

People TV Producer Handbook

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Section 1: ABOUT PEOPLE TV

1.1 People TV Mission Statement

The mission of People TV, Inc. is to provide the Atlanta Community a voice through Public Access to Media.

This is accomplished by providing the citizens of Atlanta, Georgia an equal opportunity to create public access programming for People TV, cable channel 24. We offer basic technical training, the equipment and facilities necessary to produce non-commercial programming for individuals, organizations and institutions in the city of Atlanta.

We are strong advocates of the right of Public Access and freedom of speech as provided by the First Amendment of the US Constitution.

1.2 Policy Statement on Public Access

People TV recognizes its obligation to provide a forum for the expression of free speech that reflects a diverse urban community without regard to race, gender, age, ethnicity, physical challenges, religion, sexual orientation, political beliefs or the nature of one's programming interest. It is necessary that management, staff, Producers, volunteers, interns and guests be respectful of each other and share in the responsibility to ensure that the equipment and facilities are not abused or destroyed.

Residents of the city of Atlanta are given top priority. The only limitations on programming content are those in the 2005 Agreement with the City of Atlanta found in Paragraph 7.38. (L.O.A.F. Law) and other related provisions as outlined in Section 6 of this Handbook.

1.3 History of Public Access in the United States

The concept of Public Access was an outgrowth of the Free Speech Movement of the 1980's. Coupled with the availability of cost effective television production equipment, it eventually evolved beyond just an idea to become established as a standard element of many cable systems. As cable systems grew, especially during the 1980s, Public Access provided Freedom of Expression outlets on cable television. Public Access on cable developed into the new town square meeting place in the United States and in a world that continues to grow more and more media accessible. Funding for public access is currently provided for in the cable franchise agreement which requires the cable operators to pay for the use of public right-of-ways.

1.4 History of Public Access in Atlanta

Public Access in Atlanta began with a contract between the city and the cable company on February 6, 1980 which allocated cable TV channels exclusively for use by the Atlanta community. In a subsequent access agreement signed on September 1, 1981, the cable operator agreed to provide fully equipped production studios. Originally, Public Access was operated as

People TV, Inc is operated in accordance with U.S. Federal, State of Georgia, Fulton County and City of Atlanta laws and ordinances as well as:

- the City of Atlanta contract with the Cable TV franchise holder
- the 1995 Agreement between the City of Atlanta and People TV, Inc. as revised, amended and renewed, most recently January 2005
- People TV By-Laws
- People TV Rules and Regulations in this Handbook including the People TV Code of Conduct

And other documents as may be determined by the People TV Board of Directors or Management.

a department of the cable company. In 1986 it was agreed by the City of Atlanta and the cable operator that a non-profit corporation would take over the administration and day-to-day operation of the city's public access channel(s).

1.5 The Creation of People TV

On January 1, 1986, by Agreement between the City of Atlanta and Prime Cable (the 1986 cable company), People TV, Inc. was incorporated as a Georgia non-profit corporation for the purpose of administering the day-to-day operation of the city's public access channel(s). On November 1, 1995, the City of Atlanta and People TV, Inc. entered into a new agreement and secured its 501 (c)(3) ax-exempt, non-profit status under the Federal Tax Code.



By Agreement, People TV is funded in large part by the cable franchise operator in the City of Atlanta. Additionally, People TV can "apply for and receive contributions, grants, donations, and other funding from individuals, organizations, government agencies and others..." (See the Bylaws of People TV, Inc.) (See Paragraph 3.18.3 of the Agreement). As a non-profit, tax exempt organization, People TV also gratefully accepts donations from the public and organizations.

Section 2: PEOPLE TV PRODUCERS

2.1 PRODUCER QUALIFICATIONS

A. Age Requirements

Producers must be at least eighteen (18) years old. People TV does have a youth initiative called F.U.E.L. Media for youth, ages 13-25. Contact the Community Development office for more information (also see Section 11 of this Handbook).

B. Legal Residence

Producer status depends on your legal place of residence. To be a certified People TV Producer you must live within the city limits of Atlanta, Georgia.

A resident is any person, whose legal residence is located within the jurisdictional boundaries of the City of Atlanta.

Individuals are required to show proof of residency by providing a valid Georgia driver's license or state issued ID card, a current month's utility bill (gas or electric only) in your name, voter registration card or a lease for your residence in your name.

If correspondence sent to an organization or Producer's legal residence on file is returned by the Post Office, that Producer or organization will be considered a Non-Resident. Resident status will be re-instated after further proof of residency.

Proof of residency for an organization is a letter on letterhead of the organization stating the name(s) of the person(s) authorized to represent that organization and the tax ID number for the non-profit status, if applicable. (also, see Section 2.4.A.3 of this Handbook.)

A current telephone number and address for all applicants and active producers must also be maintained on file at all times. Any changes must be made within 30 days. E-mail addresses are also helpful as are alternate telephone numbers.

