



**Irondequoit Cable Access Television**  
***Operating Policies and Procedures***

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# **Irondequoit Cable Access Television**

## ***Policies and Procedures***

### **I. Overview**

#### **A. Introduction**

1. Irondequoit Cable Access TV (also referred to as ICAT) exists as part of the FCC's directive that Cable TV providers (such as Time Warner) designate certain television channels for community use. This is known as PEG Access (Public, Education and Government Access). For reference, relevant excerpts from the FCC Public Access Rules and Regulations are included in Section VIII of this document.
2. This Operating Policies and Procedures manual is intended for those utilizing Irondequoit Cable Access Television. The manual contains policies and procedures formulated by ICAT staff and approved by the Irondequoit Town Board.
3. Operating policies of Irondequoit Cable Access Television may be amended upon approval of the Irondequoit Town Board.
4. This document communicates the policies and procedures that exist to enhance and permit fair coordination of requests for ICAT services and resources.
5. Irondequoit Cable Access TV operates two cable channels:
  - a. Irondequoit Government Access Television
  - b. Irondequoit Public Access Television
6. In this document, the staff member of the Town of Irondequoit that is deemed as being responsible for the operation of ICAT will be referred to as the "Director."
7. In this document, residents who use ICAT services and resources are referred to as "producers."

8. By signing a Program Submission Form, Producer Agreement and Indemnification Form, and/or Volunteer Agreement and Release, individuals accept, and are bound by, the terms of the agreement and by the policies and procedures outlined in this manual.
9. All forms, fee schedules and other required documents may be found at the Town's official website - [www.Irondequoit.org](http://www.Irondequoit.org), or upon request to the ICAT office.

## **B. ICAT Administration**

1. The Irondequoit Cable Access Television (ICAT) Office reports to the Office of the Town Supervisor and the Irondequoit Town Board, and is responsible for the following:
  - i. Implementation and oversight of the production of programming for ICAT-12 and ICAT-15
  - ii. Making programming decisions in accordance with operating policies and in consultation with the Office of the Town Supervisor and/or other relevant entities
  - iii. Reviewing/facilitating any appeals regarding decisions made on program requests
2. Operating policies of Irondequoit Cable Access Television may be amended upon approval of the Irondequoit Town Board.
3. From time-to-time volunteers will be utilized to aid the efforts and productions of Irondequoit Community Access Television. Volunteers must sign a Volunteer Agreement and Release on an annual basis.

## **C. General Operating Guidelines**

The Operating Policies & Procedures of Irondequoit Cable Access Television will be in accordance and agreement with all the laws of the State of New York and the laws of the United States of America, as amended from time to time.

1. ICAT Hours of Operation:
  - a. Irondequoit Cable Access Television operates as a service of the Town of Irondequoit at 1280 Titus Avenue, Rochester NY 14617. Office hours will reflect those that are

kept by the Irondequoit Town Hall – Mon. through Fri. from 8:30 a.m. to 4:30 p.m. These facilities are closed on Weekends and Holidays. Residents are expected to schedule all production activity in advance.

- b. An ICAT staff person must always be present at the facility during production activity. If direct staff assistance is required during production activity, this must also be scheduled in advance.
2. Behavior and Safety
    - a. All ICAT volunteers are expected to maintain a level of professional demeanor when representing Irondequoit Cable Access Television. This includes producing or working on studio programs; producing or operating Electronic Field Production (EFP) Equipment; producing or working on remote studio programs; attending meetings or any volunteer work at the ICAT facilities; or any time volunteers represent ICAT.
    - b. Professional demeanor includes: proper dress and grooming; calm and collected thinking and speech during production; restraint from horseplay and vandalism; friendliness when greeting guests and volunteers to the ICAT facilities; no loitering when the studio facilities are idle; restraint from vulgar and obscene speech; deferral to staff authority; and general common sense.

## **D. Mission Statements and Goals**

1. Irondequoit Government Access Television (ICAT-12)
  - a. Mission Statement

*The mission of the Irondequoit Government Access Channel is to serve the Irondequoit community by promoting open government through access to local town government services and activities; to inform residents on local government issues, and public affairs; and to facilitate the exchange of public information through various forms of electronic communications*
  - b. Goals:
    - i. Inform citizens on the operations and activities of Irondequoit government and its agencies

- ii. Increase citizen access to Irondequoit meetings through the televising of these sessions
- iii. Create channel identity that citizens recognize as quality informational programming
- iv. Provide information about Town services and community events using the electronic bulletin board
- v. Provide video production and audio/visual services to town departments
- vi. Act as a source of information during local emergency situations as directed by Town administration.
- vii. Provide informative public affairs television programs of interest and value to the residents of Irondequoit which are not otherwise available or provided by other sources
- viii. Cover public forums and events of concern and interest to the residents of Irondequoit
- ix. Create a public library of local government programming for historical preservation
- x. Emphasize professional quality in the delivery of programming
- xi. Ensure that programming is fair, accurate, and balanced, without regard to partisanship or ideology

## 2. Irondequoit Public Access Television (ICAT-15 )

### a. Mission Statement

*The mission of Irondequoit Public Access Television is to serve the Irondequoit community by enhancing the quality of life by providing the opportunity to create, produce, and view diverse television programming that informs, educates, instructs, or entertains.*

### b. Goals:

- i. Encourage programs that focus on local information about community activities and events, community services, community education, local policies and issues, and other needs of the community
- ii. Establish a broad base of understanding, support, and involvement in Public Access Programming

- iii. Increase the flow of community-related information and communications
- iv. Work cooperatively with other similar organizations and facilities locally, regionally and nationally to promote and develop meaningful community uses of the cable access channel(s)
- v. Create channel identity that citizens recognize as quality programming
- vi. Increase participation from community producers to create content originating in Irondequoit that is of a high caliber of production
- vii. Create a public library of local programming for historical preservation
- viii. Emphasize professional quality in the delivery of programming

## **II. Media Policies for ICAT (12 & 15)**

This document is intended to address contemporary and future media types. Because of the dynamic nature of media technologies, it is important to note the spirit of this document calls for a high degree of technical competency and quality to ensure quality community broadcasts.

