CTV-7

Educational & Government Access TV

DRAFT

Augusta Community Television

Policy & Procedures Manual

Table of Contents

CTV- 7 Preamble **page 3-4**

Section I - Definitions **page 5-7**

Section II – Rules of Operation **pages 7-11**

- **a.** Programming Guidelines **page 7**
- **b.** Programming Priorities and Scheduling **page 7-8**
- **c.** Programming Restrictions **page 8-9**
- **d.** Access **page 9-10**
- **e.** Underwriting **page 10**
- **f.** Series Programs **page 10**
- **g.** Bulletin Board **page 10**
- **h.** Political Programming **page 10**
- **i.** Editing Policy **page 10**
- **j.** Quality Standards **page 10-11**

Section III – General Rules **pages 11-13**

General Rules **page 11-12**
Corrective Action Procedures **page 12-13**

Section IV – Guidelines

- **a.** Submitting Announcements **page 13**
- **b.** Power Point Slides for message Board **page 14-15**
- **c.** Multimedia Presentations for Public Meetings **page 16**
- **d.** Submitting Programming **page 17-18**

Preamble CTV-7

The City of Augusta (the franchiser) will maintain the Government and Educational Access Channel (Channel 7) on the Time Warner cable television system (the franchisee) for Municipal and Board of Education sanctioned events.

CTV-7 does not function as a Public Access Channel.

Augusta's City Council meetings, School Board meetings, and other governmental meetings are telecast to cable subscriber's homes in Augusta, and may be made available through Internet transmissions (video streaming.)

CTV-7 accepts municipal announcements and messages of community interest from non-profit organizations. Those messages are shown free-of-charge on the Channel 7 Bulletin Board.

CTV-7 staff produces and cablecasts half-hour governmental and educational shows consistent with the charge of an Education and Government channel.

Funding for CTV-7 is provided by the cable television Franchise Fee, which is paid to the City (franchiser) by the franchisee (Time Warner Cable.) The Franchise Fee is a right-of-way fee, a form of rent, that franchisers can charge cable television operators for the privilege of using their roadsides for transmission infrastructure. The fees help support community television. Since 1990, franchisees have been allowed to show the fee on their subscribers' cable bills.

Many Maine towns apply the Franchise Fee to the General Fund and use it for purposes unrelated to community television. Augusta allocates approximately 50 percent of the fee it receives to CTV-7, which enables Augusta cable subscribers to watch and participate in events that occur in the community by way of locally produced television programs.

In addition to the Franchise Fee, CTV-7 can derive revenues from underwriters who help pay for the production of CTV-7 programming.

CTV-7 is under the Department of Community Services and is staffed contractually by Digital Spirit Media, LLC. Digital Spirit Media staff includes a Director of Operations, Executive Producer-Project Manager, and a Senior Producer-Production Supervisor.

In consultation with Augusta's Cable TV and Telecommunications Committee, Digital Spirit Media is responsible for the management and operation of CTV-7.

In addition to cable-casting City Council, School Board, and other meetings, and operating the Community Bulletin Board, attention is given to projects that inform and educate the community about its culture and heritage. Local athletic and current events are also highlighted.

CTV-7 provides governmental and educational programming.
Live and recorded programming will be utilized when available for telecast. A municipal government related bulletin board information service will run during all other hours.

CTV-7's programming policy shall be to provide residents with direct, non-editorial information concerning government deliberations, services, programs, and activities. Programming will also include educational material sponsored by the City of Augusta, the Augusta Board of Education, or other educational entities.

Government Access CTV-7 will be limited to specific events, meetings, or activities that are sanctioned by the City of Augusta, Augusta Board of Education, or other designated government bodies. Government access programming will be expository and devoid of political or issue campaigning unless expressly authorized by a majority vote of the City Council.

Section I: Definitions:

Airtime: refers to any scheduled or unscheduled cablecast on CTV-7 to the Time Warner cable subscribers of the City of Augusta.

Bulletin board system: a video broadcast system that creates written announcements, with or without audio, to be telecast in scheduled time slots and sequences on CTV-7.