If correspondence sent to a Producer's legal residence on file is returned by the Post Office, that Producer will be considered a Non-Resident. The Producer must re-establish proof of residency to be reinstated as a Resident Producer.

2.2 How to Become a People TV Producer

A. Certified Producer

A person becomes a Certified Producer by having successfully completed the following:

- 1. Producer Orientation**
- 2. Introduction to Community Television Workshop**
- 3. Proficiency Exam**
- 4. Crewed a required number of hours on productions at People TV**

An experienced candidate who can pass the proficiency exam is not required to take the Introduction to Community Television Workshop. There is a fee for all certifications.

You can also become a Certified Producer through the People TV Volunteer program. A minimum of 70 hours of volunteer work for People TV is required in addition to the above certification requirements. For the volunteers completing the 70 hours, the fee is waived for the Introduction to Community Television Workshop. (See Section 9)

Certified Producers, residing within the City of Atlanta, may currently use the studios for producing their programs at no charge. Non-resident certified Producers must pay production fees.

B. Getting Experience as a Producer

New Producers are required to develop and improve their skills by applying for and completing the following sequence of productions.

- 1. The first program awarded MUST be a recorded Special**
- 2. Next is a Full Season** of recorded Specials or Monthly Programs
- 3. The Second Full Season** may be Recorded Specials, Monthly, Bi-Weekly or Weekly Programs
- 4. Third Full Season** -- Any type of programming including Live Weekly Programs

Failure to complete this process over consecutive seasons may require recertification.

C. Additional Certifications

Workshops are available for certifications required to use other People TV facilities and equipment (see Section 8). New equipment or new technology introduced into the facility may require certification. Additional fees will apply.

D. Re-Certification

From time to time it may be necessary for People TV to require Producers to be re-certified when a substantial period of time has lapsed between a certification and the production of a program. Re-certification may also be required when an individual's skill level is determined to be insufficient for proper use of the equipment or facilities. A fee will be charged for re-certification.

2.3 CATEGORIES OF PRODUCERS

A. Resident Producers

Producers whose legal residence is within the city limits of Atlanta, Georgia.

1. Resident Certified Producer - A resident of the City of Atlanta who has completed the initial certification process (Sec. 2.2A). Once awarded a channel time for a specific program, a Resident Certified Producer in good standing is permitted to use the facilities and equipment of People TV for which they are additionally certified.

2. Resident Independent Producer - A resident of the City of Atlanta who does not use the facilities of People TV to produce their programs. This Producer must go through the same channel time application process as any Producer. If an Independent Producer wants to use the facilities of People TV, they must go through the certification process and become a Resident Certified Producer.

3. Organizational Producer/Agent - A non-profit organization that is domiciled within the jurisdictional boundaries of the City of Atlanta and wishes to produce programming at People TV must have a Producer who is certified to use the facilities to act as their Agent. The Agent of the organization may be either a Resident or a Non-Resident Certified Producer in good standing with People TV.

The Agent will act as the Producer of Record for the organization by the timely filing of a Channel Time Application, the Producer Indemnification Form, the People TV Organization Agent Form, and a statement on the organization's letterhead that indicates the acceptance of responsibility for all aspects of the production. All documents must be signed by the appropriate officer of the organization.

A copy of the organization's certificate of non-profit status with the Tax ID number must also be included.

Once awarded a channel time for a specific program, the organization's Agent can use the facilities and equipment of People TV, for which the Agent is certified.



B. Non-Resident Producers

Producers whose legal address is outside the city limits of Atlanta, Georgia.

1. Non-Resident Certified Producer - A non-resident of the City of Atlanta who has completed the initial certification process (Sec 2.1A). Once awarded a channel time for a specific program, a Non-Resident Certified Producer in good standing must pay the fees and rate schedules in place for use of all People TV facilities and services.

2. Non-Resident Independent Producer - An individual or organization from outside the City of Atlanta and who does not use the facilities of People TV to produce their programs. Once awarded a channel time for a specific program, all Non-Resident Independent Producers in good standing must pay the fees and rate schedules in place for use of all People TV facilities and services.

C. PEOPLE TV Staff Producers

The Agreement between People TV and the City of Atlanta does not prohibit the staff of People TV from producing programs. However, staff must work on their own programs on their own time and not while performing staff duties. Staff must follow the same policies and procedures as all other residents.

2.4 RESPONSIBILITIES OF A PRODUCER

A. Liability

A Producer is legally and financially responsible for all aspects of the production, including content, use of facilities and equipment, any and all damages as well as the actions of their crew and guests. The Producer must sign an agreement indemnifying People TV from any legal action or other problems resulting from the cablecast of the program on People TV. Only one person can be the program's Producer; the concept of Co-Producers does not exist at People TV (See Section 4.6 regarding transfer of status as Producer).

A Producer is legally and financially responsible for all aspects of the production, including content, use of facilities and equipment, any and all damages as well as their actions of the crew and guests.

