



Wausau Area Access Media

Public, Educational & Governmental Television Policies, Procedures, and Communication Guidelines

Updated

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Wausau Area Access Media Public, Educational, and Governmental Policies & Procedures

Mission Statement:

“Our mission is to provide and promote local viewpoints & perspectives and the diverse interests of our community.”

I. Introduction and Definitions

Introduction

By the terms of Act 42 of the State of Wisconsin Franchising Agreement the PEG channels or Public, Educational, & Governmental channels have been designated in the following way: WAAM - Gov. & Ed. or Wausau Area Access Media Government & Education Television channel 981 has been designated for the cable casting of government and educational programs ; WAAM - Community or Wausau Area Access Media - Community Television channel 980 has been designated for the cable casting of Community programs.

The television studios, editing facilities, and equipment for use in the production of programs to be broadcast on the channels have been purchased by the City of Wausau and funded by cable franchise fees. Equipment is housed within the WAAM studios at 407 Grant Street, Wausau, WI 54403.

The policies and procedures in these guidelines have been established to encourage the use of and ensure fair and nondiscriminatory access to the channels, studios, editing facilities, and equipment by producers of PEG Access programs, and to ensure that producers receive education and training in the use of specified equipment.

Definitions - the following definitions apply throughout these guidelines:

- A. Government Television Program** - A Government television program is any program produced, directed, engineered, and otherwise made by City of Wausau Government employees including, but not limited to, the Coordinator and other WAAM staff members or independent community producers. Government television programs provide a means of communication between units of government and their constituents and/or provide other public services through the medium of cable television.
- B. Community Television Program** - A Community television program is any program produced, directed, engineered, and otherwise made by or sponsored by residents or WAAM staff or independent community producers. Community Television programs are a means of communication and expression through the medium of cable television.

- C. Educational Television Program** - An Educational television program is any program produced, directed, engineered, and otherwise made and/or sponsored by WAAM staff, students, educational institutions, and residents. Educational television programs are a means of communication and expression through the medium of cable television.
- D. Community Producer:** The person, group, organization or other entity that conceives of the program idea and manages the production of the program (whether the production is done by the local resident producer or another crew).
- E. Commercial Advertising:** No commercial advertising is allowed on the PEG channels. Program underwriting and sponsorship is permitted under the guidelines used by the Public Broadcasting System.
- F. Obscene, Indecent and/or Libel Material:** Any material in a program and/or presentation that would be deemed obscene or indecent by local community standards or by standards established by any federal, state or local regulation or law applicable to cable television.
- 1. Obscenity:** the Supreme Court has defined obscenity as works which, taken as a whole, appeal to the prurient interest in sex; which portray sexual conduct in a patently offensive way, and which taken as a whole, do not have serious literary, artistic, political, or scientific value.
 - 2. Indecency:** in a 1992 policy statement, the Federal Communications Commission defined indecency as language or material that, in context, depicts or describes, in terms patently offensive as measured by contemporary community standards for the broadcast medium, sexual or excretory activities or organs.
 - 3. Libel:** Defamation by publishing or broadcasting that may expose its subject to public hatred, shame or disgrace.
- G. Copyright:** the exclusive legal right of publication, duplication, imitation, or sale of literary, musical or artistic work. All necessary copyright clearances are the sole responsibility of the community producer.
- H. Lottery/Raffle:** Any promotion, contest or other program that involves the elements of prize, chance and consideration, which is considered a lottery/raffle under applicable local, state or federal laws.