Contracted Service Provider: Refers to the current sub-contracted agency hired by the City of Augusta and delegated with the responsibilities to manage and operate CTV-7 in accordance with the policies found in this manual, as set forth by the Cable TV Committee and the City Manager.

CTV-7: refers to the television station, its staff and facilities, located at 16 Cony St., City Center, Augusta, Maine 04330, and the CTV-7 signal is cablecast to Time Warner Cable subscribers.

CTV-7 Equipment: refers to any production equipment owned, leased, or managed by CTV-7 for the production of CTV-7 programming; this may include but is not limited to audio equipment and cables, video equipment and cables, lights, stands, cable casting equipment, character generators, set pieces, and computers.

CTV-7 Staff: refers to anyone designated by CTV-7 to manage and/or operate CTV-7.

CTV-7 Suspension: means loss of all services and privileges associated with CTV-7 including use of airtime and the electronic bulletin board.

CTV-7 Volunteer: refers to anyone who is authorized by CTV-7 staff to perform staff-designated tasks in the operation of CTV-7. Said tasks are on a voluntary, non-paid basis.

Digital Media: Jump Drive, DVD, Portable Hard Drive, E-mail

EG: refers to Educational and Government Access Channels

Electronic Bulletin Board: refers to computer images that scroll on CTV-7 between CTV-7 programs.

Eligible Nonprofit Organization: refers to any entity organized under state law as a nonprofit organization and which either is located in the City of Augusta or provides all or some of its services within the City of Augusta.

Eligibility: refers to the right to apply, pay for, or access services or facilities.

Emergency programming: Programming that addresses any actual or threatened enemy attack, sabotage or extraordinary natural or man-made disaster, including but not limited

to fire, flood, storm, epidemic, industrial accident, or other impending or actual calamity endangering or threatening to endanger health, life or property.

Educational Programming: refers to programming that is educational in nature or produced for or sponsored by local area schools, colleges or universities.

Good Standing: means not currently under CTV-7 suspension

Governmental Agency: A subdivision, agency, department, or other unit of the State of Maine or the United States of America.

Government access: the city is the sole owner of CTV-7 and has complete editorial control over all programming and services provided on CTV-7. A government access channel is a non-public forum, and is not a public access channel.

Government Programming: refers to programs that are governmental in nature or produced for or sponsored by the City of Augusta or other government entities. Such programs are regulated by municipal officials and the staff of CTV-7 and are not subject to the sponsorship requirements set forth in this Policy.

Normal Operating Hours: refers to scheduled times when the CTV-7 staff and facility is open. Normal Operating Hours will be posted at the facility.

Policies: The CTV-7 General Policies and Guidelines.

Production Facilities: refers to any equipment, space or materials owned, leased or managed by CTV-7.

Program: a video production.

Programming: programs produced for telecast that may include a script, dialogue, or text, graphics, audio, filming, and editing.

Release: refers to any documentation stating that a producer has the right to use the video, DVD or audio image of a person or copyrighted material.

Sponsor: refers to an area resident, business or a person designated by an eligible non-profit organization, that agrees to underwrite the cost of producing a show and assumes responsibility for the content of the program that they provide to CTV-7. Sponsored programs should provide a local phone number at the end of the program that residents may contact for more information.

Talent: refers to anyone who appears in, or is heard in a CTV-7 production.

Underwriting: refers to the practice of funding the costs associated with producing a program by one or more commercial or non-commercial entities. Recognition may be

given to the underwriter at the beginning and end of the program using the PBS model, "this program was made possible by a grant from _____". Such recognition may contain a single graphic logo representation of each underwriter, and may not be more than 30 seconds in total length.

Section II - Rules of Operation:

1. **Programming Guidelines**
   The city's government and educational access programming shall be guided by the operating policy as set forth herein and by the rules of the Federal Communications Commission (FCC) as they may apply to operations of municipal government and educational access channels. All materials to be broadcast shall be related to matters of interest to the City of Augusta community which include and are not in conflict with the following:

   a. Programming of an emergency nature involving public health or safety;

   b. Programming which is initiated by or reflects a resolution of the City Council;

   c. Programming of public meetings and matters before City boards and commissions;

   d. Programming initiated by various municipal departments in support of their operational missions.

   e. Programming of community sponsored events;

   f. Programming from other governmental units including county, state and federal agencies relating to non-partisan programs or information concerning government services or activities.

