

# Reedsburg Utility Commission Education & Government (EG) Channel # 12 Policy

## I. Policy Statement

The Reedsburg Utility Commission's Education, and Government (EG) Channel #12 ("Channel #12") is a local cable channel provided and maintained entirely by the Reedsburg Utility Commission ("RUC"). Channel #12 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 Channel #12 on the RUC cable system, for City, education and other government sanctioned events. Events, meetings, or activities that are sanctioned by the City of Reedsburg, local school districts serving Reedsburg, or other designated government bodies are potential subjects for programming on this channel.

Use of Channel #12 is limited to Reedsburg residents, cable subscribers who receive RUC cable access service and to people who live in the Reedsburg School District. The RUC's resources and facilities are for use by the Communications Department staff only. Other organizations and/or individuals may not use RUC facilities and/or equipment to produce any programming or content.

This policy applies to any person who wishes to air a pre-recorded program or announcement on Channel # 12.

## II. Objectives of the EG Channel #12. The objectives of Channel #12 are:

- (1) To expand community awareness of local government and its decision making processes.
- (2) To provide comprehensive information about programs and services offered to the City of Reedsburg residents by City government departments.
- (3) To provide information pertinent to the City of Reedsburg residents from other local, educational, state, and federal governmental entities.
- (4) To provide educational and public informational materials to City residents through cable cast presentations.
- (5) To improve emergency communications in the event of disaster or widespread service disruption.

## III. What is an EG channel and how does it work?

Channel #12 is a community TV media outlet, provided to the City of Reedsburg through the RUC. Operating costs are provided by the RUC. Only subscribers to RUC cable access services can view Channel #12. It is not available through satellite or antenna connections.

#### IV. Airing of Pre-Recorded Programming:

Any Reedsburg resident, cable subscriber who receives RUC cable access service or person living in the Reedsburg School District who wishes to produce pre-recorded programming for Channel #12 must:

- 1) Bring the recorded material to the 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) Read and sign the Reedsburg Utility Commission Channel #12 Cable Access Agreement and The Reedsburg Utility Commission Channel #12 Submission Form,
- 4) Provide completed and signed Television Release Forms from all participants in the program;
- 5) Read and comply with this RUC EG Channel #12 Policy; and
- 6) Provide the programming on a DVD, or MPEG-2 format.
- 7) Recordings must be submitted 72 hours ahead of the time requested for cable casting, unless prior arrangements have been made.
- 8) The RUC Channel schedules will be posted at the RUC office and may be seen on the channel during non-playback hours and on the Utility website at: [www.rucls.net](http://www.rucls.net).

Time slots or openings on Channel #12 are available on a first come first serve basis. RUC staff will determine when available time slots are open for submitted programming. If a producer or sponsor provides a program that requires special formatting or other service to allow airing on Channel #12, the RUC may charge the producer a fee for such service.

#### V. Producer and Sponsor Responsibilities.

Any production failing to fulfill the quality requirements, or abide by the policies of the RUC, for Channel #12 use, can be denied use of Channel #12.

The RUC does not assume responsibility for the content of any programs seen on Channel #12 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 Channel #12.

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 all applicable federal, state, and local laws, and a program cablecast live or on tape on Channel #12 MAY NOT contain the following:

- 1) Gambling: A program may not promote or conduct any lottery, raffle, contest, or game involving prizes awarded in whole or in part by lot or chance.
- 2) Commercial Identification: A program may not promote or make reference to any product, service, trademark, or brand name in any manner which does not in some way correlate with the message being brought forth in the program being produced for cablecast on Channel #12.
- 3) Solicitation: A program may not solicit funds or other property of value from viewers, except that The Communications Department may approve an exception for solicitation for non-profit fundraisers.
- 4) Misrepresentation: A program may not contain any material which is intended to defraud the viewer or to obtain money by false or fraudulent pretenses, representations or promises.
- 5) Illegalitys: A program may not contain any material which constitutes libel, slander, incitement to riot, defamation, invasion of privacy or publicity rights, unfair competition or violation of trademark or copyright, or which may otherwise violate any local, state or federal law.