### **A. Media Format, Specifications and Technical Standards**

All Program submissions will be accepted in standard formats as described below:

Format: DVD, DVCam, Mini DV, Super VHS, VHS, Betacam

Programs should meet minimum audio and video technical standards, which include consistent control track, video and audio. Media must be clearly labeled with the following:

- Individual title
- Name and phone number of the producer
- Program length, in-point and out-point

If any of the following requirements are not met, the program may not be scheduled:

1. Each program must start near the beginning of the tape. There must only be 1 program per tape recorded in SP. One program per title on DVD's recorded in region 0 or 1. No other audio or video should precede the bars, tone and countdown.
2. Programs should ideally be 28 minutes, 58 minutes or 1 hour 58 minutes in length.
3. Tapes (VHS, DV, MiniDV, etc.) must have a head and tail of at least 5 seconds each. Tapes should begin with at least 30 sec. of color bars and tone (0 dB), countdown and 2 seconds of silent black

4. Tapes must have a clear-cut ending point and should be followed immediately by at least 1 minute of silent black.
5. Programs must be submitted on as few tapes as possible. A one-hour program, for example, should be submitted on a single one-hour tape, not on two 30-minute tapes. Whenever a program must be submitted on more than one tape, each tape must be formatted as above and labeled correctly and each must indicate sequence for cablecast (i.e. "1st of 2", "2nd of 2").
6. Programs produced entirely or in part at the ICAT facility must include in the credits an acknowledgment of the ICAT facility, ex. "*Produced utilizing Irondequoit Cable Access Television facilities.*" All programming submitted or produced by a non-ICAT staff member should contain the following disclaimer at the beginning of each program: "*The following program has been produced by an independent producer. The views expressed in this program are that of the producer and not of this station's management, staff, or volunteers. This station is prohibited by law from editing any portion of this program or its content.*"
7. All submissions must meet technical requirements. (Video levels must not exceed 100 IRE, audio levels must consistently peak at 0db). Display resolution must reflect a standard size (720x480, 1280x720, etc.) and should not be smaller than VGA resolution – 640x480. Do not submit programs on tapes that have been recycled too many times, are of inferior quality, are dusty or dirty, have excessive dropout, or have labels that are flaking or peeling off.

It is strongly recommended that the producer make a copy of any program delivered for cablecast. While loss of or damage to media is extremely rare, it is possible. (Many producers keep a copy, but deliver the edit master for cablecast to get the best possible cablecast.)

**Additional Requirements for Series Programs:**

1. Each Program Submission Form covers 12 months.
2. Each program must not run longer than the requested time slot.
3. While it is not required that each program fill every minute of the time slot, it is expected that programs will not run substantially shorter than the requested time.
4. Each program must be provided on a single, separate tape or separate titles on DVD's.

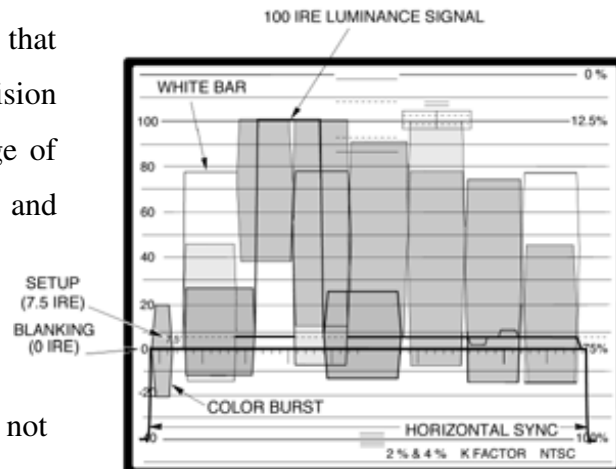


5. Each program must be numbered sequentially in the order in which you want them to be cablecast (i.e. "1, 2, 3,...")
6. Programs not completed at the time of cablecast request must be received at the cablecast facility no later than two business days before scheduled cablecast.

### **Technical Standards Assistance**

#### **WAVEFORM MONITOR:**

The Waveform monitor is an oscilloscope that has been custom configured for television monitoring. It is used to measure the voltage of the signal and to check that all the pulses and scans of the signal are occurring at the proper times. Our primary use for it in studio production is to monitor the signal levels of the picture. These levels must not exceed 100% percent level on the waveform monitor, nor may they drop below 7.5%. Signals that are too high will clip and look like white blobs. Signals that are too low will be completely black. Generally, face tones fall in the 70% range. White with slight detail in it will be around 90-100% and shadowed areas will be under 30% on the scale.



Signals that are too high will clip and look like white blobs. Signals that are too low will be completely black. Generally, face tones fall in the 70% range. White with slight detail in it will be around 90-100% and shadowed areas will be under 30% on the scale.

#### **VU MONITOR:**

Not all meters with V.U. scales conform to the A.S.A. (American Standards Association) specifications so do not have too much faith in levels indicated by V.U. meters, especially in semi-professional equipment. Normally the reading of 0 V.U. for steady tone, (e.g. 1kHz sinewave) is the only V.U. indication worth relying on. The meter scale is calibrated in decibels.