2. **Programming Priorities and Scheduling**
   Scheduling the use of the City's government and education access channel broadcast time shall be the responsibility of the City Manager or contracted service provider. Scheduling will be in accordance with the channel use priorities (listed below) and the availability of equipment and resources.

   a. Emergency Override Notification - May consist of live, taped, or text and graphics programming, shown at any time, as emergency dictates. The purpose of this programming will be to inform residents of emergency situations, and to instruct viewers in evacuation, detour notification, and escape procedures. In the case of an emergency, regularly scheduled programming may be interrupted or canceled. The content and scheduling of any emergency programming must be approved by the City Manager or designee.

b. **Public Meetings -** To help increase and encourage citizen awareness and participation in public policy decision-making. Live broadcast coverage of selected meetings and events will be provided. Live coverage of City Council and School Board meetings and their sub-committees, commissions and board meetings will also be provided whenever feasible. Meetings are intended to be carried gavel-to-gavel without editing or editorial comment. The City of Augusta is not responsible or liable for words uttered by the public during live broadcasts. Also, the City of Augusta cannot suppress vulgar or inappropriate words to be aired during live broadcasts.

c. **Taped-delayed broadcast** – Some public meetings, city functions, and special events will be taped for later re-broadcast at various times more convenient to the viewing public. Taped meetings, shows, and other special events will be scheduled into open times between live broadcasts. The City of Augusta reserves the right to determine if the event will be aired live or taped for replay at a later date and time. Taped broadcast times will be determined by the Assistant to the City Manager. The City of Augusta cannot suppress vulgar or inappropriate words to be aired during taped-live broadcasts.

d. **Function and Operation of City Services** - To illustrate and describe the functions, operations, and services of some unit of city government in order to increase citizen understanding of their government and its services.

e. **Topics of Interest to Augusta** - Programming produced by CTV-7 or received via satellite or other means with suitable content for the city's municipal access channel as determined by the Director of Operations in accordance with the established channel guidelines and objectives.

f. **Bulletin-board Information** – Character-generated messages related to City government activities, programs, services, and events sponsored by the City of Augusta, Board of Education, or other government unit affecting Augusta and area citizens. This service will operate 24 hours a day when other programming is not scheduled. Eligibility for the use of the electronic bulletin board is limited to nonprofit activities, or activities or information that is clearly of use or benefit to residents of the City of Augusta, or requested by an area resident.

3. Programming Restrictions

The City's government and educational access channel (CTV-7) will not telecast programming containing the following:

a. Partisan Political Broadcasts - The City's government access channel is not intended to be used as a partisan political forum by an individual or group, nor as a mechanism for building exclusive support for a particular person, program, or issue. Any programming relating to election for public office or

advocacy for a particular cause, viewpoint, or policy subject to a pending vote or ballot question will only be allowed when the format allows for all candidates or sides of an issue to be heard on an equal basis and within the same presentation format.

b. Commercial Programming – Commercial programming, including paid advertising material, shall not be considered for telecast. However, this provision shall not prevent the incidental identification of the persons or entities providing grants or contributions to underwrite the cost of a production.

c. Copyrighted Materials – Copyrighted material will not be telecast unless clearances have been obtained, and written proof of such clearance can be presented or attested to by the sponsoring entity.

d. Other – Programming which is otherwise prohibited by applicable Federal, State or local laws will not be telecast.

e. Any material which promotes any religious belief or religious philosophy.

f. Programming that does not meet acceptable broadcast standards, as determined by the Director, for video and/or audio quality.

4. Access

All programming over CTV-7 must be Government or Board of Education related. Programs may include meetings, activities, programs, services, and events of City departments and services, or other government entities. Final approval of all requests will be made by the CTV-7 staff who administers the video programming for the City of Augusta.

