



Policies and Procedures

Rochester Community TV, Inc.
Rochester, New York
www.rctv15.org

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Get involved...with your public access station.

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About RCTV

Rochester Community TV, Inc. (RCTV) is a not for profit organization, established in 1992, to manage Channel 15, the *public access* station for the City of Rochester. As a *public access* station, RCTV is charged with providing City residents the opportunity to create and air commercial-free programming. RCTV programming captures the creativity, passions, and varied interests and beliefs of City residents. RCTV also offers classes and makes television production facilities available to City residents.

RCTV is managed by a board of directors, appointed by the Mayor of the City of Rochester; and supported by staff and volunteers. A separate advisory board assists with community outreach. RCTV airs programs produced by individuals, schools, faith-based communities and cultural and civic organizations. The station reaches approximately 65,000 cable subscriber households in the City of Rochester.

RCTV is part of the Public, Educational and Governmental (PEG) system, a system of noncommercial stations, supported by local cable franchise operators. Cable franchise operators support PEG stations as part of their franchise agreements with local governments. In Rochester, the other PEG stations are Channel 4 (operated by SUNY Brockport) and Channel 12 (operated by WXXI). The local cable operator is Time Warner. To receive Channel 15, Channel 4 and Channel 12, City residents should contact Time Warner Cable at (585)756-5000.

The First Amendment to the U.S. Constitution guarantees all citizens the right to freedom of speech. Community access cable television is designed to promote the free expression of ideas and citizen participation in the creation of media messages.

RCTV encourages local residents and organizations to create their own programming for cablecast on Channel 15. RCTV staff can provide assistance to local organizations and individuals to produce television programs and public service announcements; see fee schedule on our web site, www.rctv15.org.

The policies and procedures contained in this handbook permit the fair coordination of requests for RCTV services and resources. In this document, City

residents and organizations that submit programs or public service announcements to RCTV are referred to as “*community producers*”.

Eligibility for Involvement

Residency requirements: all residents of the City of Rochester are eligible to submit programming to RCTV as a *community producer*. Representatives of non profit, educational, faith-based and/or community-based organizations that have a functioning facility at a Rochester street address are also eligible to submit programming to RCTV as a *community producer*. All *community producers* agree to submit programming to RCTV for non-commercial purposes.

Individual community producers are required to produce two forms of identification; organizations must document the Rochester street address. All *community producers* are encouraged to become *members* of RCTV.

City residents and City-based organizations can also submit and “*sponsor*” television programming created by other producers; see information below.

Membership

Individuals living in the City of Rochester and non-commercial organizations located in the City of Rochester can become *members* of RCTV by paying an annual fee. *Members* can become certified to use RCTV equipment or facilities. In addition, *members* receive discounts on RCTV classes and production fees, receive our newsletter, and are invited to participate in an annual planning meeting. See membership form and annual fee, Appendix A. Members may be required to provide proof of address (utility bill, bank statement, copy of lease, driver’s license.)

Age: Individuals must be 18 years of age or older to use RCTV training, facilities, equipment or channel space with the following exceptions:

--If an adult City of Rochester resident or a City-based organization assumes legal responsibility and liability, and completes the required forms, a minor may use RCTV resources.

RCTV Programming

General information: *Community producers* (City residents and city-based noncommercial organizations) are encouraged to submit television productions for cablecast. *Community producers* can submit a show on a one time only basis, or can submit shows on a regular schedule. RCTV also airs programming produced by staff members.

Program priorities: Programs are aired based on the following priorities:

- live programming
- locally produced programming
- programs that are produced outside the City of Rochester that are sponsored by City residents or City-based organizations.

Schedule: RCTV staff determine the program schedule and time slots to ensure appropriate balance of programming and to meet the needs of viewers. RCTV staff will group and air some programs together within the following themes:

- educational
- youth made and youth related productions
- government and political content
- arts and culture
- health
- public affairs
- religious
- music
- adult entertainment

RCTV cannot guarantee a specific time slot. RCTV staff will typically assign a regular time slot to series programming for the convenience of viewers but scheduled shows can be preempted at any time. The RCTV program schedule will be changed periodically.

