



Paulding Village Television - Channel 5

EDUCATION CHANNEL GUIDELINES

I. Channel Mission

The Education Access Channel, made possible through the facilities of Panther Productions and the Paulding Exempted Village Schools, provides a resource for local educators, parents, students, and educational institutions to convey and share knowledge and information with one another and with the general public.

II. Channel Guidelines:

A. Rules and Procedures

All producers of programming on the Education/Government Channel must abide by all established rules and procedures set forth by the Staff and approved by the Board of Directors of PVTV-Channel 5.

B. Producer Requirements

- 1) Producer of the program must be one of the following constituencies:
 - a) Staff member of an educational institution
 - b) Elected or appointed official serving in an official capacity for a recognized educational institution or government entity
 - c) Parent or guardian of a student enrolled in an educational institution
 - d) Advisor to a club or organization belonging to or directly serving an educational institution. For example, a Video Club advisor (staff or layperson), a football coach, quiz team advisor, drama coach, etc.
 - e) PVTV-Channel 5, using staff, volunteers or students to provide coverage of school events, such as graduations, sporting events, class nights, musical or dramatic performances, meetings, interactive teleconferences, talk shows, and other school-related events.

- 2) "Producer" is defined as the individual, 18 years of age or older, who is:
 - a) Acting individually or representing an educational institution;
 - b) Presenting a program for air on the Education Channel;
 - c) Solely responsible for the content of the program aired on the channel;
 - d) The primary contact with PVTV-Channel 5, who will submit the appropriate forms to request and arrange air time, studio time, equipment training, and other details important to the program;
 - e) Responsible for involving a sufficient crew to produce the program, and for the crew's training, use of equipment, and behavior at the Panther Productions studio;

f) Responsible for obtaining any necessary clearances from local educational institutions, individuals, or copyright holders.

C. Educational Programming

Program must address an educational need or theme, or document an officially sanctioned school function.

For example, a teacher producing a program aimed at other teachers or students under the aegis of the school would qualify as a program on the Education Channel. A teacher producing a cooking show by herself and her friends would qualify as a Public Access program.

D. Instructional Programming

1) Programming which is instructional in content shall be subject to an approval process set forth by an appropriate educational institution prior to air on the channel.

2) Programming which is not instructional or curriculum-based (for example, a talk show, sports programming, etc.) is not subject to such approval prior to air.

For example, a program which intends to teach a course or include curricula in mathematics at the 8th grade level, shall be aired on the channel only after review and approval by the Pittsfield Public Schools. Likewise, a program which contains college-level English materials, intending to be used as course material, shall first be approved by PVTV- Channel 5. However, a high-school basketball game need not be approved prior to air.

E. Fit With Mission

Program must fit within the guidelines of the Education Channel's Mission Statement.

F. Cablecast Time Priority

1) PVTV-Channel 5 shall be under no obligation to carry programming produced outside the Adelpia Cable service area. Any such programming shall be carried on the channel as a service to the constituencies of the Education Channel. The decision to carry such programming, and its placement in the weekly programming schedule shall be the sole decision of the Education Coordinator of PVTV-Channel 5.

2) Priority for air time on the Education Channel (which meets above criteria) will be as outlined in this manual: Programming, section XI, "Scheduling Priorities"

G. Educational Institutions Recognized

1) The following is the priority in which area educational institutions are recognized by the Education Access Channel:

a) Public Schools in the Village of Paulding

- b) Public Schools in the Adelphia Cable service area
- c) Private and Parochial Schools in the Adelphia Cable service area
- d) Northwest State Community College
- e) Governmental Agencies serving an educational need in this community
- f) Educational Non-Profit organization serving this community
- g) Other Organizations as recognized and approved by the Education Programming Subcommittee

2) The following institutions may participate in productions at the PVTV facility only in conjunction with a local educational institution. However, the channel may accept programming produced by these institutions outside the Adelphia Cable service area:

- a) Northwest State Community College
- b) Bowling Green State University

H. Multi-Channel Cablecast

These guidelines do not necessarily preclude programming also being cablecast on Public and/or Governmental channel(s) operated by PVTV-Channel 5.

I. Appeals

If an individual or institution is denied access on the Education Channel because of a decision based on this policy, the process for appeal is as follows:

- 1) Submit a request for access on the Public Access Channel;
- 2) See section, "Grievance Procedure."

GOVERNMENT CHANNEL GUIDELINES

I. Channel Mission

The Governmental Access Channel, made possible through the facilities of Panther Productions and the Paulding Exempted Village Schools, provides a resource for governmental bodies, elected and appointed officials, and declared candidates for elected office, to inform the public and communicate with their constituencies through the medium of television.

II. Channel Guidelines:

A. Rules and Procedures

All producers of programming on the Government Channel must abide by all established rules and procedures set forth by the Staff and approved by the Board of Directors of PVTV-Channel 5.