It usually extends below -20dB and up to +3dB. The scale above 0 V.U. is colored red. You should understand that 0 V.U. does not stand for 0dB. The standard level chosen for feeding signals to analogue recording machines is +4 dBu. 0 V.U. therefore usually corresponds to +4 dBu.

### **III. General Program Policies and Procedures**

#### **A. Program Copyright**

1. All video recordings produced by and used for production of television programs by the staff of Irondequoit Cable Access Television (ICAT) shall remain the property of the Channel and the Town of Irondequoit
2. The Town of Irondequoit shall hold the copyright on all programs produced using ICAT facilities primarily for airing on the Irondequoit Government Access Channel (ICAT-12) or the Irondequoit Public Access Channel (ICAT-15)
3. Any person or entity submitting material for airing on the Irondequoit Government Access Channel (ICAT-12) or the Irondequoit Public Access Channel (ICAT-15) which contains copyrighted music or other copyrighted materials shall, at the time of submission, provide photocopies of the written permission(s) authorizing such use

#### **B. Program Content**

Community producers that submit programming to either of the channels operated by Irondequoit Cable Access Television shall bear sole responsibility for the content and materials used in all programs. Each submission will be accepted only after its producer reads and signs a Program Submission Form and Producer Agreement and Indemnification Form.

ICAT is not responsible for mechanical or equipment failure or damage to media. ICAT recommends that a copy be made of masters before submission. It is recommended that the Producer keep a copy of the media if it is of critical nature. ICAT will duplicate media for a fee (*see current Fee Schedule*).

#### **C. Pre-Viewing of Program Content**

1. As is customary, ICAT does not pre-view programs for content nor exercise editorial control, except in the extraordinary situation where it has actual and credible advance notice of probable illegal content, or for technical and scheduling reasons, as enumerated here:
  - a. To aid in determining the appropriate cablecast time for the program

- b. To determine if a submission meets technical standards (*Section II-A*); and
  - c. To determine total running time, and beginning and ending “cue times,” and to perform other regular operating duties.
2. Such technical monitoring is not intended to include content monitoring; however, if ICAT staff finds a violation of these programming guidelines, or probable violations of federal, state or local laws, ICAT staff may, to the extent permitted by applicable law, remove said programming from the schedule lineup until further notice and appropriate further review, which shall be provided in a reasonable manner, or until proven violations are addressed and removed from the program by the producer. The program producer has an opportunity to be heard in this process (See, section on Grievance Procedure, *Section III-F*). ICAT staff retains the right to bring the matter to the Irondequoit Communications Advisory Council (ICAC) to assist with further review and for a determination as to whether the program should be cablecast.

## **D. Content Standards and Restrictions**

All programs submitted for cablecast on ICAT-12, ICAT-15, or the Community Bulletin Board are subject to the following standards and restrictions:

- a. Commercial, obscene, lottery, and purely personal programming cannot be cablecast;
- b. If a program may be offensive to some audiences, or is of a mature nature, the producer must inform ICAT upon submission. ICAT may require the producer to include appropriate warnings at the beginning and in other sections of the program. Any program listings may also show warnings. ICAT may require the program be scheduled in a late-night time slot.
- c. Financial underwriting for a program must be acknowledged. Commercial advertising and pricing information is prohibited (refer to "Donor Acknowledgement Guidelines," *Section III-G2*).
- d. Fundraising programs may only be produced on behalf of non-profit organizations that have been designated by the state or federal government as tax-exempt charitable organizations. Certificate of Registration with the New York State Attorney General's Division of Public Charities or letter from the Internal Revenue Service indicating classification in Section 501-3C of IRS Code will be required. ICAT staff will

review fundraising for community-related activities on a case-by-case basis as possible exceptions to this rule.

ICAT may place before programming a notice disclaiming editorial responsibility or control of program content.

## **E. Appropriate Air Times and Disclaimers**

1. ICAT does not censor or otherwise alter programming created by community producers that meets the programming guidelines detailed in this policy. However, at the discretion of the Director, the time at which programs are presented may be changed depending on the nature of the program.
2. It is the goal of ICAT to reach the appropriate audience for each program. An effort will be made to cablecast programs of similar appeal in the appropriate “daypart.” For example, ICAT uses customary scheduling practices of scheduling programming containing content inappropriate for children, e.g. sexual content or content inculcating and promoting racial hatred, etc. at times when children are not likely to be viewing. Such programming will be scheduled after 11:00 PM and before 3:00 AM.
3. ICAT will, at the discretion of the Director, add a disclaimer to any programming, stating that “the content may not be suitable for all audiences, but FCC regulations require that the program be aired”
4. The final decision on time slots and program scheduling rests with the Director. Producers who disagree with decisions made by the Director according to this policy can appeal (See *Section III-F*).

## **F. Program Dispute Procedure**

Programming may be rejected due to 1) poor technical quality or 2) content that does not meet acceptance standards set forth in this document. All disputes arising over the allocation of cablecast equipment, and/or access channel time shall be resolved on a non-discriminatory basis by the ICAT staff in a manner that will maximize fairness and diversity of expression.

1. Programming that does not meet technical quality standards set forth in this document will not air. The submitter will be notified of the problem either by phone or e-mail. The dispute can be resolved by using one of the following methods:
  - Withdrawal of program

- Edit or repair of program to meet standards

2. Programming that does not meet content standards set forth in this document will not air.

The submitter will be notified of the problem either by phone or e-mail. The dispute can be resolved by using one of the following methods:

- Withdrawal of program
- Edit or repair of program to meet standards
- Appeal to Irondequoit Communications Advisory Council (ICAC) for review

*Appeal:* Programs submitted to the ICAC for content review may take approximately one month for review and response in alignment with the Council's meeting schedule. The ICAC will review the submission based on the standards set forth in this document. If the ICAC also rejects the program, a further and last appeal can be made to the Irondequoit Town Board within fifteen (15) working days of the ICAC rejection date.