II. Who May Participate:

- A.** WAAM equipment and facilities are owned by the City of Wausau and are reserved primarily for use by residents of the greater Wausau metro area. Persons eligible to become access users and use WAAM equipment and facilities include:
 - 1. Anyone with a valid greater Wausau metro address.
 - 2. Members and employees of commonly recognized local non-profit organizations that serve the Wausau community.
 - 3. Production facilities and equipment will be made available on a first-come, first-served, non-discriminatory, non-monopolistic basis, provided they:
 - a. Have successfully completed the necessary required courses and passed the evaluation given at the conclusion of the course; OR can demonstrate the basic operation of the requested equipment,
 - b. Are registered as either a volunteer, local resident producer or sponsor of non-local programming,
 - c. Complete and submit the required documents for use of equipment and facilities,
 - d. Obey all the rules and regulations adopted by the PEG guidelines.
- B.** Use of WAAM equipment and facilities must be for the primary purpose of recording and preparing programs for broadcast on the PEG channels unless the production falls under the Studio Rental Guidelines & Policies.
- C.** Community Producers between the ages of 16-18 years of age must have their parent or guardian co-sign all required documents. The co-signer is then responsible, along with the user, for all costs, which may be incurred as a result of damage to the facilities or equipment, other than normal wear and tear. Residents under the age of 16 wishing to use the WAAM facilities can do so only when in the presence of their parent or guardian. Parents or guardians are then responsible for the actions of their child and for all costs that may be incurred as a result of damage to the facilities or equipment, other than normal wear and tear.

III. Producing a Program:

- A.** After attending and successfully completing the necessary training classes required, community producers may begin producing a program. PEG replay schedules are based upon series programming. Whenever possible, WAAM encourages community producers to produce programming on a regular basis; however, one-time or special programs are also accepted.
- B.** Community producers are responsible for gathering their own volunteer crew and equipment in producing their program. WAAM staff can assist with

providing producers with the proper equipment and providing a list of volunteers.

C. Recording/Playback Media:

1. All studio recording is done direct to camera or Tricaster
2. WAAM will assist in the moving of files to the user's hard drive
3. All WAAM computers are Windows based
4. Any program submitted for broadcast on any PEG channel must be on a DVD or match the MPEG-2 standards listed below.

D. Acceptable stream types:

- MPEG-2 Program Stream (consisting of a single elementary video stream with an optional single elementary audio stream)
- NOTE: Transport stream is not possible.
- 720 x 480
- Picture rate must be 29.97 pictures per second.
- A maximum bit rate of 10 Mb/s is allowed. Higher rates are not supported.
- National TV Standards Committee (NTSC) with 4:3 aspect ratio required.
- 4:2:0 sampling format required. (Main profile at Main or Low level, 10 Mb/s max)
- IBBP group of pictures (GOP) structure recommended for best quality (30 frame maximum GOP size).
- Encode header information in stream every few seconds to aid in error recovery.
- Audio, if present, must be encoded into the MPEG file using Audio layer II.
- Audio may be encoded at a 32, 44.1, or 48KHz sampling frequency. LEIGHTRONIX recommends an audio sampling rate of 44.1 KHz for optimal performance.
- MPEG filenames may contain up to 27 characters (no spaces) in addition to the required ".mpg" extension.

E. All programs submitted for cablecast must include:

1. A completed Cablecast Application and Agreement form
2. WAAM reserves the right to add its disclaimer to any program.
"The viewpoints expressed in programs seen on WAAM are not necessarily those of Wausau Area Access Media, the servicing cable system, the City of Wausau or its employees. Each program's producer or sponsor is responsible for the program's content."
3. Labels on the DVD & cover
4. Name of the program
5. Name & phone number of producer
6. Total running time of the program (TRT)
7. Date program was produced