#### VI. Requirement/Guidelines for Public Service Announcements (“PSAs”):

A. Nonprofit or government use only. A PSA is an event announcement. All PSAs must be for nonprofit organizations or government bodies. No commercial ads will be accepted (See information on RUC’s Channel #11 where advertising is accepted).

B. Local events and origination. Priority will be given to local events and to events that affect the City of Reedsburg directly, although events in nearby areas may be accepted.

C. Appropriate for community standards. Channel #12 is a family channel and the RUC will not accept as a PSA any material likely to offend community standards. For example, Channel #12 cannot accept:

- 1.) Advertising or material that promotes any commercial product, service, lottery, game or candidate for public office.
- 2.) Anything illegal, misleading, fraudulent, libelous, slanderous, or defamatory of character, or that is an invasion of privacy.
- 3.) Solicitations or appeals for funds (nonprofit fundraising activities may be announced with approval by the Communications Department, but may not contain repetitive direct requests for funds).
- 4.) Materials intended for personal profit or gain.
- 5.) Materials that violate laws relating to obscenity or any other applicable laws.

D. How long can a PSA be? PSAs should be short and to the point. Due to limited space, the RUC reserves the right to edit materials to fit. You can help by following the format and length of other messages you see on Channel #12.

E. When are PSAs aired and for how long? A typical PSA should be submitted at least 2 weeks prior to the event, and will run for that 2 week period. If you wish for your message to air for less time, indicate this on the submission form.

PSAs are run continuously between pre-recorded programming. Typically, one announcement will be shown at a time. PSAs will not interfere with or be superimposed over other pre-recorded programming.

F. How do I submit a PSA? You may email a PSA to [ruc@rucls.net](mailto:ruc@rucls.net), fax it to 524-2423 or drop off a written message at the RUC Office at 501 Utility Court. You must include a name, address, and phone number for verification. If you have a picture that is appropriate to your announcement, you may include it in an email or on a disk and it will be considered for use to illustrate your message. Hi-resolution JPG format is preferred. It will be sized to fit.

Any City of Reedsburg resident, cable subscriber who receives RUC cable access service or any person living in the Reedsburg School District who wishes to air a PSA announcement on Channel #12 must:

- 1.) Submit the announcement on behalf of a non-profit or government organization;
- 2.) Provide RUC with appropriate text and format through email, fax or written form  
- JPEG measurements: 5 ½ inches(H) x 9 inches (W), Resolution: 72,  
Font Size: 36pt (minimum)
- 3.) Ensure that the information provided includes specifying the time, date, and location and other pertinent information you may want to include; and
- 4.) Specify the time frame in which you prefer your announcement to be run.

There is no guarantee that your announcement will air at a specific time and/or date.

G. Will my material be returned? No. PSAs will not be returned.

VII. 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, recordings may be reused and the original material erased, at the discretion of the EG Channel Coordinator. 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 EG Channel # 12 Policy is subject to change at any time with the approval of the RUC Communications Department and the RUC Board.

**CONTACT INFORMATION:**

Kate Welter

Local Access Channel Coordinator

501 Utility Court

Reedsburg, WI 53959

Phone: 608-768-1000

Fax: 608-524-2423

Email: [kwelter@rucls.net](mailto:kwelter@rucls.net)

Website: [www.ReedsburgUtility.com](http://www.ReedsburgUtility.com)

Reedsburg Utility Commission Channel #12  
Television Release Form

I hereby affirm my voluntary participation in the program entitled:

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submitted to the Reedsburg Utility Commission for airing on the Reedsburg Utility Commission EG Channel # 12 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.

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Signature

Date

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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:

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Reedsburg Utility Commission Channel #12  
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 EG Channel #12 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 #12.

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Signature of Producer/Sponsor

Date

Reedsburg Utility Commission Channel #12  
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) \_\_\_\_\_

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Comments \_\_\_\_\_

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