



## **PROGRAMMING POLICIES**

Only videos produced in the counties of Merced, Madera, Mariposa, Fresno Kings and Tulare counties may air on the CMAC channel(s). Proof of the producer's residency is required.

### **Acceptable Content Formats:**

CMAC only accepts digital file formats for program submission. Requirements for shows in each format are as follows:

Format: H.264  
File Extension: .mp4  
Resolution: 1280x720 pixels  
Frame Rate: 59.94 fps  
Bitrate: 8000 kbps or higher.

Format: H.264  
File Extension: .mp4  
Resolution: 1920x1080 pixels  
Frame Rate: 29.97  
Bitrate: 8000 kbps or higher.

All file submissions should reference the program title in the file name.

### **Types of Programs:**

**SERIES:** A collection of programs with the same title and general format, which are of a consistent length and a monthly, bi-weekly, or weekly frequency.

**SPECIAL:** A program that is not part of a regular series, such as a narrative film, documentary, special event, or one-time talk show. Specials are intended to be infrequent and are not to exceed the frequency of a regular series.

**FILLER:** A program that is less than 15 minutes. Filler will be scheduled in between regularly scheduled content as CMAC staff sees fit.

### **Technical Criteria for All Program Types:**

Producers are encouraged to create an opening sequence for their program. A series producer should create a consistent opening sequence for every episode (e.g. television shows like Breaking Bad, The Office, and the beginning of news programs). It is important for all program types (series, specials, and fillers) to have a format that has a beginning, middle, and end. This can be presented in various forms. Here are some suggestions on how to make your programs suitable for television and live stream viewing:

- Add an opening title sequence.
- A voiceover (VO) throughout a narrative. This can also be included at the beginning and/or ending to help introduce the subject matter or summarize the program.
- A closing credit text (if you do not wish to add your own credits, the program must at least contain a specific CMAC credit if you used CMAC equipment and/or facilities to create the video: **“This program was made possible by the Community Media Access Collaborative”**).

CMAC does not critique nor question the creative choices of any producer. If your program does not meet the aforementioned technical criteria, the Media Distribution Coordinator may suggest some ways to make it as such before the program is aired on the channel.

#### **Policies for Series:**

- The series producer must submit an episode for the series at least once a month to maintain its regular time slot.
- Regular series may be daily, weekly, bi-weekly or monthly. Producers should choose the frequency that matches their production capacity. A daily series must have newly produced content daily to qualify for such frequent scheduling.
- While we try to maintain consistency, a series may be rescheduled to accommodate better overall scheduling, according to thematic areas. No time slot is guaranteed to any continuing series.
- Programs with regular time slots must conform to the following lengths: 25-29 minutes, 55-59 minutes, 85-89 minutes, or 115-119 minutes. Series programs that run over these times may be cut off to accommodate scheduling continuity.

#### **OBTAINING A SERIES TIME SLOT**

Once you have an episode of your show completed, and a plan to continue producing at least one new episode monthly, you're ready to apply for a series time slot.

#### **Required Paperwork:**

A Playback Request form is required along with every program submission of all types: series episodes, specials and fillers. This form can be obtained at the front desk or on the CMAC website. A one to two sentence description must be included on the playback request form. Series producers are encouraged to provide specific episode information at least 2 weeks before an episode premiere in the form of an email to the Media Distribution Coordinator or filling out a Playback Request form for each episode (e.g. guest names, host name, descriptive information about each specific episode etc.)

#### **Submitting Your Show:**

Producers must turn in their new shows three business days in advance of their scheduled airtime. You can turn in shows to a staff member at our front desk during normal business hours or over the internet via CMAC's Dropbox link. Important: due to limited space, we cannot guarantee that we will have an extra copy of your program once it is submitted. Please do not submit any master files for playback—create copies for CMAC submissions. CMAC will not be responsible for damage to media storage devices and/or removal of any media submitted.

**Broadcast Rights:**

CMAC reserves the right to unlimited non-exclusive broadcast of any programs submitted for playback, though a stop-date may be requested upon submission. Programs created wholly or in part using CMAC equipment or facilities must be aired once on a CMAC channel or made available for on-demand viewing before it can be distributed elsewhere. Producers retain ownership of the programs they create.

