As part of a forum or debate with all eligible candidates for an office or sides of an issue represented; 4. as part of a news program in which opponents are given equal access and balanced coverage; 5. Official statements by government officials as part of their regular duties or in emergency situations; 6. As an incidental appearance within a community event.
- c. Candidate/Ballot Issue Production Guidelines: TV15 encourages any Jefferson County non-profit organization to produce their own candidate/ballot issue forum for cablecast. As a service to the community, TV15 may provide video production service in support of local candidate/ballot issue forums, however coverage is not guaranteed. This service is consistent with the mission of TV15, and will be provided in addition to other city/county production activity. Due to a diverse mission and limited resources, TV15 will provide this service under the following guidelines:
 - i. The request for production must be from a Jefferson County non-partisan, non-profit organization. A primary contact person must be clearly identified with the request.
 - ii. Production of candidate/ballot issue forums is limited to local, general and primary elections.
 - iii. The requesting organization may not endorse any candidate and/or ballot issue in the election
 - iv. An organization requesting video production of a candidate/ballot issue forum must make the request in writing to TV15 within the following time window: no more than one hundred twenty (120) days prior to the election date and no later than sixty (60) days prior to the election date.
 - v. TV15 will commit to a limited number of candidate forum productions for any general election.

COMMUNITY ORGANIZATIONS AND EVENTS

1. EVENT COVERAGE

Community organizations can hire TV15 staff and equipment to record their events for playback on the channel and the website. Carriage on the channel is subject to the rights and charges above under "Section II Programming." Rates \$100 per camera per hour of shooting, with a \$100 minimum.

2. Editing

Any editing of programming by TV15 staff, including adding titles and credits to programs, will be assessed a fee of \$50 per hour, with no minimum. The standard fee for adding simple titles and 1-page credits would be \$10.

SECTION IV - BULLETIN BOARD GUIDELINES

1. NON-PROFIT ORGANIZATIONS

The Bulletin Board is a service provided to the community by TV15. This service is open to any area non-profit organization to promote a non-commercial activity, event or service. All announcements are subject to the following guidelines.

1. Messages must be non-commercial in nature.
2. Organizations are limited to four (4) messages per month, with no more than two messages running at the same time.
3. Announcements must be received by at least three (3) business days prior to the beginning date for the message to run. It must be accompanied by a contact name and phone number. Announcements may be submitted by completing the announcement request form available from TV15, or by submission of a power point slide following TV15 power point guidelines.
4. Each message should have an end date agreed to by the station manager.
5. Slides may be changed once a week.
6. Messages must consist of not more than eight (8) lines of 32 characters in order to be clear and readable. Characters are considered as being any letter, number, punctuation or space.
7. Messages are subject to the programming restrictions listed in section II-1 above.
8. Messages that discriminate against any individual or group, or promote a service or event not open to the general public will not be run.
9. TV15 reserves the right to edit any message to fit the guidelines, striving not to change the overall content off the message.

2. FOR-PROFIT OR POLITICAL ORGANIZATIONS

1. For profit organizations and political organizations and candidates will be charged a fee of \$25 per slide per week for bulletin board messages.
2. Political candidates and organizations are limited to 1 message running at a time.
3. For profit organizations are limited to two messages running at the same time.
4. Messages are subject to all other rules 3-9 above.

Approved by the Public Video Service Board of Madison, Hanover & Jefferson County

on _____

Signed

Appendix A: Talent Release Form

TALENT RELEASE FORM

I authorize the undersigned Producer to make use of my appearance on:

PROGRAM TITLE: _____

PRODUCER'S NAME: _____

PRODUCER'S PHONE NUMBER: _____

DATE OF TAPING: _____

to be cablecast on Madison TV15., the Public, Educational and Governmental Access Channel 15, a not-for-profit public access channel serving Jefferson County, Indiana, and possibly run on the Madison TV15 website. However, I understand that Madison TV15 is under no obligation to run this program.

I understand that I am to receive no compensation from Madison TV15 for this appearance on the cablecast. The Producer shall have complete ownership of the program. I give the Producer the right to use my name, likeness and biographical material to publicize the program and the services of the Producer.