- F.** Producers and sponsors may use WAAM equipment and facilities to edit their programs to meet WAAM technical requirements. Program playback is subject to normal broadcast standards. Programs may be withheld from playback until broadcast standards are met.
- G.** If permission to cablecast or edit copyright materials is necessary, WAAM must receive that permission in writing no less than 24 hours in advance of the scheduled cable casting date or the program may be held off the cable casting schedule. This includes, but is not limited to, any scripts, music, or pre-videotaped portions of a live program unless previous arrangements are made with WAAM.
- H.** The producer or sponsor of any live or videotaped program cablecast on WAAM is responsible for the program's content and agrees to indemnify, save, and hold harmless Wausau Area Access Media, the servicing cable system, the City of Wausau and its employees, Charter, LLC, and anyone involved with the production of the program from and against any and all liability, claim, judgment, action, loss, cost damage, injury (including death) or expense (including attorneys' fees), arising out of or resulting from their program.
- I.** The producer or sponsor is responsible for making all appropriate arrangements and obtaining all appropriate clearances from broadcast stations, networks, music licensing organizations, performers, performers' representatives, and without limitation by this list, any and all other persons as may be necessary for authorization to edit and/or cablecast the material in their program on WAAM.
- J.** The producer or sponsor of any program submitted to WAAM for cable casting is required to pick up the DVD from WAAM two weeks after the program's scheduled cablecast date. Any media left at WAAM more than two months after its scheduled cablecast date becomes the property of WAAM. We always attempt to contact the owner of the media.
- K.** Production Deadline - A producer who uses WAAM's studio, editing facilities, and/or equipment will submit their finished program for cable casting within 2 months of use. An extension of time may be granted at the discretion of WAAM if sufficient need is shown.

L. Channel Time Allotment

1. Time slots are assigned at the sole discretion of the WAAM staff. Priority is given to locally produced series programs with reserved weekly or monthly time slots, and then to non-locally produced series programs with reserved time slots.
2. Priority will then be given to other locally produced programs on a first-come, first-served basis and finally to other non-locally produced programs on a first-come, first-served basis.
3. The WAAM staff will schedule channel time on the appropriate channel depending on content.
4. Any program or episode of a series program may play additional times depending on time slot availability. A program may be rebroadcast on multiple channels including WAAM-Gov. & Ed., WAAM-Community, and the internet.
5. Reserved weekly or monthly time slots, when available, may be given to series programs with special consideration given to programs produced by WAAM or Certified Producers, programs presenting dated material, programs with audience building needs, and other factors which the WAAM staff considers in the best interest of the program and WAAM's overall cable casting schedule.
6. Reservations for weekly or monthly series time slots may be made no less than two months in advance of the first cable casting date requested. The time slots will be reserved for no more than four months unless approved by the WAAM staff.
7. Producers or sponsors of series programs will be considered in default of their responsibilities and may have their time slot reservation canceled and/or be restricted from series time slots temporarily or completely for any of the following reasons:
 - a. Failure to produce a new program two episodes in a row without giving WAAM staff notice 24 hours prior to the program's scheduled cablecast time.
 - b. Failure to produce a new program three episodes in a row for any reason, unless special arrangements were made in advance with the Access Coordinator.
8. Due to staff constraints, programs are scheduled in advance to be aired at a specific time; however, if due to unforeseen circumstances, your program does not air as scheduled, please contact staff and the problem will be addressed and your program rescheduled to air.

- M.** Producers requesting services from WAAM staff members above and beyond those free services are subject to the WAAM rental rates. This includes, but is not limited to, requests for WAAM staff members to perform the duties of camera and/or camcorder operators, directors, audio and/or VTR engineers, editors, and other technical crew.

N. Duplications:

1. WAAM will set fee rates for copies (dubs) of WAAM programming. Such rates will be based upon charges incurred for media and dubbing costs.
2. If Community producers need to make dubs, they will be subject to normal dubbing costs.

O. Sponsorship & Underwriting:

1. Underwriter Acknowledgements: WAAM community producers may choose to solicit underwriting funds to cover their production expenses. Community producers may list acknowledgements of program sponsors in accordance with Public Broadcasting System (PBS) guidelines.
2. Commercial: Community producers are not allowed to promote the goods or services of any underwriter or donor. In order to avoid “promoting,” announcements made regarding entities who have furnished some consideration must NOT include any:
 - a. Mention of price: no interest rate, pricing information, discount, savings, or value of any kind may be included in acknowledging a contribution.
 - b. This does not prohibit non-profit organizations from promoting their services or fundraising campaigns.
 - c. Call to action: any announcement regarding a company or person who furnishes remuneration to the public broadcaster may not suggest that the viewer take action—the listener cannot be encouraged to “call,” “come by,” “try,” or even “be sure” in relation to a product or service.
 - d. Inducements to buy: it is improper to entice the viewer to make a purchase by offering bonuses, freebies, or other specials.
 - e. Qualitative or comparative language: this area prohibits descriptive or comparative language of a product or service. An announcement may not explain, for example, that something is “perfect,” “less filling,” or is the “largest,” “smallest,” or “most” anything.