Program Content: *Community producers* must conform to local, state and federal laws with respect to program content. Programs cannot contain:

- material that is libelous, slanderous, or an invasion of privacy;
- material that violates state or federal law relating to obscenity;
- material contrary to local, state or federal laws, regulations, procedures and policies;
- any advertising that promotes any commercial product or service or sale for private gain (See section below regarding acknowledgement of underwriters.);
- any solicitation or appeal for funds, other than for RCTV;
- any unlawful use of copyrighted material--see Appendix B;
- lottery or other game of chance.

Liability for such unauthorized use shall rest solely with the producer. The producer further agrees to hold harmless the cable company, Rochester Community TV, Inc., and their officers, directors or employees for any damages arising from such use.

Copyright of program content rests with the producer. The program producer assumes full legal responsibility for obtaining releases necessary for copyrighted material (such as music) and for obtaining clearances for personal appearances. (See Appendix B, Copyright, for more information.)

RCTV may place before programming a notice disclaiming editorial responsibility or control of program content.

RCTV Productions: Only shows produced by RCTV staff, as authorized by the General Manager, will be identified as RCTV productions. Community producers may not incorporate the RCTV logo in their show, or use the RCTV logo to promote their program.

Technical Standards: RCTV will not cablecast a program if the program does not meet minimal technical standards. See Appendix C.

Credits for Sponsors / Underwriters

No program cablecast on RCTV-15 may contain commercial advertisements or promote a commercial product, service, business, trade or profession.

However, *community producers* are encouraged to seek commercial underwriting and/or grants from foundation, government agencies and/or private businesses to help fund their programs.

Community producers must accurately identify themselves to potential funding sources. *Community producers* may not represent that they are employees of RCTV, indicate that RCTV is a co-producer of a program, or otherwise misrepresent their relationship with RCTV. Violations of this rule may result in suspension or termination of RCTV privileges.

While commercial advertising is not permitted, sponsors/underwriters must be disclosed in the program credits. *Community producers* shall acknowledge donors and underwriters with announcements similar to those seen on PBS channels. The primary purpose for sponsorship credits is to identify the underwriter/sponsor, and not to promote or sell its product or services.

The following guidelines apply to underwriter / sponsor credits:

- Credits may include a donor's name, address, telephone number, product line, logo and up to a 15 word description
- The credit should be displayed for 15 seconds
- Credits may not promote the donor. It must be value neutral, and not include comparisons or quality judgments. (Don't say: "maker of fine furniture", "quality design" or "best restaurant")
- There should be no call to action (Don't say "Call now to see how much you can save...").
- Credits should mention particular products only if necessary for identification purposes. (eg: "Computerland, authorized dealer of Apple computers", but not "Star Market, this week featuring a sale on Maxwell House coffee").

Donors should be acknowledged only at the beginning and end of programs, with the following exceptions: during programs longer than one hour, announcements may be made during natural breaks.

If a business or organization donates products or services for the production of a program, these donations may be credited at the end of a program. Such credits can include the product and/or service donated, such as "costumes provided by..." and otherwise must follow the rules listed above for displaying a commercial underwriting credit.

Sample Underwriting Credit

The following is a sample underwriting credit: “This program is sponsored by Rochester Contractors, 203 Wood Street, Rochester, NY 14610, authorized dealer of Winton Windows. Tel. (585) 327-9000.” Include logo, if desired.

Submission of Programs

To submit a program, *community producers* should complete and sign a “Channel Time Request Form” and a “Producer Statement of Compliance” (appendices D and E). City residents or City-based organizations can also submit a program produced by an entity from outside of the City. In that case, the same two forms should be completed. Locally produced programming receives priority for scheduling purposes.

Damage

RCTV is not responsible for damage to media. RCTV recommends that community producers keep a copy of the media. RCTV will duplicate media for a fee.

Political Programming

RCTV will provide candidates for public office an opportunity to convey their positions and messages by way of candidate debates and talk shows.