**CMAC Credit:**

All programs made at CMAC or using CMAC equipment (including edit computers) must credit CMAC at the beginning or end. For example, a title screen with the following words is appropriate: "This production was made possible in part by the Community Media Access Collaborative." Use of the CMAC logo is not allowed. This credit must appear on all versions of the video, no matter where it is shown or distributed.

**Prescreening:**

CMAC does not prescreen the content of any submitted program, but may view portions of a show to ensure technical standards are met. We reserve the right to ask for proof of permission of any copyrighted material. The Producer takes on all liability for the content that is produced.

**Non-Protected Speech:**

A program must not contain any slanderous, libelous or obscene material. Obscene Material is defined by the courts as the following:

- Offensive or highly objectionable to the average person, applying contemporary community standards, taken as a whole, appeals to the prurient interest;
- Depicts or describes sexual conduct in a patently offensive way;
- Taken as a whole, lacks serious literary, artistic, political, or scientific value. No material may be aired that will violate any City, County, State, Federal laws.

**Series Submissions vs. Specials and Filler Submissions:**

A producer may not submit a program as an episode of their series if the submitted program does not fit their series format (e.g. episode length, studio production vs field production, theme of series etc). If the submitted program does not follow their series format, a separate Playback Request form must be submitted for that program.

**Access for Political Candidates:**

Political Candidates are subject to the same rules as other users of the CMAC channels. Programs endorsing any particular candidate will not be played within 24 hours prior to the Election Day. Individual candidates may not use the on-air community bulletin board (Carousel) for campaigning purposes.

**Commercial Content and Production:**

There may not be any commercial material, advertising, or promoting a lottery or gambling enterprise on CMAC's access channels. Use of CMAC equipment for the production of commercial content will result in a major violation.

**Fundraising On-Air:**

No fundraising is allowed which would result in financial gain for individuals or organizations, other than CMAC.

**Advertising:**

Programs may not promote the for-profit sale of products or services, including pricing, or the promotion or endorsement of a trade or business. Programs may not discuss or show products or services made available by persons, corporations or institutions which have a commercial interest in the subject of the programs. Sponsors or underwriters of a particular program may not be a subject or focus of the program's content.

**Sponsorship or Underwriting:**

Underwriting support is meant to cover the costs of your production, and is not meant to be a source of revenue for yourself or your crew. Please consult the Executive Director if you wish to seek underwriting for your program. At any time, CMAC reserves the right to request financial documentation detailing your production costs and underwriting funds.

In exchange for their support, businesses or individuals may receive a text credit at the end of the program. Requests for new underwriters/supporters may appear only in the last two minutes of the show. The following can be included in an underwriting credit:

- Logo or Name of the underwriter in a credit roll or text card, maximum 15 seconds
- Voiceover acknowledging underwriters

Programs and underwriting credits may not include:

- Calls to action (e.g. "Call me!", "Buy This!") or comparative language (e.g. "The best mortgage rates in town.") or use of the product or service on the spot (e.g. someone eating food from a restaurant sponsoring the show).
- Telephone numbers or email addresses of commercial companies.
- Company logos or images of the underwriter establishment or products.

Use this language in text credits to identify supporters:

"This program was made possible in part by \_\_\_\_\_."

**Adult Content:**

Adult content includes programming with excessively violent material, offensive language, excessive nudity, graphic depiction of medical procedures, or sexually explicit material and may only be aired from 12:00 am – 4:00 a.m. Programming with mature language or which is intended for mature audiences will be scheduled from 10:00 pm to 4:00 am. When filling out the Playback Request form, the Producer must inform staff that their show contains such Adult Content. The show must have the following displayed as a graphic and as a voiceover prior to the program beginning:

"The following program contains material (include the specifics of all aspects of the content that could be potentially objectionable to others: excessive violence, excessive profanity or offensive language,

excessive nudity, sexually explicit material, graphic depiction of medical procedures) that some viewers may find objectionable or inappropriate.”

**Preempting:**

CMAC reserves the right to preempt any show in the event that time sensitive content needs to air. But, if a show was not played due to human or technical error, that show can have one additional airing at a time arranged by the Programming Coordinator.

**Promoting Your Show:**

We encourage producers to promote their shows via social media tools and general outreach. Each series or special producer can submit an on-air promotion via the CMAC website. These promotions will be displayed on CMAC’s on-air bulletin board. CMAC’s logo is not available to use on your show or in your promotional materials except by request.