B. Producer Requirements

Producer of program must be one of the following:

- 1) An elected or appointed official, or an employee acting in an official capacity, representing a governmental body, department or constituency within the Adelphia Cable service area
- 2) A declared (and documented) candidate for public office
- 3) PVTV-Channel 5, utilizing staff or volunteers, to provide coverage of meetings, events, and press conferences of governmental bodies, talk shows, or other bona fide news events

C. Program content guidelines:

- 1) Programs acceptable for air will be those which fit within the Governmental Channel's Mission Statement and are submitted by eligible producers as defined above, acting in their official capacities.

For example, a city councilor producing a program about government, answering questions for her constituents would qualify as a program on the Government Channel. A city councilor producing a skiing program by himself and his friends would qualify as a Public Access program.

- 2) Programming originating from both local and external sources is acceptable from eligible producers, so long as the intended audience is a local constituency.

- 3) Training programs intended for use by governmental bodies and their employees are acceptable.

For example, jury training, civil service training, fire and police training, etc.

D. Cablecast Time Priority

- 1) PVTV-Channel 5 shall be under no obligation to carry programming produced outside the Adelphia Cable service area. Any such programming shall be carried on the channel as a service to the constituencies of the Government Channel. The decision to carry such programming, and its placement in the weekly programming schedule shall be the sole decision of the Government Access Coordinator of PVTV-Channel 5.
- 2) Priority for air-time on the Government Channel (which meets above criteria) will be as outlined in this manual: Programming, section XI, "Scheduling Priorities"

E. Regularly Scheduled Meeting Coverage:

- 1) Coverage of regularly scheduled meetings of governmental bodies, departments, or committees must be produced by PVTV in order to air on the government channel.
- 2) Any other coverage of meetings as described above, produced by individual PVTV members, must be clearly credited as such at the beginning and end of the program, and may air on the public access channel.

F. Election Coverage:

- 1) When applicable, programming will include election coverage: including debates, forums, election night coverage, candidate access to air-time, etc.
- 2) Producers of election-related programming during an election season must abide by the Fairness in Political Programming policy as detailed in the PVTV Rules & Procedures Manual.

III. Station Guidelines

A. Underwriting

- 1) Local businesses have a unique opportunity to help PVTV – Channel 5 and the member towns. Underwriting is a means of acknowledging a local business or agency for their support. Listed below are some policies for underwriting to assure proper use of the “public access” channel and its non-commercial status.
- 2) Any monies paid directly to a producer, will not be allocated by PVTV – Channel 5.
- 3) There will be a maximum of four (4) underwriters per program. Audio acknowledgments will be limited to a maximum of ten (10) seconds per underwriter.
- 4) Each acknowledgment shall have a standard open, followed by the name of the business or agency, its location, and a short statement of service.
- 5) The standard open will be: “This program has been made possible through a grant from...”
- 6) The accompanying video portion of the underwriting statement shall be the name of the business or agency, which will be character generated on the screen.
- 7) Each underwriting will have an Underwriting Agreement completed and filed with the Access Center Manager.

- 8) Each underwriting credit may appear once directly before the program begins and once directly after the program ends, but not within the body of the program.
- 9) Underwriting will be a cost of \$10 per event.

B. The Volunteer Program

- 1) The purpose of the volunteer program is to provide local people with an opportunity to gain experience in television production and to see the result of their efforts cablecast on Access Television.
- 2) A prospective volunteer must fill out a Statement of Compliance form and then be scheduled with the Access Center Manager for an interview. The volunteer will be placed in an appropriate training program.
- 3) The volunteer program may be necessary for a couple of reasons:
 - a. Students will not be able to cover every event that we would like to air on television.
 - b. Students may not have enough knowledge about events in order to commentate.

C. Suspension of Privileges

- 1) The PVTV – Channel 5 staff may refuse the use of the facilities and services of the transmission center to individuals who interfere with the orderly conduct of access programming as outlined in this document.
- 2) Anyone who appears to be under the influence of alcohol or drugs will be refused service.
- 3) Failure to abide by rules and regulations stated in this handbook may cause an individual to have his or her access privileges suspended.
- 4) Making false or misleading statements in the various application forms will be grounds for suspension of privileges.
- 5) Any individual falsely representing him or herself as an employer or an employee of PVTV – Channel 5 will have his or her privileges suspended.
- 6) The staff of PVTV – Channel 5 may refuse to lend equipment or to schedule editing time and equipment to anyone who has, in the past, misused the equipment, failed to return it on time, or in any other way abused the privileges of using community access equipment and facilities.

- 7) Any individual leaving the premises with PVTV – Channel 5 equipment not properly checked out will have his or her privileges suspended.
- 8) Any individual who produces material on equipment provided by PVTV – Channel 5 and subsequently sells any part or all of the production shall have his or her privileges suspended, unless a fee of the fair market value is paid for the use of the equipment.
- 9) Services of PVTV – Channel 5 will not be available to anyone who refused to identify him or herself, or whom refuses to have his or her identity maintained in records available for public inspection.
- 10) Failure to use the studio or portable equipment as scheduled may result in cancellation of your privileges unless you have canceled your reservation in advance of the start time.
- 11) Individuals returning equipment late may face forfeiture of privileges.
- 12) Although equipment and materials may be loaned free of charge, the borrower is responsible for all damages, loss, or cost of repair involved while the equipment is signed out.

