

Reedsburg Utility Commission Local Origination Channel # 11 Policy

I. Policy Statement

The Reedsburg Utility Commission Local Channel #11 (“LC #11”) is a local cable channel that is provided and maintained by the Reedsburg Utility Commission (“RUC”). LC #11 is operated and administered by the Reedsburg Utility Commission Communications Department (“Communications Department”). Programming policies are subject to the approval and review of the Communications Department and the RUC Board.

RUC will maintain LC #11 on the RUC cable system, for any advertisement, sponsorship, commercial and/or non-commercial programming.

The RUC’s programming policy for LC #11 shall be to provide Reedsburg residents with direct, edited or live, information concerning government services, programs and activities. Programming may also include educational material, advertising, public notices, death notices, lunch menus, birthday announcements, for sale items, and help wanted ads, which are sponsored by local businesses and/or organizations for a minimal weekly/monthly fee. LC #11 has become an active media in marketing for RUC and other businesses and organizations with the same concepts as print materials.

Material that is submitted and aired on LC #11 MAY, with appropriate and necessary consents, contain the following:

- 1.) Promotion of a lottery, raffle, contest, or game.
- 2.) Promotion or references to a commercial product, service, trademark, or brand name.
- 3.) Solicitations for funds or other property of value from viewers.
- 4.) Promotion of issues or positions subject to election processes and promotion of candidates for public office.
- 5.) Pre-recorded commercials (typically 30 seconds in length).

II. Producer and Sponsor Responsibilities:

Any production failing to fulfill the quality requirements, or abide by the policies of the RUC for Channel #11, use can be denied.

The RUC and The Communications Department do not assume responsibility for the content of any programs seen on LC #11 submitted by any person or entity. The producer or sponsor is responsible for assuring that the program is suitable to air. The producer or sponsor is responsible for making all appropriate arrangements and obtaining all appropriate clearances from broadcast stations, networks, music licensing organizations, performers, performers’

representatives, and, without limitation by this list, any and all other persons that may be necessary for authorization to edit and/or cablecast the material in their program on LC #11.

The producer or sponsor is responsible for assuring that the program meets federal regulations against obscenity established in the United States Supreme Court case *Miller v. California*, using the following three-part test:

- 1) Whether an average person applying contemporary standards would find that the work, taken as a whole, appeals to the prurient interest;
- 2) Whether the work depicts or describes, in a patently offensive way, sexual conduct specifically defined by applicable state law; and
- 3) Whether the work, taken as a whole, lacks serious literary, artistic, political or scientific value.

The producer or sponsor is responsible for complying with The RUC's Channel #11 Policy, as well as all applicable federal, state, and local laws.

III. To Submit a Program or Commercial for Cable Casting:

- 1.) Bring the recorded materials, on a DVD in MPEG-2 format, to the RUC office.
- 2.) Make sure it is labeled with your name, the program title, and the total running time (length). Both the recording medium and the box should be labeled.
- 3.) Complete and sign the Reedsburg Utility Commission Local Channel #11 Cable Access Agreement form and the Reedsburg Utility Commission Local Channel #11 Submission Form.
- 4.) Provide complete and signed Television Release Forms from all participants in the program.
- 5.) Read and comply with the RUC Local Channel #11 Policy.
- 6.) Recordings must be submitted 72 hours ahead of the time requested for cable casting, unless prior arrangements have been made.
- 7.) The RUC channel schedules will be posted at the RUC office, may be seen on the channels during non-playback hours, and on the RUC website at www.rucls.net.

IV. Retention and Ownership of Recordings

All recordings shall become the property of the RUC. It shall be a policy to retain all recordings of staff produced programs, meetings, and events. At any time, recording mediums may be reused and the original material erased, at the discretion of the Communications Department.

Recordings may be copied to a digital media. Copies requested by the public will cost a monetary amount per event that is contained on one (1) recording.

Reedsburg Utility Commission Local Channel # 11 Policy is subject to change at any time with the approval of the Communications Department and the RUC Board.

CONTACT INFORMATION:

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**Reedsburg Utility Commission Local Channel #11
Television Release Form**

I hereby affirm my voluntary participation in the program entitled:

submitted to the Reedsburg Utility Commission for airing on the Reedsburg Utility Commission Local Channel # 11, television channel in Reedsburg, Wisconsin.

I authorize the Reedsburg Utility Commission and the Reedsburg Utility Commission Communications Department to use this program including my name, likeness, biography and performance, and to use and to authorize others to use recordings of this program for broadcast anywhere, closed-circuit or otherwise, for as long or as often as is deemed necessary. My name, likeness, biography and performance may be used for publicizing and promoting such broadcasts and other uses of the program.

I hereby authorize the Reedsburg Utility Commission and the Reedsburg Utility Commission Communications Department to broadcast or otherwise show or distribute the above-named program or portions of the program, and I hereby release the Reedsburg Utility Commission and the Reedsburg Utility Commission Communications Department from any claim by me for damage to my person, property or reputation, or for invasion of privacy.

I affirm that to the best of my knowledge all materials furnished and used by me on this program are original material which I have full authority to use for such purposes.

I further affirm that the Reedsburg Utility Commission and the Reedsburg Utility Commission Communications Department own all rights in and to said program and that no further monetary consideration is due and owing myself.

Signature

Date

Additional Signature of Parent or Legal Guardian (if above-named individual is a minor)

Please print name and address of applicant (and Parent or Guardian) below:

Reedsburg Utility Commission Local Channel #11
Cable Access Agreement

Name: _____

Home Phone: _____

Work Phone: _____

Address:

City: _____ State: _____ ZIP: _____

Employer:

Type of taping/production I plan to do:

Projected completion date of project:

- If a DVD (MPEG-2 format) is supplied by the producer or sponsor, the recorded DVD will be returned to the producer/sponsor by request.
- I have read and understand the Reedsburg Utility Commission Local Channel #11 Policy. I agree to follow the policies and guidelines set by the Reedsburg Utility Commission and The Reedsburg Utility Commission Communications Department. I understand that if I do not abide by these policies, I may be denied any further use of Channel #11.

Signature of Producer/Sponsor _____ Date _____

Reedsburg Utility Commission Local Channel #11
Submission Form

Contact Information

Name _____

Address _____

Phone Number _____

Email Address _____

Event Information

Event _____

Date/Time _____

Location _____

Contact Name/Number _____

Date/Length to be Aired _____

Brief Description of Event (if necessary) _____

Comments _____