*Media that does not meet standards of technical quality will be refused and will not be presented to the ICAC or the Town Board for review.*

## **G. Fundraising and Donor Acknowledgement**

### 1. Fundraising Guidelines

- a. No program cablecast on ICAT may contain commercial advertisements or promote a commercial product, service, business, trade, or profession. Program length commercials are also prohibited.
- b. Community producers are encouraged to seek commercial underwriting and/or grants from foundations, government agencies and/or private businesses to help fund their programs.
- c. To acknowledge underwriting or grants, please follow standards set for Donor Acknowledgement Guidelines (*Section III-G2*).
- d. Community producers are encouraged to share their ideas with ICAT staff in order to avoid duplication of efforts, to encourage collaboration with other producers, and to gain the benefit of staff expertise. When proposed program

ideas are particularly meritorious or are closely in line with ICAT priorities, ICAT staff may write letters of support that producers may take to potential funding sources.

- e. Designated public access channels and equipment are available to approved community producers on a first-come, first-served basis. To aid those wishing to prepare proposals for funding, ICAT staff will determine an approximate value for these services. Producers preparing proposals are encouraged to meet with ICAT staff while preparing budgets to ensure accurate figure estimates.
  - f. Community producers must accurately identify themselves to potential funding sources. Community producers may not represent that they are employees of ICAT, indicate that ICAT is a co-producer of a program, or otherwise misrepresent their relationship with ICAT. Violations of this rule may result in suspension or termination of ICAT privileges.
  - g. Community producers shall describe to donors the type of acknowledgement they will receive at the beginning and end of the program (See, *Section III-G2*).
  - h. ICAT may require community producers to disclose all funding received for a program.
2. Donor Acknowledgement Guidelines
- a. While commercial advertising is not permitted on ICAT, it is required that programs acknowledge all support received from businesses, foundations, or other sources.
  - b. Community producers shall acknowledge donors with announcements similar to those seen on PBS stations. Announcements may include a donor's name, logo, and up to a 15 word description. The announcement may not be displayed longer than 15 seconds. The description may:
    - i. include product line or services, location and phone number;
    - ii. identify but not promote the donor - it must be value neutral, and not include comparisons or quality judgments (e.g. "the best pizza in town," "lowest prices," "delicious food").
    - iii. mention particular products only if necessary for identification purposes. (e.g., "Computerland, authorized dealer of IBM computers," but not "Star Market, this week featuring a sale on Maxwell House coffee").

- c. Donors shall be acknowledged only at the beginning and end of programs, with the following exceptions:
  - i. during programs longer than one hour, announcements may be made during natural breaks, e.g. half-time of a game;
  - ii. acknowledgement of donated prizes may be made when the prize is given away, e.g., "We're about to give away a turkey donated by Tasty Place Supermarket."
- d. Intentional depiction of a donor's logo or advertising ("product placement") should be avoided, e.g., a camera should not zoom in on signs.
- e. Commercial providers of products and services used in a program's production may be credited at the end of a program. Such credits can include the product and service, such as "Costumes provide by...," and otherwise must follow the rules for displaying a commercial underwriting credit listed above.

## **IV. ICAT-12 Programming, Policies and Procedures**

The following policies and procedures, formed by ICAT staff, approved by the Irondequoit Town Board, govern ICAT-12 priorities, scheduling, resources and use of equipment and facilities.

### **A. Programming**

The Government Access Channel (ICAT-12) is characterized by video productions, a community bulletin board and a scrolling ticker. Program content for each is as follows:

#### **Video Productions**

ICAT-12 video production content for individual programs and program series typically includes:

- Coverage of Public Meetings (live and rebroadcast)
- Special Event Coverage
- Programs from government agencies

#### **Community Bulletin Board**

ICAT community bulletin board messages typically include:

- Public Notices
- Not-For-Profit Group Announcements
- Town and Community Events

**Scrolling Ticker:**

The ICAT scrolling ticker typically includes:

- Date and Time
- Priority Messages
- Public Safety Messages

## **B. Programming Categories**

To accomplish its mission and goals, Irondequoit Government Access Television shall provide programming in the following categories, in order of priority:

### 1. Public Meeting Coverage

- a. The Government Access Channel is responsible for providing television coverage of all regular and special meetings of the Irondequoit Town Board and Irondequoit Planning and Zoning Board of Appeals, Town Public Hearings, Community Informational meetings and Supervisor's Address. Coverage of these meetings and addresses shall be the programming priority of the channel.
- b. Coverage of additional meetings will be determined based upon staff and facility capabilities at the discretion of the Director in accordance with counsel from the Town Supervisor. Public meetings produced by other local governmental and school entities within Town, County, State or Federal institutions will be considered for broadcast
- c. All public meetings will be covered from call-to-order to adjournment. The meetings will be replayed in their entirety. Any editing will only occur for the addition of title and credit pages for cable casting of taped replay, and coverage lost due to technical considerations.