P. Non-Locally Produced Programs (Imported):

1. Non-locally produced public access programs (programs produced outside the greater Wausau metro area) may be cablecast on the PEG channels provided the following:
 - a. The program is sponsored by a resident with a greater Wausau metro address or lives in one of the constituent school districts and meets all the technical requirements and administrative requirements as listed within these guidelines:
 - b. The sponsor of the program completes the necessary cablecast agreement.

- c. The sponsor obtains all necessary rights to the program. This includes all necessary literary, artistic, intellectual, performing, and music rights as well as all necessary clearances from the owners of licenses of such material.
- d. Sponsors must be able to document, in writing, that the cable casting of such material does not violate the rights of third part(ies).

Q. Rights to the Program

1. The program master is the property of the program producer.
2. WAAM may cablecast the program at any time.
3. WAAM may use the entire program or edited portions of the program as a promotional tool for WAAM or as an instructional tool.
4. After the program has been cablecast on WAAM, the producer of the program may purchase a copy of the program from WAAM. The producer of the program will then be given the right to make and sell other reproductions from their copy, and to submit their copy or copies to other cable or broadcast stations to telecast in its entirety.

R. Certification

1. Anyone who wants to operate any of WAAM's equipment must first become a WAAM Certified Volunteer, which is free.
2. Level I Certified Community Producer - Anyone who wants to check out or use WAAM equipment for the purpose of producing a program must first become a WAAM Certified Community Producer by completing the necessary training
3. Level II Certified Community Producer – Anyone who is trained on editing and postproduction techniques. This includes learning PC editing systems. Level I Certification is required.
4. Level III Certified Community Producer – Anyone who is trained on in-studio multi-camera production. Includes but not limited to directing, technical director, camera, lighting, audio, teleprompter, set up, and tear down. Level I & II certification are required.
5. WAAM Certified Producers and Volunteers will receive an I.D. card.
6. WAAM Certified Producers will receive 5 program hours on the channels annually.

S. Cost of Community Producer Certification

Individual Producers must provide the following:

- a. \$ 50 annual fee
- b. 5 volunteer hours - The candidate will report hours worked to WAAM Staff who will keep a record of the hours.
- c. Completion of an introductory level television production class taught by a WAAM staff member, or a qualified WAAM Certified Producer.

- d. Sign a Statement of Compliance with WAAM Policies before certification privileges will begin.

T. Assistance - WAAM will strive to assist its Certified Producers and Volunteers in achieving self-sufficiency and will help as needed.

IV. Reserving Equipment and Facilities:

- A.** WAAM equipment and facilities are available to certified community producers in good standing on a first-come, first-served basis. WAAM productions always take priority over community producer needs. Every effort will be made to accommodate a producer's request. Producers may request equipment by completing equipment reservation forms available at the WAAM offices or by phone.
- B.** Access users assume full responsibility for the use of production facilities and will be liable for damage, misuse or theft that occurs while the equipment or facilities are in their possession or control. The user shall identify and hold harmless WAAM and the city of Wausau, from and against any damages, liabilities and costs of any nature including attorney fees and disbursements arising out of or resulting from any action or use by the user of the equipment or facilities herein described.
- C.** WAAM staff reserves the right to refuse the use of equipment or facilities to any person who appears to be under the influence of alcohol or drugs, not in full control of his or her faculties, or who engages in inappropriate conduct.
- D.** Equipment reservations are non-transferable. The community producer making the reservation must be present at the time of check out of equipment.
- E.** WAAM is to be informed as soon as possible of any cancellations of reservations.