Public Service Announcements--PSA

RCTV will cablecast at no cost public service announcements produced by organizations and producers. PSAs do not have to be locally produced. Contact Rick Osborne, Programming Manager, for information: tel. 325-1238 x 204; email: osbornerctv@yahoo.com.

Rochester Community TV Inc. will also produce and cablecast public service announcements for local organizations for purposes of community education, to promote events, to publicize community services, etc. See RCTV Fee Schedule, on our web site, for more information.

RCTV Classes

RCTV offers non-credit courses in television production and computer based nonlinear editing. Call the station at 325-1238 for more information. RCTV has partnered with SUNY Brockport Communication Department to offer college credit courses at the station's facility on Gorham Street. Contact Carvin Eison, the General Manager, for more information.

Use of RCTV Equipment and Facilities

RCTV studio, cameras and editing equipment are available to **members** of RCTV who can demonstrate the necessary proficiency; these members will be issued a Certificate of Proficiency. Different types of equipment require different certifications. RCTV periodically provides training courses; and similar courses are available in the community. Contact RCTV for information about training courses, use of portable production equipment or to reserve editing suite time.

Programming produced with RCTV equipment is made for the purpose of cablecast on RCTV15. All other use of RCTV equipment is prohibited. Noncommercial rebroadcast of such programs on other channels or media is permitted.

Members will be required to sign a contract for facility use before using the studio or computer lab.

RCTV reserves the right to refuse access to equipment or facilities to any member who:

- demonstrates a lack of ability to safely and proficiently operate equipment or use of facility;
- demonstrates lack of courtesy or cooperation with staff or guests of RCTV;
- fails to return equipment when due; or
- does not comply with RCTV policies and procedures.

Grievance Procedure

Persons who have a complaint with RCTV about policies, procedures or programming are asked to use our grievance procedure:

1. Submit a complaint in writing to the General Manager, RCTV. The address is 21 Gorham Street, Rochester, NY 14605. The General Manager will respond in writing within ten business days.
2. If the complainant is not satisfied with the General Manager's written response, he/she may appeal by forwarding copies of both letters (the original letter of complaint and the response from the General Manager) to: President, RCTV Board of Directors, 21 Gorham Street, Rochester, NY, 14605. The Board President will distribute the letters to the board at their next regularly scheduled meeting. The Board President will respond in writing to the complainant within ten business days of the board meeting.
3. To appeal from the Board's decision, the complainant may contact the Communication Department at City Hall.

Appendix A: Membership

RCTV 15 Membership Application Form

Support your public access station and promote the free expression of ideas. Become a member of RCTV 15. Members receive our newsletter, are eligible for discounts on classes, can become certified and then have access to use RCTV facilities, and will be invited to regular RCTV 15 planning meetings. Organizational members (community organizations, non profit organizations or faith based organizations) receive the above benefits, and are eligible for discounts on the production of public service announcements. Organizational members can name two designated representatives.

Name: Individual or organization_____

Address:_____

Zip code_____ Telephone(s)_____

Email address_____ Birthdate (if younger than 18)_____

Designated representatives: An organization member can designate two representatives (Include their names and email):_____

Membership Types

___ Individual or family membership (\$50 per year) (Reduced fee available for qualified low income applicants. Request an application form from RCTV.)

___ Organization membership--community, non profit or faith-based (\$250 per year)

Send check or money order to RCTV, 21 Gorham Street, Rochester, NY 14605.

Make checks payable to: Rochester Community TV, Inc.

Memberships are valid from July 1 through June 30th. Individual membership is limited to residents of the City of Rochester. Organizational members must have a functioning facility at a street address in the City of Rochester. See RCTV Policy and Procedure Guide for more information. Thank you for your support!

Appendix B: Copyright

“Copyright is a form of protection provided to the authors of “original works of authorship” including literary, dramatic, musical, artistic and certain other intellectual works, both published and unpublished. The 1976 Copyright Act generally gives the owner of copyright the exclusive right to reproduce the copyrighted work, to prepare derivative works, to distribute copies, to perform the copyrighted work publicly, or to display the copyrighted work publicly.”