- d. If a meeting is televised live and goes into “Recess,” the program producer may display a message describing the current status of the meeting or play taped segments during the break.
  - e. Video and audio recordings of public meetings in the Town of Irondequoit are intended for cable casting purposes only and shall not be considered the official record of the meetings.
    - i. Provision of a copy of the meeting tape does not imply reliance on a complete or error-free duplication of the meeting.
    - ii. Video copies of the meetings will be retained for a time period pursuant to New York State Record Retention Laws (*Records Retention and Disposition Schedule MU-1*). Video Recordings may be retained for a longer period for video archives.
  - f. Meeting notices may be submitted to the Government Access Channel for posting on the Bulletin Board System. Notices on ICAT will not suffice for compliance with public meeting law notices
2. Emergency Message Programming
- a. ICAT Government Access Channel may be used to facilitate communications with residents during an emergency in the Town of Irondequoit in consultation with the Irondequoit administration and/or Monroe County Office of Emergency Preparedness (OEP).
  - b. Emergency Programming will be subject to staff and facility limitations, and is not intended to substitute for the override of cable programming by the OEP in accordance with Emergency Alert System guidelines.
3. News Magazine Programs
- a. A magazine-format series may be produced by ICAT Government Access Channel on a periodic basis as a news and information program.
  - b. Programs will focus on Town of Irondequoit issues, special activities, events, and Irondequoit services
4. Program Series

- a. A program series is a group of television programs produced with the same primary communication objective
  - b. The programs in a series should be produced on a regular basis
  - c. The Director shall decide which programs to produce as a series, and shall supervise their production and regulate their format and frequency
  - d. Programs will focus on Town of Irondequoit issues, special activities, events, and Irondequoit services
5. Special Events Coverage
- a. Coverage of special events will be provided based upon the Irondequoit Cable Access Television (ICAT) annual operating policies, goals and objectives as well as staff and facility availability
  - b. Special event coverage may include press conferences, special call meetings or other Town of Irondequoit sponsored events
6. Documentaries
- a. Documentary-style programs may be produced by ICAT
  - b. These programs are to be more in-depth than the magazine-style programming
  - c. Programs will focus on Town of Irondequoit issues, special activities, events, and Irondequoit services
7. Public Service Announcements (PSAs)
- a. PSAs for government activities and events shall be produced for Irondequoit departments and agencies
  - b. PSAs from other agencies or sources, including local municipalities, will be considered based upon ICAT annual operating policies, goals and objectives as well as staff and facility availability
8. Electronic Bulletin Board Program
- a. The Electronic Bulletin Board is for the posting of information pertaining to Irondequoit government and its agencies. Sources of information or messages displayed on the Electronic Bulletin Board shall be limited to those generated by:
    - i. Departments or divisions of Irondequoit government

- ii. Request or publication of Monroe County government
  - iii. Request or publication of the State of New York government
  - iv. Request or publication of the U.S. Federal government
  - v. Request of government agencies to which departments or divisions of Irondequoit are affiliated, including (but not limited to) the Town of Irondequoit Department, Boards and Committees, Special Service Districts, Monroe County, and Monroe County municipalities
  - vi. Promotional information about Irondequoit functions or Irondequoit-sponsored events
  - vii. Notices of an emergency nature
- b. Requests should be received in writing (handwritten or electronically) at least one week in advance of the desired start date of airing. Requests may be submitted on available forms or via electronic mail or website. Exceptions apply to messages of an emergency nature that affect residents' health and safety, which will be included in the display sequence as soon as possible
  - c. The Channel's staff may edit submitted materials to conform to space and technical limitations
  - d. The Electronic Bulletin Board will be shown during time not designated for programming

#### 9. Other Programming

- a. Programs may be produced which do not fit into any existing program series. These programs will be considered "Specials" and may be of any format. Programs will focus on Town of Irondequoit issues, special activities, events, and Irondequoit services.

#### 10. Outside Programming Acquisition

- a. Programming may be acquired from organizations or entities other than the Town of Irondequoit. This type of programming must meet appropriate technical standards, as determined by the Director and this document, and fit within the mission and goals of the Irondequoit Government Access Channel

## **C. Program Requests**

1. All town department heads or their designee, and Irondequoit elected officials, are eligible to request programming, or television coverage within the scope of services to be provided by the Irondequoit Government Access Channel
2. ICAT's Government Access Television is classified as a "Government Access Channel" and not a "Public Access Channel." A Public Access Channel is designed to air programming by residents, organizations, and civic groups that are outside the mission and goals of the Government Access Channel. These requests are directed to the Irondequoit Public Access Channel (ICAT-15) or the most appropriate cable television company or station in the Monroe County Area.
3. The Irondequoit Government Access Channel shall not be used to produce video programming for private or commercial organizations
4. The Town of Irondequoit may collaborate with other public agencies and similar organizations to develop programming that further serves the public interest, as determined by the Director in consultation with the Irondequoit Town Supervisor and/or the Irondequoit Town Board
5. Programming requests must be made by letter or e-mail. Requests for programming will be responded to within thirty (30) days of request. Irondequoit departments and agencies requesting a video program must be willing to assist in producing the program if asked to do so. This may include furnishing necessary information, gathering together persons and props to be used in the program, and making on-air presentations as deemed necessary by the Director.
6. The Director is responsible for all programming decisions in accordance with the station's policies and mission statement

## **D. Programming Eligibility**

To be eligible for production or broadcasting, programming must fall within the mission and goals of the Irondequoit Government Access Channel and also meet the following criteria:

1. The programming shall not include slanderous, lewd, obscene, indecent, or violent material or language. When questions arise as to the admissibility of programming or language in this regard, the material will be reviewed subject to state and/or local law,

and the FCC definition of “indecent” as “Programming that describes or depicts sexual or excretory activities or organs in a deliberately offensive manner as measured by contemporary community standards for a cable medium.”