V. Program Content:

- A.** Community Producers are fully responsible for the content of the programs that they produce. This responsibility includes libel, defamation, copyright, and any other legal accountability. Criminal prosecution and/or civil lawsuits can result from illegal use of PEG access. Applicants are responsible for insuring that programming submitted is not obscene, libelous, or otherwise prohibited by law.
- B.** In accordance with the Free Speech protections of the First Amendment, WAAM does not censor programs. Programming rules are not intended to exercise editorial control, but to keep WAAM a fair and open forum for all local residents. Neither WAAM or the City of Wausau accept any responsibility for the content of access programs, except those produced or

sponsored by WAAM staff. WAAM's response to individuals with complaints about access programming includes the following options:

1. Provide a written complaint to the Mayor of the City of Wausau to have the matter reviewed by the Public Health & Safety Committee.
2. Advise the complainant of his or her rights to present opposing views in a response program that would also be cablecast on the appropriate PEG channel.

VI. Special Programming Considerations:

- A. GENERALLY OFFENSIVE PROGRAMMING:** These guidelines are not intended to discourage free expression, but rather to achieve a balance between the First Amendment right to free speech and the cable subscriber's right to be protected from unwanted viewing of offensive material. WAAM is a public forum which provides first-come, first-served public access and whose program schedule is managed by reasonable time, place and manner constraints. WAAM policy is not to cablecast programs which are obscene under federal or Wisconsin law. WAAM will not cablecast programs that are identified as "generally offensive" according to the following guidelines:

Guidelines for determining "Generally Offensive" Content:

A program, which contains any of the following, will be considered to be "Generally Offensive to some audiences."

1. Language
 - a. Slang, vulgar or colloquial expression, which refers in the context in which it is used, to sexual intercourse, masturbation, anal or oral sexual contact, to human genitals, or to human elimination; or
 - b. Abusive language against men or women, ethnic groups, religious groups, sexual orientation, or persons with disabilities.
2. Violence
 - a. Extreme acts of violence against people; or
 - b. Depictions of extreme violent acts in dramatic and/or poetic manners.
3. Graphic Images
 - a. Images or depictions of:
 - 1) Human or animal elimination and/or mutilation;
 - 2) Graphic medical surgical procedures; or
 - 3) Abuse against men or women, ethnic groups, religious groups, sexual orientation, or persons with disabilities.

- B.** In addition to the foregoing factors, WAAM staff also has the authority to determine classification as "Generally Offensive" based on items which may not be listed above. If a live program is intended for a general audience, and measures are taken to prevent indecent language to no avail, scheduling of replays as adult programs can be avoided by editing out vulgarities. If indecent language cannot be deleted, then the producer must add a viewer

disclaimer to the program and any subsequent replays will occur in “Late Night” time slots.

- C.** Disclosure of “Generally Offensive” Content: Each local resident producer is responsible for certifying on the WAAM Cablecast Application Agreement whether their programming contains any “Generally Offensive” material according to the above guidelines. Should any producer fail to properly disclose the “Generally Offensive” nature of the program on the Cablecast Application Agreement, WAAM has the right to suspend or terminate the producer’s privileges. Any suspension or termination of privileges will include the producer of the program.

- D.** VIEWER WARNING DISCLAIMER: In programs that have been identified to include “generally offensive” material, community producers will include a viewer warning disclaimer that immediately follows the standard Community Producer Disclaimer stating: “This program contains material which some viewers may find offensive or disturbing. Parental discretion is advised. The program content is the sole responsibility of the local resident producer and do not reflect the views or policies of WAAM, the city of Wausau, Charter Cable, School District of Wausau, or Public Health & Safety Committee.”

- E.** WAAM retains the right to place a viewer warning disclaimer before any program.