Any programming request shall be subject to review by a CTV-7 Senior Producer for appropriateness and technical consideration. Those programs which are consistent with the overall operating policy of CTV-7, as determined by the Senior Producer, shall be cablecast. In order to accommodate staffing requirements, a request to video tape an event, including rescheduling of meetings and special events, shall be submitted to the CTV-7 Senior Producer no later than 7 days prior to the event. This notification must include any special media requests for computer, DVD, audio or performance presentations. CTV-7 staff will do it's best to accommodate last minute requests. The decisions of the Senior Producer may be appealed to the Cable Franchise Committee. Written permission for the use of copyrighted material must be authorized in advance by the material's owner and obtained by the sponsor of said material.

CTV-7 is not to be utilized for announcements from the general public. Access to the Channel shall be limited to City, County, State Government, and

Board of Education functions and operations. Utilization of the Channel for personal gain will not be permitted.

5. **Underwriting:** Producers wishing to collect underwriting funding and/or give underwriting credit must first have written authorization from CTV-7 and must follow Underwriting Guidelines (available upon request). Sponsor Application forms must be completed by the City of Augusta residents who wish to request cable casting services for their programs. The sponsor's name and a local phone number shall be added to the end of the program as a 15 second tag to identify themselves to the community.

6. **Series Programs:** Regular series may not run for more than one year. After the first year, the series may continue if no other producer requests the same time period. Unless otherwise restricted by these rules and procedures, air time is allocated on a first come, first serve basis.

7. **Bulletin Board:** Eligibility for the use of the electronic bulletin board is limited to nonprofit activities, or activities or information that is clearly of use or benefit to residents of the City of Augusta, or requested by area resident.

8. **Political Programming:** No political programming will be permitted on the Government Access Channel with the exception of providing factual information on any ballot issue directly affecting Augusta voters.

9. **Editing Policy:**

    a. **City Meetings** – Any City meeting telecast shall not be edited nor subject to editorial comment. Meeting coverage shall be from gavel-to-gavel.

    b. **Department Programs** – Any program recorded by the City of Augusta or on City equipment may be modified or edited as appropriate except as discussed in town meeting section.

    c. **Bulletin Board** – Messages programmed into the bulletin board portion of CTV-7 may be submitted by appropriate government departments or agencies. Editing by CTV-7 staff to provide clarity and maximum utilization of pages available may be required. The City of Augusta shall not be held responsible for the accuracy of any information over the channel that was submitted by outside sources.

10. **Quality Standards:** All programs must meet the following technical standards:
    a. Programs may be delivered in the following formats:
        i. DVD-R
        ii. MPEG2 on a hard drive or other electronic removable medium.
    b. Program audio quality must meet broadcast standards conforming to the following criteria.

i. Mono utilizing both tracks
ii. Not exceeding OdB
iii. Talent properly mic'd – no consumer camera mics, or "off" mic recordings.
iv. No excessive wind, rustle or audio distortion in the sound track.

c. Programs must be no more than the second generation of the master video footage with low noise and a minimum of color smearing.
d. Programs must utilize proper lighting techniques. Neither over- nor under-exposed lighting will be accepted.
e. Maximum reference levels are –40 IRE unites of sync, 7.5 IRE units of black level and no more than 100 IRE units of video.
f. All programs should lead in with black for a minimum of 5 seconds before program starts.
g. All programming must be properly labeled on and in the containing media with standard labeling practices. The labels will contain the following information: program title, producer, and date of completion and exact program length and pre-roll time.

Section III. General Rules

1. The production facilities and equipment maintained within the City of Augusta municipal buildings are the property of the City of Augusta, Maine, and are maintained and operated by the current contracted service provider as established by the City Manager's Office in accordance with the policy and directives of the City Council. The designee is responsible for overall operations, programming activities and program schedules, which shall be established in accordance with the policy specified herein. City-owned video and audio equipment shall be restricted to authorized City activities, and its use shall be restricted to the current contract service provider of the City of Augusta. Loaning of equipment for personal or outside use shall not be permitted. Use of mailing address, phone, fax, e-mail, internet, office supplies, computers, copy machines and other office equipment is restricted to CTV-7 staff and volunteers. From time to time, CTV-7 staff may give permission to use the above upon request on a case-by-case basis. Viewers wishing to address specific station concerns may write to CTV-7 at: Viewer Comment, CTV-7, 25 Cottage Road, Augusta, Maine 04106.

