



Policies and Procedures Manual

for

Charlottesville Public Access Television

Charlottesville, Virginia
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Mission

The mission of Charlottesville Public Access Television is to offer an inexpensive and practical opportunity for Charlottesville citizens, community organizations and non-profit groups, to participate in community dialogue through cable television programming.

Facilities, Equipment and Services

The CPA-TV main office is located within the Office of Communications at City Hall, 605 East Main Street, Charlottesville. Our studio production facilities are located at 460 George Dean Drive, Charlottesville.

CPA-TV offers a number of services for the community producer ("user"). These include hands-on video production classes, contractual videography services and information hosting on our Community Bulletin Board.

Training and Certification

In order to use the facilities and equipment offered by CPA-TV, the community user must first complete a series of classes for certification. You must also be a member of CPA-TV before you can use our production studio and equipment.

CPA-TV offers studio, field, and post-production classes for community members interested in producing their own program. Whether this program is a series or a special event, we can provide assistance and training throughout this process.

An alternative option would be for the user to employ their own video equipment and to provide programming in the proper format for airing. In this instance, any user not residing in the Comcast Cable service area is required to obtain sponsorship from at least one local resident.

Contractual Services

CPA-TV also provides professional videography services for community members wishing to record a special event, community activity, or public service announcement.

These services are only being made available for productions that are non-commercial in nature. CPA-TV will provide skilled staff for field and post-production operations and will produce a program within the client's budgetary parameters.

User Eligibility

Eligibility for use of Charlottesville Public Access Television facilities and services is limited to adult residents of Charlottesville and surrounding areas. Anyone under the age of eighteen interested in involvement with the station must have written parental permission and/or parental participation in the project.

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Program Ownership

Public Access programs remain property of the user. Programs that are produced using City-owned equipment and facilities must first air on CPA-TV. Producers are permitted to use their programs on other media outlets thereafter. CPA-TV reserves the right to air programming at any point in the future, without permission of the user.

Users are required to submit “air copies” of their programs for broadcast. Do not submit master copies. Producers have the option to make additional copies. Requests for dubs are not the responsibility of the staff of CPA-TV and will be directed to the user.

All discs submitted to CPA-TV will be discarded following their initial broadcast.

Program Content

The user is responsible for all program content. CPA-TV resources will not be used to produce programs that are commercial in content or for any other commercial purpose. Material that is unlawful, obscene, libelous or slanderous is unacceptable. The CPA-TV General Manager, City Attorney, City Manager and Director of Communications have the right to determine the level of indecency and whether the program is acceptable for broadcast.

Copyrighted material will not be allowed without written permission from the author, artist, publisher and licensing organization. Permission must be provided with any applicable personal release forms and will be kept on file at the main office.

Programming intended for a mature audience is subject to approval before broadcast. Accepted programs are required to contain the following written and spoken viewer advisory at the very beginning:

“The following program may contain subject matter that is not suitable for children.
Parental discretion is advised.”

Technical Standards

CPA-TV reserves the right to remove programs from the schedule should they contain technical problems. Community users may choose to resubmit the program after the issues are resolved. The following technical problems will be evaluated:

Poor audio: distorted, over-modulated, hissing, cracking, low or no audio
Poor video: over or under-exposed, pixilation, improper formatting, etc.

Programming may not exceed its allotted timeslot without first receiving permission from the GM. Any program exceeding its timeslot may be pre-empted by another program. Programs shorter than the allotted time are permitted.

Program Scheduling

Programs for broadcast must be submitted before Wednesday at 5:00 PM in order to air during the following week. Exceptions must be pre-approved by the GM. Time slots are allotted on a first-come-first-served basis, and are determined via a New User Agreement or during annual renewal for existing producers.

Each user is allocated one primary time slot. A secondary time slot may be provided at the discretion of the GM. If the programming schedule permits, an additional time slot may be provided but is not guaranteed.

A primary time slot will be held for a user as long as new programming is provided. If the producer fails to supply new material according to the terms and conditions signed by the user, the program may be removed from the schedule. Programs may not air more than four consecutive weeks.

Programs of an adult nature will air after 12:00 AM. Offensive material is permitted under free speech, but the GM will determine suitable time slots for these programs. Obscene programs are prohibited and will not air on any of the CPA-TV community access channels.

At the discretion of the GM, locally produced programming can pre-empt non-locally produced programming up to two (2) weeks in advance of the time slot.

Live Programming

Live programming can pre-empt taped programming, but not without prior notice. The pre-empted taped programming may be rescheduled at a later date and time. The GM will determine a suitable replacement slot.

All programming that is broadcast live on CPA-TV must adhere to the same content standards as taped programming.

Program Promotion

Programs may be promoted on applicable community bulletin boards, social media sites, electronic news notifications, and in traditional print media. Promotional materials are the responsibility of each user. CPA-TV is not responsible for promoting a program.

Programs may be promoted on the CPA-TV Promo Board. Short program descriptions are required in writing at least one (1) week before broadcast. Programs of an adult nature may not be included on promotional schedules.

Community users may not use the CPA-TV logo for promotional purposes without written permission from the CPA-TV General Manager.

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Program Credit for Underwriting and Grants

Underwriting for programs must be done for goods, services, in-kind contributions and donations that aid in developing and improving shows. Credits should be as follows:

“This program was made possible through goods and services provided by...”
– *or* – **“Goods and services used in this program were contributed by...”**

Only the names of the underwriter, not the product, service or contribution can be listed or mentioned in the credits. Underwriting credits may only be shown before and after the program. The CPA-TV General Manager must be informed, in advance, of any underwriting and consulted about the proper format for underwriting credit.

Submission of Production

A Channel Time Request Form must be submitted before the program will broadcast. Programs will not air without prior receipt of this form.

A half-hour program must be **no longer than 29:00 in length**. An hour-long program must be **no longer than 59:00 in length**.

Productions must be submitted on DVD or electronically. Discs with multiple programs or chapters will not be accepted. All submissions must contain the following details on the disc itself (if submitting a DVD) or within an e-mail to the GM:

- Name of production, as stated on the Channel Time Request Form
- Total running time of production (written in the format, 0:00:00)
- Name of the user (producer or organization’s representative producer)
- Date recorded (written in the format, MM/DD/YYYY)
- Requested air dates and times for program

Any DVD that is not clearly labeled will not be aired. CPA-TV is not responsible for the loss, destruction, theft or damage of materials submitted for broadcast.

Users may submit programs electronically but must adhere to certain file parameters. Please contact the GM for more information about electronic program submission.

STATEMENT OF NON-DISCRIMINATION

No individual or group within the Comcast Cable Charlottesville service area shall be denied access to training or cablecasting time on Charlottesville Public Access Television on the basis of race, sex, age, physical disability, religious or political belief, or sexual orientation.