2. The programming shall not include copyrighted materials unless written permission has been obtained from the copyright holder. Copyright permission must be obtained for all programs produced by outside sources that are cablecast by the Town of Irondequoit. Copyright music is not permitted unless written permission is obtained from the copyright holder. Legible photocopies of each such copyright permission shall be provided to the Town of Irondequoit at the time that the programming is submitted, to be maintained with the Producer Agreement and Indemnification Form.
3. The programming shall not coerce anyone to support or participate in religion or its exercise, or otherwise act in a way which “establishes a (state) religion or religious faith, or tends to do so.”
4. The programming shall not include paid advertising. The Town of Irondequoit Government Access Channel is a non-commercial channel. Advertising is prohibited. Program sponsors shall only receive credit during the opening and/or the closing credits of the Program.
5. The programming shall not include direct appeals to purchase commercial goods or services.
6. The programming shall meet technical quality standards in accordance to *Section II-A*
7. The programming shall be direct, non-editorial information regarding the operation and deliberations of local government and other public affairs. Irondequoit Government Access shall not serve as a mechanism for building support for a particular policy, program, or issue.
8. The programming shall not include declared candidates for elected office. Candidates for elected office may not use Irondequoit Government Access as a part of a campaign effort. This exclusion does not apply to persons who receive air time as part of official public meeting coverage, candidate forums, programs not related to campaign agendas/issues, special election coverage and coverage of incumbents performing official duties which warrant cable casting.
9. Opinions expressed on Irondequoit Government Access Television may not necessarily reflect those of the Town of Irondequoit, the Irondequoit Town Supervisor, or Irondequoit staff.

## E. Program Scheduling Policy

The following policies apply to program scheduling for shows produced outside of the ICAT facilities that are submitted to the Irondequoit Government Access Channel:

1. ICAT staff will determine the program schedule to ensure appropriate balance of programming, audience interests, and the facility's physical ability to cablecast the programs in the submission queue.
2. Programs will be scheduled on a first come, first served basis with priority given to agencies in the following order: Town of Irondequoit, Monroe County, State of New York, and the Federal Government.
3. Time slots will be determined by ICAT staff
4. There is NO guaranteed or contractual time slot permitted due to playback capabilities and limitations. However:
  - a. Series programming will typically be assigned a regular time slot for the convenience of viewers.

## F. Program Submission Procedure

Submissions of programs for Irondequoit Government Access will be accepted only after submitter and/or producer reads and signs a Program Submission Form and Producer Agreement and Indemnification Form.

Requirements:

1. The producer of a program for the Government Access Channel must be one of the following:
  - a. An agency that is directly connected to the Town, County, State or Federal government and working in an official capacity.
  - b. An elected or appointed official acting in an official capacity, representing a governmental body, department or constituency within the Time Warner Cable service area.

*i.e. A Town Councilperson submitting a program regarding the Town's infrastructure would be considered for air on ICAT-12. A Town Councilperson*

*submitting a show regarding their passion for coin collecting would be directed to ICAT-15*

2. Programs submitted and aired on the Irondequoit Government Access Channel may NOT serve to advance the political agenda and/or aspirations of a particular candidate, official, or political party/parties. Content that simply advances a political endeavor or campaign will be directed to the Irondequoit Public Access Channel (ICAT-15) and is subject to the policies of political programming (See *Section V-I*)
3. Every program submission requires Producer identification and Producer broadcast permission.
  - a. When the individual submitting a program **is** the producer, they will need to complete and sign a Producer Agreement and Indemnification Form.
  - b. When the individual submitting a program **is not** the producer, ICAT requires the Producer's written permission, and also a signed Producer Agreement and Indemnification Form signed by the Producer.
4. Each program requires its own unique Program Submission Form except for series submissions. Each submission form requires a written description of the program's content. If, for any reason, the content described in a program has been misrepresented or violates the Producer Agreement and Indemnification Form, the program will be pulled from the schedule and the submitter/producer will be notified by phone or e-mail to retrieve the submission within 30 days. Media will be returned by mail if the submitter provides a stamped, self-addressed envelope in advance. Media left longer than 30 days will be discarded.

## **G. Duplication/Copy Orders**

Irondequoit Government Access Television will provide copies of programming aired, subject to the following conditions:

1. Programs will only be copied if ICAT holds all copyrights and/or has express written consent from the producer of the requested program
2. Copies will be provided on a first-come, first-serve basis. Copies will be provided as soon as staff and facility time allows
3. A fee shall be charged for copying programming as indicated by the ICAT Fee schedule

4. Copies of all public, informational, town, zoning and planning meetings are retained by contacting the Town Clerk's Office

## **V. ICAT-15 Programming, Policies and Procedures**

The following policies and procedures, formed by ICAT staff, approved by the Irondequoit Town Board, govern ICAT-15 priorities, scheduling, resources and use of equipment and facilities.

### **A. Programming**

The Irondequoit Public Access Channel (ICAT-15) serves as both the Public and Educational Access channel in the Town of Irondequoit. Programming is characterized by video productions, a community bulletin board and a scrolling ticker. Program content for each is described as follows:

#### **Video Productions**

ICAT-15 video production content for individual programs and program series typically includes:

- Club and organization productions
- Educational topics
- Religious topics
- Political topics

#### **Community Bulletin Board**

ICAT-15 community bulletin board messaging typically includes:

- Public notices
- Not for profit group announcements
- Cross-promotion of Government Access Channel ICAT-12

#### **Ticker**

The ICAT-15 Scrolling ticker typically includes:

- Date and time
- Priority messages



- Public safety messages

## **B. Access and Fees**

1. Broadcast access to ICAT-15 is free to all Irondequoit residents and Irondequoit-based not for profit institutions and organizations. Proof of residency and non-profit status may be required.
2. A fee schedule for facility and equipment use will be adopted and adjusted from time to time to cover wear and tear. Inquires regarding current fees should be directed to the ICAT staff.

