

Anderson County Television

ANDERSON COUNTY GOVERNEMENT AND EDUCATION TELEVISION, ACTV



Station Guidelines

VERSION 4.0

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ORIGINAL DRAFT PRESENTED BY: RYAN SUTTON

PREFACE

The purpose of this document is to set fourth guidelines and procedures that govern the content that is aired on ACTV Anderson County. These rules are set forth so that government offices, municipalities, schools and all other offices related to government and education can create content for the air on ACTV. In this handbook, you will obtain the necessary required standards for both video and slide producing for ACTV. These standards are being set forth by the ACTV Board of Directors so that your content is ready and in the appropriate format for airing.

The policies in this handbook supersede any guidelines previously set forth by employee(s) of ACTV or a member of its Board of Directors. ACTV specifically reserves the right to modify these policies and procedures at any time. These changes will be posted in the form of an addendum or additions to the Content Guidelines and Producer Handbook as a whole. If a person wishing to produce content for ACTV has questions concerning these policies they are encouraged to call or email ACTV. Email address of current Board Members and Station Manager can be found on the official ACTV website or at the end of this document.

ABOUT ACTV

ACTV is a Non-Profit Education/Government Channel (EG Channel) serving the Education, Government Offices, and the Municipalities of Anderson County. The goal of ACTV is to provide the citizens of Anderson County up-to date access to all that is going on in both Anderson County Government and Education. ACTV is an Educational/Government Channel (EG).

ACTV is required to follow the rules outlined by the FCC for Education and Government stations. (Example- [Section 315 \[47 U.S.C. §315\]](#) Facilities for candidates for public office.)

Who has the ability to watch ACTV?

ACTV is available to all Comcast Cable subscribers in Anderson County that subscribe to 2-99 Analogue cable package and to all Comcast subscribers that have digital cable. The estimated number of households that ACTV reaches is 22,000.

ACTV now is aired on AT&T U-Verse Ch99. AT&T U-Verse is not offered to the citizens of Anderson County as an option for television, Internet, and phone services.

As of 3-4-2013, viewers have the ability to watch ACTV live on a desktop, laptop, iphone, ipad, droid phone or droid pad by connecting to a high speed Internet connection (WiFi or cabled connection.) This service will not work with a cellular connection.

Who can produce content for ACTV?

Anyone can produce content for ACTV but they must adhere to the content guidelines set forth in this document.

Where is ACTV located?

ACTV is located in the Anderson County Schools Office of Technology Building. The physical address is 141 East Broad St. Clinton, TN. 37840.

What government meetings are currently being broadcasted on ACTV?

Currently, Anderson County Commission, Clinton City Council, Oliver Springs City Council, and the Anderson County School Board. (Currently only Anderson County Commission and Clinton City Council are aired live. (See Schedule Section for airing times)

Non-Profit / No Advertising Guidelines

ACTV is a Non-Profit station and we cannot air any advertising of any nature. Definition of advertising: refers to any material, which promotes any business, church, product, service, private school, or commercial event. This includes, but is not limited to, business, church, product, service, private school, or commercial event descriptions, publicity or endorsements. ACTV reserves the right to refuse any content that is submitted for air that violates this guideline.

Events such as community parades or public events can be submitted for approval to the ACTV Administration. Public events or activities can be promoted on ACTV but they must be approved by the ACTV Administration and adhere to the above guidelines. If you have any questions concerning this topic please feel free to email or call ACTV.

Indecent/Obscene Content

ACTV and its Board of Directors reserve the right not to air, in any time slot, content that is submitted that they find *Indecent* or *Obscene*. Definition of each term can be found below.

Indecent Material is defined by the courts as the repetitive and deliberate use of language or material that depicts or describes, whether directly or by innuendo, in terms patently offensive as measured by contemporary community standards for the broadcast medium, sexual or excretory

activities or organs. For example, extreme physical violence or degradation, nudity, graphic depiction of medical procedures, and repetitive use of profanity would be considered indecent. Profanity includes, but is not limited to, words such as those identified in *FCC v. Pacifica*.

Obscene is defined by applying the “Miller Test”: (a) whether the average person, applying contemporary community standards would find that the work, taken as a whole, appeals to the prurient interest; (b) whether the work depicts or describes, in a patently offensive way, sexual conduct specifically defined by applicable state law; and (c) whether the work, taken as a whole, lacks serious literary, artistic, political or scientific value.

Copyright Restrictions

ACTV as a Non-Profit EG Channel is under the same Copyright guidelines and laws that govern all companies. Usage of any materials produced by some else such as but not limited to music, art, video, or text cannot be used without written consent of the creator. Additional and up-to-date copyright laws can found at: (<http://www.copyright.gov/>) The ACTV Board of Directors reserve the right to obtain the written permission obtained by the producer to use the music, art, video, or text (not limited to) before airing the content.

ACTV Official Press Conference and Official Press Release Procedures

The ACTV Board of Directors defines an Official Press Conference as a conference including questions. If educational leaders (to include- Chairman of the Board and /or Director of Schools) and / or governmental leaders (to include- Elected Officials) hold press conferences which excludes questions, the ACTV Board of Directors define the event as a Press Release.