- F.** POLITICAL CANDIDATES: Political candidates can utilize the channel as like any other access user, provided they abide by the PEG Policies & Procedures. WAAM has provided the following information for all candidates running for office:
 - 1.** Political candidates can appear on PEG programming by:
 - a. Appearing as a guest on a program;
 - b. Participating in a televised candidate forum;
 - c. Producing and appearing on their own program;
 - d. Having a resident of Wausau “sponsor” their taped program to be run on WAAM.
 - 2.** WAAM staff WILL assist political candidates by:
 - a. Helping candidates find producers to have them on as guests;
 - b. Training candidates and/or their supporters in becoming their own producers;
 - c. Scheduling programs to be cablecast on the PEG channels.
 - 3.** Other important issues regarding political candidates and their usage of the PEG channels include the following:
 - a. Candidates may appear on PEG channels up to Election Day.
 - b. There are no limits to how often candidates may appear on programming;
 - c. Candidates and/or producers take full responsibility for their words or actions while appearing on a program—WAAM and

the City of Wausau are not held liable for the content of any programs.

- d. WAAM is not required to provide “equal time” provisions unlike broadcast television; however WAAM will attempt to provide equal time for all candidates.

VII. Denial of Access Privileges/Appeals:

A. Community Producer Conduct

1. Community Producers & Volunteers are expected to conduct themselves in a professional manner at all times while at the WAAM facilities and in the community while producing their programs.
2. Community Producers are required to wear the identification provided by WAAM that identifies them as “Independent”. Because community producers are responsible for the content of their program, WAAM, the City of Wausau, School District of Wausau, and the Public Health & Safety Committee is in no way represented by the community producer other than the fact that they are certified to operate and use WAAM equipment.
3. Community Producers are responsible for gaining their own access to organizations, individuals, and events. Therefore, it is required that community producers identify themselves with their own program and not with WAAM or represent us in any way. Misrepresentation shall result in immediate suspension of privileges.
4. Failure to follow these guidelines will result in disciplinary actions.

B. Disciplinary Actions - WAAM reserves the right for the WAAM Staff and/or the Public Health & Safety Committee to refuse services on a temporary or permanent basis or otherwise initiate suspensions of services, disciplinary actions, sanctions, or other appropriate actions against individuals or organizations interfering with or jeopardizing WAAM's operations or otherwise violating WAAM policies and procedures - as presented in these guidelines and/or as posted on the WAAM premises - under which WAAM provides training, equipment, facilities, channel time, and other services.

- C.** WAAM staff members may request that an individual or individuals leave the WAAM premises immediately as follows:
1. If an individual appears to be under the influence of alcohol or drugs, or consumes, sells or dispenses drugs on the WAAM premises.
 2. If an individual interferes with the orderly conduct of WAAM staff, activities, facilities, or programs.
 3. If an individual is currently under any membership sanctions or other disciplinary action.
- D.** Should a dispute arise, producers and/or volunteers should contact the WAAM Staff and arrange a meeting to discuss the dispute. Appeals may be made to the Public Health & Safety Committee.

VIII. Wausau Area Access Media Studio Rental Policy

- A.** Studio use is made available to non-profit organizations & individuals, as long as the produced program is intended for broadcast on WAAM. Any individual or organization represented by an individual, who resides within the greater Wausau metro area and is at least 18 years of age may reserve the WAAM studio and/or editing facility after receiving appropriate training and being certified as a community producer. WAAM will provide a technical crew of one WAAM staff member for the session at a cost of \$30 per hour. If the producer wants more crew members, WAAM will provide a list of certified volunteers whom the producer may contact.
- B.** An organization, business or individual may also rent the WAAM studio facilities for non broadcast cable projects at the following rental rate schedule:

Studio Only Rental (includes 1 WAAM Staff)

\$150.00/half day = 4 hours

\$300.00/full day = 4-8 hours

\$45.00/hour after 8 hours

Single Camera Studio Production \$185.00/hour

Includes camera operator, director, floor manager

Multi Camera Studio Production \$240.00/hour

Includes 2 camera operators, director, floor manager

Additional Services:

Edit suite only \$50/hour

Edit suite with editor \$100/hour

Times are subject to availability of the facilities & staff. Operations of WAAM take priority. All payments for services are made directly to the City of Wausau. All contracted labor will be billed back to the City of Wausau.