## **C. Programming Eligibility**

To be eligible for production or broadcasting, programming on the Irondequoit Public Access Channel must meet the following criteria:

1. The programming shall not include slanderous, lewd, obscene, indecent, or violent material or language. When questions arise as to the admissibility of programming or language in this regard, the material will be reviewed subject to state and/or local law, and the FCC definition of “indecent” as “Programming that describes or depicts sexual or excretory activities or organs in a deliberately offensive manner as measured by contemporary community standards for a cable medium.”
2. The programming shall not include copyrighted materials unless written permission has been obtained from the copyright holder. Copyright permission must be obtained for all programs produced by outside sources that are cablecast by the Town of Irondequoit. Copyright music is not permitted unless written permission is obtained from the copyright holder. Legible photocopies of each such copyright permission shall be provided to the Town of Irondequoit at the time that the programming is submitted, to be maintained with the Producer Agreement and Indemnification Form
3. The programming shall not include paid advertising. The Town of Irondequoit Public Access Channel is a non-commercial channel. Advertising is prohibited. Program sponsors shall only receive credit during the opening and/or the closing credits of the Program.

4. The programming shall not include direct appeals to purchase commercial goods or services.
5. The programming shall meet technical quality standards in accordance to *Section II-A*
6. Opinions expressed on Irondequoit Public Access Television may not necessarily reflect those of the Town of Irondequoit, the Irondequoit Town Supervisor, or Irondequoit staff.

## **D. Program Priority Policy**

Use of ICAT-15 and cablecast equipment is based on the availability of channel time and is prioritized as follows:

1. Live programming.
2. Pre-taped programming produced by
  - a. ICAT staff.
  - b. Irondequoit Residents or not for profit groups or organizations using ICAT facilities for production.
3. Pre-taped programming provided by the school districts.
4. Pre-taped programming provided by Irondequoit residents and not for profit groups or organizations produced by outside resources.
5. Pre-taped programming provided by community access television stations within Monroe County that is of general interest to the Irondequoit Community.
6. Programming provided by other sources that are of general interest to the Irondequoit Community.

## **E. Program Scheduling Policy**

The following policies apply to ICAT-15 program scheduling:

1. ICAT staff will determine the program schedule to ensure appropriate balance of programming, audience interests, and the facility's physical ability to broadcast the programs in the submission queue.
2. Programs will be scheduled on a first come, first served basis.
3. Programs that require action by a specific date (i.e. call in, vote, etc.) will only be aired until that date.
4. Programs will be aired for a maximum of one month

5. Programs need only to be aired once to meet “access” requirements, additional airings are at the discretion of the Director and for the convenience of Irondequoit residents
6. Time slots will be determined by ICAT staff
7. There is NO guaranteed or contractual time slot permitted due to playback capabilities and limitations. However:
  - a. The school districts will typically be assigned a regular time slot for the convenience of viewers and district staff.
  - b. Series programming will typically be assigned a regular time slot for the convenience of viewers.
  - c. The greater the lead time of a submission, the greater the chances of securing a desired time slot.

## **F. Program Submission Procedure**

Submissions of programs will be accepted only after submitter and/or producer reads and signs a Program Submission Form and Producer Agreement and Indemnification Form.

Requirements:

1. Every program submission requires Producer identification and Producer broadcast permission.
  - a. When the individual submitting a program **is** the producer, they will need to complete and sign a Producer Agreement and Indemnification Form.
  - b. When the individual submitting a program **is not** the producer, ICAT requires the Producer’s written permission (on Formal Letterhead), and also a signed Producer Agreement and Indemnification Form signed by the Producer.
2. Each program requires its own unique Program Submission Form except for series submissions. Each submission form requires a written description of the program’s content. If, for any reason, the content described in a program has been misrepresented or violates the Producer Agreement and Indemnification Form, the program will be pulled from the schedule and the submitter/producer will be notified by phone to retrieve the submission within 30 days. Media left longer than 30 days will be discarded. Media will be returned by mail if the submitter provides a stamped, self-addressed envelope in advance.

## **G. Sponsorship**

Program “Sponsorship” opportunities exist. Contact ICAT (585-336-7273) for additional information.

## **H. School Programming Policy**

1. Content originating from the East Irondequoit Central School District and the West Irondequoit Central School District will be aired on the Irondequoit Public Access Channel and will adhere to the same:
  - a. production standards
  - b. content standards
2. Each year, both districts will be required to sign a Producer Agreement and Indemnification Form. This document shall serve as a blanket release for all content that is scheduled and cablecast during the schools’ regular and special time slots. This document will require the signature of the district’s Superintendent and/or director of communications. Should either of these personnel leave for any reason during the course of the year, ICAT staff shall be notified and a new form may be required.
3. Issues with quality and/or content will be directed to the district in question.

## **I. Political Programming Policy**

### Overview

1. 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
2. The producer(s) of each program is/are solely responsible for program content
3. Programming will be aired on the Irondequoit Public Access channel (ICAT-15) and is subject to the same:
  - a. production standards
  - b. content standards and
  - c. basic scheduling procedures as non-political programming

### Exemptions

Certain programs are exempt from this policy. Included are: political forums, and debates produced by Irondequoit Cable Access Television as approved by the ICAC. Also, ICAT covers regularly scheduled public meetings, press conferences, and/or other bona fide news events which candidates attend and/or participate. These programs remain separate from series or single programs produced by members of the community, declared candidates, spokespersons for or against ballot questions.

### Programming Containing Declared Candidates or Content Relative to Ballot Questions or Initiatives

Irondequoit Cable Access Television requires that producers of series or single programs follow these guidelines when inviting declared political candidates, or spokespersons for or against ballot questions, to their programs cablecast on the Irondequoit Public Access Channel:

1. Any producer of a program containing declared candidate(s) or spokespersons for or against ballot questions must include the following character-generated disclaimer, at the beginning and the end of each program cablecast:

THE OPINIONS EXPRESSED ON THIS PROGRAM DO NOT  
NECESSARILY REFLECT THOSE OF THE TOWN OF  
IRONDEQUOIT, IRONDEQUOIT CABLE ACCESS  
TELEVISION, ITS STAFF, OR ITS VOLUNTEERS.