Official Educational and / or Governmental **Press Conferences** will be aired twice (2 times) within a 24 hour period on ACTV after being **filmed** live. The event will not be aired live; this procedure allows the Station Administrator to review the content to determine if station guidelines have been violated and if the event was truly an official press conference.

Official Educational and / or Governmental **Press Releases** will be aired once (1 time) within a 24 hour period on ACTV after being **filmed** live. The event will not be aired live; this procedure allows the Station Administrator to review the content to determine if station guidelines have been violated. Again, a Press Release (as defined by the ACTV Board of Directors) is a media event without questions.

Preparation of Content for Airing

SLIDE SPECIFICATIONS:

1. Must be submitted as 720x480 image
2. The final submitted format must be JPEG
3. Must adhere to Safe Area Guidelines to the best of your ability (See *Title Safe/Action Safe* section below)
4. Must be education, government, or community related
5. Must include a document (separate from slide) that states a start and stop date for the particular slide
6. Must adhere to all guidelines stated in the previous sections

Submission Process:

Slides can be emailed to Andy Garrett (agarrett@acs.ac) or delivered to the Anderson County Office of Technology on a CD.

Title Safe Region Safe Guidelines:

Safe area is a term used in television production to describe the areas of the television picture



that can be seen on all television screens. Below is a chart showing you where it is safe to place text on your slide to ensure all viewers are able to read all your text.

When designing your slide keep in mind that you need to leave area on the top, bottom, left, and right to ensure that you are not violating the safe area so that all text and graphics are viewable for all viewers.

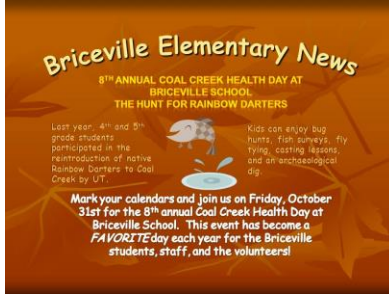
TIP: If you are using a photo editing/creator

piece of software such as Adobe PhotoShop or ULEAD PhotoImpact you may download a template for Safe Region at (<http://channel95.acs.ac/template>)

Date	Opponent	Location
August 29	Anderson County	Away
September 6	Maryville	Away
September 12	Campbell County	Away
September 19	South Doyle	Home
September 26	Oak Ridge	Home
October 3	Halls	Away
October 10	Lenoir City	Home
October 17	West	Home
October 24	Central	Away
October 31	Powell	Home

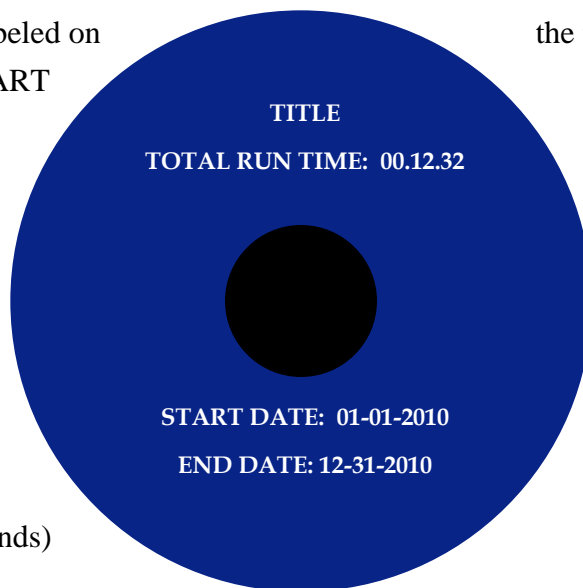
TIP: Slides may also be created in Microsoft PowerPoint and then exported as JPEGs using *Save As* options.

PROPER SLIDE EXAMPLES



VIDEO SPECIFICATIONS:

1. Must be submitted on a DVD (NTSC Region Code One)
2. The DVD must have a menu that has a button for the video track
 - a. There may only be one track of video on the menu
 - b. When DVD is inserted it must go directly to menu
3. The DVD menu must state the Title of the production
4. The DVD must be labeled on RUN TIME, and START (Example Below)
5. Total Run Time in this format:



the top with TITLE, TOTAL DATE / END DATE

must be presented 00.00.00

(Hours.Minutes.Seconds)

6. Must adhere to all guidelines stated in the previous sections

ACTV Board of Directors

The ACTV Board of Directors is composed of 8 Representatives representing different Government and Educational bodies in Anderson County. The members of the board were selected by their organization or municipality to be a representative of that particular body.

Robert McKamey, Voting Board Member, ACTC Board Chair
robertmckamey@comcast.net
Anderson County Commissioner

Mark Alderson, Voting Board Member, ACTV Vice Board Chair
malderson@comcast.net
Anderson County Commissioner

Johanna Whitley, Voting Board Member, Station Administrator
jwhitley@acs.ac
Anderson County School System Representative

Glenda Langenberg, Voting board Member
glangenberg@acs.ac
Anderson County School Board Representative

Ryan Sutton, Voting Board Member
rsutton@acs.ac
City of Oliver Springs Representative

Ann Gann, Voting Board Member
agann@acs.ac
City of Clinton Representative

Katy Brown, Voting Board Member
Kathryn_Brown@cable.comcast.com
Comcast Representative

Alan Hill, Voting Board Member
ah1732@att.com
AT&T Representative