2. The use of the common areas in City Hall is granted by special permission, and is generally not available for non-production oriented activities. Please see staff for permission and scheduling of any events in these areas.

3. Staff are not to have personal mail, packages, faxes or calls directed to CTV-7.

4. CTV-7 is not responsible for materials left here, including tapes, disks, or computer data.

5. Eating and drinking in studio and control room is strictly prohibited. Water, without ice (due to sweating) in pitchers and glasses or bottled water on the studio set for talent is permissible.

6. All videotapes or DVDs for productions must be supplied by and purchased from CTV-7 at the time of use.

7. **Corrective action procedures**

   a. The following procedures apply to all the above rules, unless otherwise specified. The Director of Operations is responsible for knowing, understanding and following all the rules and procedures listed above. Therefore, the violation of any rule will be grounds for following the first corrective action. In general, these actions will be taken in a progressive fashion, with a written reminder for the first violation, written warning for the second, etc. However, in some cases, the rule violation may be so serious as to warrant immediate suspension of privileges, such as an assault on another person, disruption of other people's productions, violation of law, etc. CTV-7 reserves the right to impose corrective action appropriate to the violation in all cases.

      i. The first violation of any CTV-7 rules and procedures will result in a written reminder.
      ii. The second violation of any CTV-7 rules and procedures will result in a written warning.
      iii. The third violation of any CTV-7 rules and procedures will result in a $10 fine with suspended privileges until the fine is paid.
      iv. The fourth violation of any CTV-7 rules and procedures will result in a two-month suspension of privileges.
      v. The fifth violation of any CTV-7 rules and procedures will result in a suspension of privileges for no less than one year, and up to a lifetime suspension.
      vi. Prior to finding a violation, CTV-7 Staff will meet with the Access Producer or Producers, as well as any other staff involved in the issue, and notify the Producer(s) of the basis for the violation. The Director of Operations or Producers will have an opportunity to respond to the charge. This meeting will be informal and is not an adversarial hearing.

   b. Grievance and Appeal

      i. If an individual disagrees with the action of CTV-7 staff, the individual must first address the grievance with the CTV-7 staff in question.

      ii. If the individual does not receive satisfaction from the CTV-7 staff within seven working days, the individual must submit the grievance in writing to the Director of Operations

iii. In the event the Access Producer or Producers disagrees with any corrective action taken by the Director of Operations, they may appeal it to the CTV-7 Cable TV and Telecommunications Committee within 15 calendar days of the action. The Committee Chairman or his/her designee will hold an informal hearing with the Director of Operations, appropriate staff and the Director of Operations or Producers and with any witnesses, and issue a written decision within 10 days of the hearing. The decision of the Committee Chair or his/her designee will be final and not subject to further appeal except to a court of local jurisdiction in cases of obscenity, libel, slander, etc.

Policy Notice: Any portion of this policy may be waived by the Director of Operations **due to extenuating circumstances such as illness or Act of God.**

GUIDELINES FOR SUBMITTING ANNOUNCEMENTS

1. Messages of community interest from non-profit organizations and official announcements will be accepted for showing on CTV-7 if they are sent at least 3 weeks prior to the event to: 16 Cony St., Augusta, Me 04330 Ph: (207) 626-2542 FAX: (207) 626-2354 or E-Mail: ctv7augusta@gmail.com

2. Announcements and messages must be less than 30 words and must not contain the following:

   - Lottery, or information about a lottery, gift enterprises or similar schemes.

   - Any solicitation of funds or advertising designed to promote the sale of commercial products or services.

   - Any material that violates Town, State, or Federal laws including, but not limited to those relating to sedition, defamation, slander, libel, invasion of privacy, trademark or copyright.