United States Patent and Trademark Office

Appendix C: Format Specifications and Technical Standards

Programs should meet minimal audio and video technical standards, which include consistent control track, video and audio. Media must be clearly labeled with the following: individual title; name and phone number of producer; and exact program length.

Format: mini DV or Super VHS. (VHS can be dubbed to super VHS at RCTV facility.)

If any of the following requirements are not met, your program will not be scheduled:

--Each program must start near the beginning of the tape. There must only be one program per tape recorded in SP. No other audio or video should precede the bars, tone and countdown.

--Programs should ideally be 28 minutes, 58 minutes or 1 hour 58 minutes in length.

--Tapes must begin with at least 15 seconds of color bars and tone (0 dB), countdown and 15 seconds of silent black or video should precede the bars, tone and countdown.

--Tapes must have a clear cut ending point, followed immediately by at least one minute of silent black.

--All television productions produced with RCTV equipment must state, "*Produced through the facilities of Rochester Community TV*"; but should list the community producer as the copyright holder. All subsequent use, either on RCTV15 or for other purposes, must credit RCTV accordingly.

--All programming produced or sponsored by a community resident or organization must contain the following disclaimer at the beginning of each program: "*The following program has been produced by an independent producer. The views expressed in this program are that of the producer and do not necessarily represent the views of RCTV management, staff or volunteers. This station is prohibited by law from exercising any editorial control over the program or its contents.*"

--All submissions must meet technical requirements. Video levels must not exceed 100 IRE, audio levels must consistently peak at 0dB. Programs cannot have excessive tape dropout, inconsistent video and pedestal levels and cannot be recycled excessively, or dusty or dirty. Labels must be legible.

--It is strongly recommended that community producers make a copy of any program delivered to RCTV. While loss of or damage to media is rare, it is possible. Many producers keep a copy, but deliver the edit master for cablecast to get the best possible cablecast.

--Each program in a series must be numbered sequentially in the order in which it is to be cablecast.

--Programs must be received at RCTV no later than one week before scheduled cablecast.

--All community producers must sign and submit a Channel Time Request Form (Appendix D) and a Producer Statement of Compliance (Appendix E) with their single show or series.

Appendix D, Channel Time Request Form

Note: For each show or series of shows Producers must submit a signed Producer Statement of Compliance with this Channel Time Request Form.

Program title _____

This program is: one time show series (circle one)

Series: Start/end date: _____

Producer name _____ Home telephone _____

Address _____

Work/cell number _____ Email _____

Program description _____

Please check one: ___adult entertainment ___cultural ___educational
 ___health ___music ___govt./politics
 ___religious ___sports ___youth
 ___other _____

RCTV use:

Date and time assigned:	Day	Time
_____	_____	_____
_____	_____	_____

RCTV accepts this program for cablecast on RCTV 15 but reserves the right to preempt the show at any time.

RCTV signature: _____ Date: _____

Appendix E, Producer Statement of Compliance -- RCTV Channel 15

Note: For each show or series of shows, Producers must submit a signed Producer Statement of Compliance with a Channel Time Request Form.

To: Rochester Community TV, Inc.:

1. I have read and am thoroughly familiar with the contents of the Policies and Procedures of Rochester Community TV, Inc.
2. I am thoroughly familiar with the contents of the program material that I am submitting for cablecast. This program is called _____.

This program does not / will not contain:

