

JANESVILLE ACCESS TELEVISION
JATV MEDIA SERVICES
JATV 994

RULES FOR USE

Mission Statement: JATV is to make available to City of Janesville residents a facility, equipment, training and support for the production of quality television programs for a public access channel and to promote use of that channel for informational, educational and entertaining programs.

I. General

1.0 Use of the cable access channel, the equipment and the facility is limited to City of Janesville residents and groups. Non-residents may benefit from training and equipment at the discretion of staff.

1.1 Anyone who produces a program with the intent of having the program telecast on the public access channel will be defined as a “producer.”

1.2 Producers who are able to bring in programs on a regular basis will be allocated special consideration when creating the program schedule. Access to staff, equipment, and time on the channel is on a first come-first serve basis, as approved by the Director of JATV Media Services.

1.3 Producers who are interested in having a program air on JATV will be trained in the proper use of any and all applicable equipment. Waivers to the training requirement may be granted by JATV staff if the producer demonstrates sufficient technical expertise.

1.4 The following disclaimer will appear, preceding every program that is submitted for cablecast. JATV is not required to use this disclaimer on its productions, unless deemed necessary by the director or program coordinator.

The views expressed in this program do not necessarily represent the views of the City of Janesville, it's staff, or elected officials.

II. Use of JATV equipment and facility

2.0 Producers who have the required training may use JATV equipment when producing their programs. A signed **Equipment Check-Out Form** must be signed and submitted to JATV staff before any equipment may be used. Producers under the age of 18 must have their legal guardian co-sign the form. JATV may require the producer to present evidence of training. Any equipment or facility use by producers must be pre-arranged with JATV staff. Equipment must be returned in good working condition.

2.1 Producers are financially responsible for damage, loss, or theft of equipment while in their use. Damage to any equipment will be assessed by JATV staff and charged to the producer.

2.2 Use of JATV facilities must be for the purpose of producing programs for the local public access channel. Use of JATV equipment is expressly for the purpose of producing a program for telecast on JATV. Staff approval is required before equipment may be used outside of Rock County.

2.3 Equipment may be borrowed on a regular basis during a programs production, up to 4 months before a program must be telecast on the local public access channel. Failure to produce a program within this time may be grounds for forfeiture of the right to use JATV equipment and the facility. The Station Manager of JATV Media Services must approve any extensions beyond the 4-month limit.

2.4 The loan period for JATV equipment is typically 24-48 hours. Equipment may be available for 72 hours for weekend requests. Extended use of JATV equipment for a period of up to 5 days must be approved by the Station Manager.

2.5 A JATV staff member or designated volunteer must be on duty when facilities are being used.

2.6 Eating and drinking are not permitted near any of the equipment within the JATV studio. Smoking and the use of tobacco products are not allowed anywhere in the library.

III. Programming

3.0 Producers and/or sponsors of public access programs are solely responsible for all program material produced or sponsored by them and telecast on the local public access channel. This includes copyright clearances, talent releases, and all other clearances, rights, or licenses necessary for the program. This responsibility includes libel, slander, defamation and any other legal responsibility. Before a program is telecast on the local cable access channel, producers or sponsors must sign a **Producer Agreement Form**. Producers and sponsors under the age of 18 must have their legal guardian co-sign the **Producer Agreement Form**. Producers and sponsors must agree to indemnify and hold harmless the Hedberg Public Library, the City of Janesville, and each and every one of their elected or appointed officials, officers, employees, representatives and agents, and each and every one of their respective successors, heirs and assigns, from and against any and all liability for damages, cost awards, judgments, payments and losses resulting from, arising out of, or in any way connected with the producer's or sponsor's use of the facility, equipment, the local public access channel, programming, content and broadcast.

3.1 Programming may be commercial and/or non-commercial in nature. Advertising or material designed to promote the sale of commercial products or services is permitted, including, but not limited to, alcohol, tobacco, and related products.