   - Obscenity as defined by community standards.

3. Announcements must include the following information:
   - Name of the organization that is submitting the message.
   - Name and phone number of a contact person that can be shown with the message FMI.
   - Time, Place and Date of the event along with any fee that may be charged.

4. Augusta Public Access will make every effort to post messages in a timely manner, however we make no guarantees. We will attempt to present messages as clearly as possible, with an emphasis on readability and visual interest. Specific backgrounds or colors may be requested; However the final “look” shall be at the discretion of the person entering the message.

5. CTV-7 will design "basic" slides for announcements using simple text and graphics. We encourage persons to create their own PowerPoint® slide to insure that the announcement is presented in a manner consistent with their objectives. Up to 10 slides per subject or event will be accepted for placement on the bulletin board and shall be played in normal rotation along with other announcements of a similar nature. Please refer to the Power Point Guideline sheet.

6. Message duration shall be of sufficient time to read in a normal manner, such time to be determined by the person entering the message.

7. Interpretation of these rules shall be at the discretion of the Director of Operations; however an appeal of said decision may be made to the Cable TV and Telecommunications Committee, whose decision shall be final.

Power Point guidelines for Message Board

We prefer you submit your announcement in the form of a Power Point. The saying "*What you see is what you get*" does not necessarily apply to PowerPoint presentations that are viewed on television screens. When creating a PowerPoint presentation for TV, please keep in mind the content (text, photos) that you see on your computer screen may inadvertently be cropped and not visible if it is too near the outside margin of your slide. Other pointers to remember include:

- Design each slide to make one or two major points or themes.
- Keep the presentation simple, neat and uncluttered.
- Limit the amount of text on each slide.
- Follow copyright laws and guidelines.
- Proofread and then have someone else proofread as well.
- Write titles that read like headlines.
- Avoid stark contrasts designs from slide to slide. Try to carry the same design throughout your presentation.
- A light color text with a dark background works best.
- Try to use no more than three color schemes in a presentation.
- An elegant, sophisticated, simple design is more effective than something flashy and crowded.
- To get an idea of how your slide may appear on the TV screen use a 800 X 600 screen resolution and a color setting of 16-bit or high color.
- Don't be afraid to use additional slides to get your message across.

Backgrounds:

- Use a 6.3" X 8" centered text box on top of a black background as a guide.
- Make sure all of your work stays within that box. You may delete the box after you have developed your slide. (Contact CTV-7 to obtain a pre-designed template.)

- Images, graphics and text that are outside of the centered text box will not be displayed on the TV screen.
- Dark backgrounds with light lettering will display best.
- Stick with basic generic colors.
- Avoid complicated patterns.
- Reds, oranges and cyan's do not reproduce well on the TV screen.

Text:

- Large plain letters work best.
- Font size recommendations:
    1) Titles: 40 to 44 points
    2) Subheadings: 32 to 38 points
    3) Body: 24 to 30 points
- Only use 6 to 8 lines per slide.
- Stick with one font.
- Bold, italic, and capital text can be used to emphasis a point.
- Be concise and to the point.
- Use light color text on a dark background.
- Highlight key words and graphics.

Animation:

- Limit the use of animation to the *simple is better theory.*
- Stick with a few standard transactions between slides to emphasis certain points.
- Remember the camera will not be on your slide all the time.
- Don't have your animations fly in from all directions; try to keep the transition from slide to slide consistent.
- Try using symbols like asterisks and arrows to emphasis a point.

Images:

- Small images may not be seen by the audience.
- Most image sizes should not be smaller than 3" X 4" or about a ¼ of the TV screen display area.
- Maintain the clarity of the image when resizing.
- It is acceptable to make branding images such as logos smaller in size.
- When using a chart, make sure to follow the same guidelines for color background and text.
- Don't overcrowd images and charts with text.
- Limit the use of animated images.
- Don't over design or under-design you presentation; enjoy being creative!

Note: If your slide does not meet the above requirements and or requires extensive modification and rework, it will be returned and not aired.