- a) any material that violates state and federal law relating of obscenity;
 - b) any material which constitutes slander, libel, invasion or privacy;
 - c) any material contrary to local, state or federal laws, or regulations.
 - d) any promotional material concerning products or services presented for the purpose of any solicitation of money or other thing of value. Underwriting of programs may be acknowledged as set out in the Policies and Procedures of RCTV.
 - e) any solicitation of funds, unless authorized by the Policies and Procedures of RCTV.
3. I assume full responsibility for the content of all program material that I submit for cablecast and will ensure that such program material will not violate any right of any third party.
 4. I have obtained all approvals and licenses for the use of any program material that I submit to RCTV for cablecast. This includes but is not limited to approvals by broadcast stations, networks, sponsors, music licensing organizations, copyright owners, performers, all persons appearing in the program, and any other approvals that may be required to transmit the program over the RCTV cable channel.
 5. I indemnify and hold harmless Rochester Community TV Inc. and Time Warner Communications, their Directors, officers and staff, against any claims arising out of any use of the program material that I cablecast or any breach of this Statement of Compliance, including but not limited to any claims in the nature of libel, slander, invasion of privacy or publicity rights, non-compliance with applicable laws and unauthorized use of copyright material. I understand that I may be subject to criminal and civil liability for producing such material that is cablecast.
 6. I agree that I shall not represent myself or any person involved in this production as an employee, representative or agent of RCTV or Time Warner Communications or its facilities.
 7. If I borrow any equipment from RCTV, or make use of any equipment at RCTV, I agree to pay the costs of any repair or replacement of equipment or materials resulting from damage, misuse or

theft that occurs while the equipment is in my possession or control. I understand the penalties that apply if I do not return equipment or materials on time.

8. I agree not to use RCTV channels, equipment or facilities for any financial gain or other commercial purpose. I understand that programming produced with RCTV equipment or facilities must appear on the RCTV public access channel.
9. I understand that false or misleading statements made in this Producer Statement of Compliance are grounds for forfeiture of the right to use RCTV public access equipment and facilities
10. I am am not a resident of the City of Rochester. (circle one)
11. I do do not represent a Rochester-based organization. (circle one)

This statement is binding after acceptance by RCTV General Manager or authorized RCTV staff as indicated by their signature on the Channel Time Request Form for this program. This agreement is non-transferable.

Signature

Date

Name printed

Telephone

Address and zip code

Name of organization represented, if any

Appendix F -- RCTV Studio Request Form

Members of RCTV who demonstrate proficiency can be certified to use RCTV studio and equipment. These members should call the station (585-3251238) to reserve the studio. Be prepared to give the following information:

Name:

Date for use of studio:

Time for use of studio:

Show Title:

Number of guests:

Show date:

Background color:

Props:

Note: 48 hours notice is required to reserve the studio. You must arrive 30 minutes early to prepare for the shoot. Shoots are for a maximum of two hours. No weekend shoots.

Appendix G-Public Service Announcement (PSA) Production Application

Note: Rochester Community TV Inc. will accept and cablecast ready-made PSAs, locally made or otherwise. There is no charge for this service. The following application is for technical assistance from RCTV staff to produce a PSA.

Fax this form to RCTV at (585) 325-2642.

Name: _____

Phone Number: _____ Email Address: _____

Address: _____

PSA location- Will PSA be shot:

- In the field. State location: _____
- In the RCTV studio (21 Gorham Street, Rochester, NY 14605)
- Requesting RCTV announcer
- Organization will provide announcer

Are you requesting editing?

- YES
- NO

Date preferred: _____ Contact person: _____

Signature of Person Requesting PSA Date

Signature of RCTV staff Date

Date and time scheduled: _____ Fee: _____

PLEASE NOTE

- Bring script with you at time of shoot.
- We can not guarantee exact times when your PSA will air.
- This agreement pertains to non-commercial PSAs only.

FOR RCTV USE ONLY

- o Payment made for PSA production
 - \$100 in studio for members
 - \$200 in studio for nonmembers

 - \$400 to \$500 in the field. Discount for members.

Appendix H – Community Bulletin Board Request Form

Community Bulletin Board announcement must be received one week prior to event. The announcement will run for one week. Fee is \$10 per week. Announcements will be aired on a first come, first served basis.

Name:

Day / cell phone:

Organization:

Start / end date for announcement:

The announcement cannot mention ticket price. However, announcement can say: "For more information, call..."

Please write message legibly below, or attach a flyer. Message may not exceed 75 words.

Return to: Rochester Community TV, Inc.
Community Bulletin Board
21 Gorham Street
Rochester, NY 14605