3.2 No obscene or indecent material, as defined by Federal and State Law, shall be telecast.

3.3 The producer's and when appropriate the sponsor's name shall appear on each program.

3.4 All programs may be subject to review before telecast to ensure compliance with all programming rules. However, JATV will not censor, edit, or in any way alter programming unless requested and/or approved by the producer.

3.5 In cases where the content of a program is called into question, the complainant should contact the producer. JATV staff are neither qualified nor permitted to advise viewers and producers about the legality of questionable material.

IV. Types of Programs Appearing on JATV

4.1 Local Volunteer Produced: Programs that are produced by local residents of the City of Janesville. Producers may use JATV equipment or visit the facility when producing their program, but the producer is responsible for all the work involved in creating the program.

4.2 Imported Programs: Programs that are produced outside of JATV Media Services. Programs are typically sponsored by a local group or individual and/or may have a connection with the City of Janesville. JATV staff may accept appropriate programs from other access stations or organizations to air on the local access channel.

4.3 JATV Staff Produced: JATV staff frequently video record events that are occurring with the local community. These programs are of an informational, educational or entertaining nature, and are produced for broadcast on the local cable access channel.

4.4 JATV Staff Assisted Programs: Local producers who do not have the expertise of taping, editing or producing a program to be broadcast on the local cable access channel may hire JATV staff to perform these activities.

4.5 Library Programs: Due to the unique relationship that JATV has with the Hedberg Public Library, JATV will frequently produce programs that take place at the local library.

4.6 Local Government Programs: Part of JATV's mission is to inform the public about events happening within the local community. In order to accommodate this mission JATV will broadcast Janesville City Council, Plan Commission, Community Development Authority, and Alcohol License Advisory Committee meetings on a regular basis, and produce other local government programs that are of an informational or educational nature.

4.7 Community Calendar: During periods of time when programs are not being broadcast on the local cable access channel, the Community Calendar will be displayed on the local channel. The Community Calendar provides information about local entities, local events, government programs, and agendas for government meetings.

V. Sources of Revenue

5.0 Cable providers: JATV receives a majority of its funding from the local cable providers. In order to operate within the city limits, each cable provider pays the City of Janesville a percentage of their profits (currently 5%). 20% of this money is allocated to JATV to cover operational expenses and capital purchases.

5.1 Advertising and Website: JATV may advertise commercially on the local cable access channel. Funds received from businesses wishing to advertise with JATV will go towards the operating costs of the station. Businesses interested in advertising should contact the Station Manager.

5.2 Sponsorships: In lieu of advertising local businesses or entities may want to sponsor programs appearing on the local cable access channel. Depending on the level of sponsorship, a business or entity may have their logo or name appear at the beginning or end of a program.

VI. Political Candidates

6.0 Political candidates may utilize the channel like any other access user, provided they abide by the JATV Rules for Use. Political candidates may appear as a guest on a program, participate in a televised candidate forum, and/or produce and appear in their own program. Unlike broadcast television, JATV is not required to provide “equal time” provisions. Candidates may appear on JATV programming up to and including election day. JATV staff will not produce any programming for political candidates, campaigns, or referenda, with the exception of candidate forums. Free training in video production is available through JATV. Registration well in advance of the election is recommended. The Station Manager and the Program Coordinator of JATV Media Services is responsible for scheduling programs broadcast on the channel.

VII. Administrative

7.0 JATV reserves the right to refuse services and use of the local public access channel, the facility, and/or equipment to individuals or organizations who:

- a. Interfere with or jeopardize the operations of JATV.
- b. Violate JATV’s Rules for Use or Federal, State or Local laws.
- c. Are disruptive, rude, or otherwise abusive to equipment or staff in the studio or while taping in the community.

7.1 Any dispute, complaint, or disagreement that arises from these rules or any decision of JATV staff or volunteers can be appealed to the Library Director. All appeals must be in writing within 30 days of the infraction. The decision of the Library Director shall be final and binding on all parties.

7.2 The Library Board may revise or interpret existing rules or promulgate additional rules from time to time.

7.3 Exceptions and waivers to JATV rules must be approved by the Library Director, except as indicated elsewhere in these rules.

Approved by the Hedberg Public Library Board on May 15, 2018.