D. Tape/DVD Duplication

While we realize everyone likes to tape from their VCR or home DVD recorder, these sometimes are not of the best quality. In order to get a top quality product, you need to have your VHS/DVD copied from the original broadcast. In order to give our viewers a top quality product, we offer duplication services.

A program that is ½ hour or less on VHS	\$6
A program that is ½ hour or less on DVD	\$8
A program that is 1 hour or less on VHS	\$10
A program that is 1 hour or less on DVD	\$10
A program that is more than 1 hour on VHS	\$15
A program that is more than 1 hour on DVD	\$15

We guarantee that the tape/DVD produced will be of top quality. However, we do not guarantee that the tape/DVD will work on you VHS/DVD player. Please check your DVD player and make sure that it will play DVD-R. Errors on the purchaser's behalf are non-refundable.

If shipping is requested, there will be an extra charge for postage and handling.

E. **ADVERTISING POLICY:**

Programs, which may be defined as advertising in nature will not be accepted for cablecast. Programs which contain advertising nature, or which may be defined as having parts, or material, or content of an advertising nature, will not be cablecast, or if discovered as having such content during transmission, will be removed from the Access schedule and returned to the Access submitter/producer.

No producer may use any Access equipment resources to create programming of an advertising/commercial nature. "Advertising" is defined as:

1. Any programming intended for Public Access cablecast which in whole or in part contains material of a commercial or advertising nature, or which would subject the producer/supplier and or Charter Communications to prosecution under federal, state, or local law for the misuse of Access resources.
2. Advertising applies to individuals, organizations, and any entity seeking to utilize Access resources, regardless of their for profit or nonprofit status.
3. Advertising includes:
 - a) Calls to action to buy, donate, or contribute funds, money, products, or services or to patronize events or businesses.
 - b) The display or mention of a location, address, phone number or source for obtaining or purchasing a product or service and or for donating funds, resources or gifts.
 - c) The display or mention of price, value, or other cost(s) in dollars relating to a call to action for the purchase of products or services, or donations and or fundraising.

F. **FAIRNESS IN POLITICAL PROGRAMMING**

Definitions

- 1) **Political Campaign Season:** The time between the final certification date for nomination papers in a given political race, until election day.
- 2) **Political Forum:** Programming containing discussions of political themes, issues, candidates, or ballot questions. Program may or may not include declared candidates or official spokespersons.
- 3) **Debate:** A formal contest of argumentation in which two opposing sides or Declared Candidates defend and attack a given proposition(s) or viewpoint(s).

- 4) **Declared Candidate:** A person is considered a ‘declared candidate’ after being certified by the appropriate City or Village Clerk or the Secretary of State, after the final certification date for nomination papers.
- 5) **Write-In Candidate:** A candidate for political office who has not been certified by an appropriate clerk or governing authority by the deadline set by such authority.
- 6) **New Programming:** Program content, a majority of which has not ever been previously cablecast on any of the Access channels operated by Paulding Village Television.
- 7) **“Equal Time” and “Equal Access” or the “Fairness Doctrine”:** This concept was integrated into an FCC Policy prior to 1984, and was applicable only to broadcasters (not cable operators, networks or programmers). The FCC discontinued enforcement of this clause in the 1980s. The concept allowed each side of a political issue to petition a broadcast (over-the-air radio or television) station for, and receive, equivalent air time to give their side of the story, if they feel that the other side was given more time unfairly.

Overview

- 1) The following policy applies to programming cablecast on the access channel operated by PVTV. The purpose of this policy is to provide the greatest access to available cablecast time, and provide the greatest public service during an election season, while being fair to all candidates, champions of issues, and the general public.

Exemptions

Certain programs are exempt from this policy. Included are: political forums, debates, videotaped statements, and other such programming produced by Panther Productions as a community service. Also, PVTV may cover regularly scheduled public meetings, press conferences, and/or other bona fide news events in which candidates attend and/or participate. These programs remain separate from series or single program.

PVTV Services

During a Political Campaign Season, PVTV-Channel 5 may offer the following services to declared candidates:

- 1) Send an introductory letter to all candidates in a particular race, informing each of the PVTV-Channel 5 operating rules and procedures, and of opportunities for access programming.

- 2) Reserve blocks of cablecast time, studio and facility resources, and provide staff assistance for the production of televised candidate statements. Reservation of the aforementioned resources by declared candidates will be accomplished on a first-come, first-served, non-discriminatory basis.
- 3) Organize and produce, or co-produce, debates and/or forums including all declared candidates in a particular race, or both sides of a ballot question debate.