I further understand the master tape remains the property of the Producer and that it may be distributed to other public access channels. There will be no restrictions on the number of times that the program may be telecast.

Talent Signature (Parent or Guardian if under 18 years of age)

Date: _____

Producer

Date: _____

Appendix B: Individual Program Presentation, Madison TV15



INDIVIDUAL PROGRAM APPLICATION FOR PRESENTATION MADISON TV15

Submission Date _____ Submission Time _____

Name _____ (h) _____ (w) _____
(Type or Print, No Pencil) *(Phone)*

Address _____
Street (No P.O. Box Numbers) City Zip

Organization _____ Phone _____
(If you are signing this document as a representative of a Wayne County non-profit)

Address _____
Street (No P. O. Box Numbers) City Zip

PROGRAM TITLE _____

Date Produced _____ Location Produced _____

Is this a regularly occurring program? Yes / No

If so, how often are new episodes produced? _____

EXACT Running Length _____

Was any TV15 Equipment Used? No Yes

Tape Format? Mini DV VHS (SP only) S-VHS (SP only) DVD

TV15 often receives requests for copies of a program airing on the channels. Do you give permission for this program to be duplicated? Yes No

Please Note:

- A) All V programs must contain 10 seconds of black immediately preceding the program. The program must be followed by a minimum of 60 seconds of black and may not contain any extraneous video material.
- B) If TV15 equipment was utilized to produce this program, TV15 may duplicate the program for its archives at staff discretion.
- C) All tapes and DVDs submitted for telecast must be picked up from TV15 within 30 DAYS of last indicated play date. TV15 reserves the right to recycle any tape left beyond that date.
- D) TV15 is not responsible for loss of or damage to submitted videotapes or DVDs.
- E) Only one program per videotape or DVD allowed.

Tapes and DVDs not in compliance with the above guidelines will not air.

For Staff Use Only: Received by _____ Date _____
Comments: _____

General Program Description:

TV15 encourages you to **STOP A MOMENT AND THINK:** your program will be telecast to more than 17,000 households throughout the Jefferson County area. There are children in many of these households, and their television viewing habits may or may not be closely supervised. **In this section, you have the opportunity to make a responsible decision to limit the time of day your program will be scheduled by voluntarily answering the following questions.**

This program contains:

- | Yes | No | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Adult, Profane or Objectionable Language |
| <input type="checkbox"/> | <input type="checkbox"/> | Extreme Violence |
| <input type="checkbox"/> | <input type="checkbox"/> | Nudity |
| <input type="checkbox"/> | <input type="checkbox"/> | Sexual Content |
| <input type="checkbox"/> | <input type="checkbox"/> | THIS PROGRAM SHOULD BE SCHEDULED BETWEEN 10:00 P.M. AND 5:00 A.M. |

Programming Liability and Indemnification Agreement:

- a. The program presenter and those involved in the production of a program are responsible for the content of its programming. TV15 is not responsible for reviewing any program, and the telecasting of a program in no way insulates those involved in the production of the program from criminal or civil liability for the content of the program.
- b. TV15 production equipment, facilities, and channels may not be used for the presentation or production of advertising material designed to promote the sale of products or services. TV15 production equipment, facilities and channels may not be used for the dissemination of any information, directly or indirectly, involving lotteries as defined in Section 76.213 of the Rules of the Federal Communications Commission.
- c. Federal law provides that any person who transmits obscene programming or programming otherwise unprotected by the Constitution over cable systems may be fined or imprisoned. Moreover, program presenters may be subject to significant civil and/or criminal liability under federal, state, and local laws regarding libel, slander, obscenity, incitement, invasion of privacy, copyright violation or violations of other similar laws. TV15 channels may not be used to present material which violates federal, state, or local law.
- d. Program material that directly solicits for funds is prohibited.

Program presenters assume complete liability for the content of the programming they present, and to the maximum extent permitted by law, defend, indemnify and hold harmless Madison TV15 or any of its employees, officers, or agents from any and all claims for negligence which may arise from the telecast of a program.

I have read the requirements and regulations; I understand them and agree to be bound contractually by them.

Presenter's Signature _____ Date _____