Note: If you would like assistance in designing your slides, design services are available thru the Contracted Service Provider at the discounted publish rate in the appendix, under graphic design.

Guidelines for Multi-Media presentations for Public Meetings

PowerPoint, Prezi and other materials (maps, photographs) that are submitted by the public for presentation at board meetings must be delivered in digital media format to CTV-7 offices at 16 Cony St. Augusta, Me., no later than 12:00 p.m. the day before the scheduled meeting. Media may be delivered by email to ctv7augusta@gmail.com . Review Power Point Guidelines to ensure your material will look the best possible for broadcast on CTV-7. Media will be accepted in the following digital file formats.

Power Point Slides for presentation

- Large plain letters work best.
- Font size recommendations:
    4) Titles: 40 to 44 points
    5) Subheadings: 32 to 38 points
    6) Body: 24 to 30 points
- Only use 6 to 8 lines per slide.
- Stick with one font.
- Bold, italic, and capital text can be used to emphasis a point.
- Be concise and to the point.
- Use light color text on a dark background.
- Highlight key words and graphics.

Video – 640 x 480 minimum resolution requirements. DVD, Flash, QuickTime, Windows Media File, You Tube, AVI & MPEG2

Audio – wav, mp3, CD

Still Images - 640 X 480 72 dpi minimum resolution requirement - JPEG, TIFF, BMP

Presentation Equipment

CTV-7 can provide the following equipment in City Council Chambers for your presentations:

DVD Player
Document Camera
Laptop PC Windows 7 operating system.

Note: In order to use this equipment the presenter needs to make arrangements to meet with CTV-7 staff to go over operation of the above equipment 24 hour prior to presentation.

PowerPoint presentations and other materials that are to air on Government Access channels must comply with all applicable federal, state and local laws, rules and regulations, including but not limited to the CTV-7 ***Policy and Procedure Manual.***

Photographs, videos, and other images containing copyrighted materials will not be telecast without proper copyright authorization. Individuals who submit materials are responsible for obtaining all necessary copyright clearance and shall indemnify and hold the City of Augusta harmless in any case of copyright infringement. Presentations and other materials that do not meet acceptable broadcast standards for quality will not be aired. The office of the City Manager or the contracted service provider shall determine which presentations and materials meet acceptable broadcast standards. For additional information on these guidelines, contact CTV-7.

Guidelines for submitting programming to CTV-7

To air a program on CTV-7 it first must satisfy all the conditions put forth in Section II "Rules of Operation". Programming will fall into one of the following categories.

1. **Existing Programming**. Already produced program.

    a. To air an existing program on CTV-7, it will be submitted to CTV-7 and be reviewed in accordance to guidelines set forth in section II.

2. **New Programming**

    a. **Review.** The originator of the program idea will meet with the staff of CTV-7 to determine the following.

        1. Does the proposed program fit the station guidelines set forth in Section II
        2. What is the length of the program and how many episodes?
        3. Is there airtime available for the proposed program?
        4. Who will produce and fund the program?

    a. Production

        1. **Independent Production.** The program will be produced and funded outside CTV-7. The originator of the program concept will be responsible for producing and securing funding for the production of the program. The approved program will air at no cost on CTV-7. The producer is responsible for submitting to CTV-7 a timeline for the delivery of the program(s).

2. **CTV-7 Production.** CTV-7 staff will present the program idea to the Cable TV and Telecommunications Committee to determine if the program qualifies as a CTV-7 Production. If it qualifies, the program will be produced by CTV-7 staff and funded using "Hour Bank Funds". Eligibility will be based on the following criteria.

    b. Balance of "Hour Bank"
    c. Where the program falls within Section II:1 "Programming Guidelines" and Sect II:2 " Program Schedule and Priorities."
    c. Number of episodes and man hours required to produce the program.
    d. Additional costs outside of man hours.

Note: If the program is not approved as a CTV-7 Production, it will be recommended that the program become an independent production. Production services are available through the Contracted Service Provider at the published discounted rate found in the appendix. CTV-7 will retain 20% of the net profits on any productions contracted through the Contract Service Provider.