2. ICAT is not responsible for the technical execution of the inclusion of the above disclaimer on programs submitted for cablecast
3. “No Surprise” Rule: No new programming regarding ballot issues or containing declared candidates is permitted to be cablecast within 96 hours of an election. Due to standard channel scheduling procedures, no cablecast time requests for new programming content will be accepted later than 7 days prior to an election.
4. No fundraising, solicitation of funds, or on-air notices of fundraising events will be permitted

### Scheduling

Political programs shall adhere to the same scheduling procedures as laid out in this document, with the additional stipulations to ensure fair and equal time:

1. Candidates will be allowed a total of 2 hours of air time per week that can be broken into:
  - a. One (1) airing of a 2 hour program
  - b. Two (2) airings of a 1 hour program
  - c. Four (4) airings of a 30 minute program

*NOTE: Programs will be quantified by rounding up to the nearest half hour increment. Should a program run longer than 2 hours, it will be brought to the Irondequoit Communications Advisory Council for their consideration to ensure fair treatment.*

2. If a candidate submits multiple programs, their durations will be added together and will be subject to the 2 hour maximum of airtime per week.
3. Each airing of a program must take place in a different daypart. ICAT defines its dayparts as:
  - d. Morning (6am-10:30am)
  - e. Mid-Day (11am – 4pm)
  - f. Evening (4:30pm – 10:30pm)
  - g. Late-Night (11pm – 5:30am)
4. ICAT will not schedule programs of a political nature on the eve or day of an election

#### Facilities and Equipment

To assure impartiality, ICAT facility, staff or field equipment cannot be utilized in the production of any political campaign programming. Third party alternatives may be suggested.

However, if an independent, non-partisan group chooses to hold an impartial and open debate with all candidates represented, a group representative may petition the Irondequoit Communications Advisory Council (ICAC) in writing for evaluation of their request. The ICAC will assess the request at their next regularly scheduled meeting. Regular facility and service fees may apply.

#### Restrictions on ICAT Staff Involvement

1. In accordance with normal ICAT operating procedures, ICAT staff shall not participate in an official capacity during paid company hours or utilize ICAT equipment in a manner which would be an advantage to any of the declared candidates or sides in a ballot question debate.
2. The above does not pertain to ICAT-produced

## **J. Duplication/Copy Orders**

Irondequoit Public Access Television will provide copies of programming aired, subject to the following conditions:

1. Programs will only be copied if ICAT holds all copyrights and/or has express written consent from the producer of the requested program
2. Copies will be provided on a first-come, first-serve basis. Copies will be provided as soon as staff and facility time allows
3. A fee shall be charged for copying programming as indicated by the ICAT Fee Schedule

## **VI. Community Bulletin Board (ICAT 12 & 15)**

The Community Bulletin Board is a text and graphic-based message posting component of the ICAT broadcast. It is primarily used to notify Irondequoit residents of daily and urgent community news and events.

ICAT staff may edit submitted material to conform to space constraints and technical limitations.

### **A. Content Standards**

The Cable Access user bears sole responsibility for the content used in Community Bulletin Board messages. ICAT reserves the right to review all submissions.

### **B. Content Restrictions**

All content submitted for Community Bulletin Board is subject to review by the ICAT Staff to ensure compliance with the following:

1. Commercial, obscene, lottery, and purely personal messages cannot be posted;
2. Fundraising messages may only be posted on behalf of non-profit organizations that have been designated by the state or federal government as tax-exempt charitable organizations. Certificate of Registration with the New York State Attorney General's Division of Public Charities or letter from the Internal Revenue Service indicating classification in Section 501 of IRS Code will be required. ICAT staff will review

fundraising for community-related activities on a case-by-case basis as possible exceptions to this rule.

3. Pricing information will not be posted on the Community Bulletin Board.

## **C. Submission Procedure**

Irondequoit residents may submit content for the Community Bulletin Board by sending information on their event to ICAT@Irondequoit.org.

## **VII. Federal Communication Commission (FCC) Public Access Rules and Regulations**

### ***Excerpts taken from the FCC's May 1998 Cable Television Fact Sheet:***

PUBLIC, EDUCATIONAL, AND GOVERNMENTAL ACCESS CHANNELS  
("PEG CHANNELS")

Pursuant to Section 611 of the Communications Act, local franchising authorities may require cable operators to set aside channels for public, educational, or governmental ("PEG") use.

Public access channels are available for use by the general public. They are usually administered either by the cable operator or by a third party designated by the franchising authority.

Educational access channels are used by educational institutions for educational programming. Time on these channels is typically allocated by either the franchising authority or the cable operator among local schools, colleges and universities.

Governmental access channels are used for programming by organizations of local government. In most jurisdictions, the franchising authority directly controls these channels.

PEG channels are not mandated by federal law; rather they are a right given to the franchising authority, which it may choose to exercise. The decision whether to require the cable operator to carry PEG channels is up to the local franchising authority. If the franchise authority does require PEG channels, that requirement will be set out in the franchise agreement between the franchising authority and the cable operator.



In accordance with applicable franchise agreements, local franchising authorities or cable operators may adopt on their own, non-content-based rules governing the use of PEG channels. For example: Rules may be adopted for allocating time among competing applicants on a reasonable basis other than the content of their programming. Minimum production standards may be required. Users may be required to undergo training.

Any questions or comments about PEG channels on a particular system should be directed to the cable operator or the local franchising authority, and not to the Federal Communications Commission.