B. General Responsibilities

Responsibilities of Producers include but are not limited to the following:

1. Aware of important dates, deadlines and procedures set by People TV, including, but not limited to, Season Schedules and Channel Time Applications.
2. Not accepting money, barter or materials in exchange for work done with People TV facilities or equipment. However, it is permitted to seek grants, sponsorships, underwriting and other kinds of financial support for programming and other activities consistent with non-profit purposes (Sec 6.5).

3. Being responsible for the actions and behavior of all crew, guests, visitors, interns, and volunteers in the People TV facilities, including but not limited to making sure they sign in and out and do not violate People TV rules, regulations and policies (See Section 11 of this Handbook).
4. Assuring that People TV equipment or facilities are not used for profit.
5. Complying with L.O.A.F laws and other content restrictions as set forth in Section 6 of this Handbook.
6. Notifying People TV programming staff of any program being shown that may be adult-oriented.
7. Making sure the proper procedures are followed for use of People TV facilities and equipment, including signing all contractual agreements, set up, tear down and clean up.
8. Getting all necessary releases, permits, or other legal documents required for your program, including but not limited to copyrighted material and performance agreements.
9. Making sure all personal items that are brought into the facility for use in the building are authorized by the senior staff person on duty. An Equipment Tracking Form must be filled out by the Producer and signed by a People TV staff person. Also, People TV equipment cannot be reconfigured or changed without the permission and/or direction of a People TV staff person.
10. Notifying the staff of any equipment or facilities problems.
11. Not using People TV office equipment and supplies without permission of People TV management.
12. Responsible for timely payment of all fees, fines and other financial agreements with People TV.
13. Anyone using the People TV tax status and/or Tax Id Number without the written permission of the CEO will be permanently terminated and will be subject to prosecution.

C. Not a PEOPLE TV Employee

A Producer is not an employee of People TV, Inc. and may not portray them selves as representing People TV, Inc. Only members of the Board of Directors, management and staff may be in a position to represent People TV, Inc. Although People TV, Inc., is a Georgia 501 (c)(3) non-profit corporation, you, the Producer, do not have any access to that status, except for "Fiscal Sponsorships" as explained in Section 6.7 of this Handbook. You can not use People TV letterhead, stationary, business cards, etc.



Section 3: PEOPLE TV PROGRAMMING

3.1 THE PROGRAM SCHEDULE

A. Cablecast Seasons

There are two cablecast seasons per calendar year. Each season is spread out over twenty-three (23) weeks and consists of two blocks of ten (10) cablecast weeks separated by a three (3) week break. The off-season is the three (3) week period between the two seasons.

B. Program Awards

Programs are awarded for one season only with a specific time and date. Special Programs are awarded for one run at one specific time within designated "Special" time periods and the specific date of cablecast may be determined later. Special Programs may also be used to fill-in on other time periods as may be determined by People TV staff or management.

C. Facilities During Breaks and Off-Season

During the 2 mid-season breaks and the 2 off-season breaks, no live programs are produced using People TV facilities and only taped programs will be cablecast. Special exceptions MAY be approved by management. During breaks, the program schedule is subject to change.

Use of facilities and People TV equipment during the off-season is limited to Active Producers (Sec. 2.4B) who have been awarded a program for the upcoming Season.

During breaks or the off-season, the facility may be closed from time to time at the discretion of management. Check posted schedules for specific dates.

3.2 TYPES OF PROGRAMS

A. Public Access Community Comment

Any legal resident of Atlanta will be provided a five minute forum to discuss any topic of their choosing. It will be recorded at the main studios of People TV at a mutually acceptable date and time. The program will be cablecast at a time and date determined by People TV management.

The content of this program is entirely determined by the participant and, as all programs at People TV, is subject to the restrictions of the L.O.A.F (Lottery, Obscenity, Advertising, and Fundraising) laws and other restrictions explained in Section 6 of this Handbook.

There is no cost to the participant, the participant does not operate any equipment and there is no required training course for this type of program. The participant does not have Producer status at People TV.

Application and Indemnification forms must be completed and participants must provide documentation to prove they live within the city limits of Atlanta, Georgia.

B. Scheduled Programs

Any legal resident of the City of Atlanta can qualify to produce and have cablecast a program on People TV. The types of programs available to produce for People TV are:

1. Weekly Taped - This is a program series that is cablecast on the same day, in the same time period during a season. The Producer is making a commitment to create twenty (20) new episodes each season. This is the most demanding type of program you may attempt to do. This type of program will not be awarded to newly certified Producers until their third (3rd) season of awarded programming.

2. Weekly Live - This is a weekly program series where the programs are produced and cablecast live from the People TV studios. There are a limited number of slots that are awarded each season for live programs. Live programming must have a reason for being live, such as discussing time sensitive current topics or taking phone calls and interacting with viewers. A weekly live program is demanding to produce and the Producer is making a commitment to create twenty (20) new episodes each season. The Producer is responsible for making sure there will be a full and qualified production crew and any guests at the studios in time for all live and taped programs. This type of program will not be awarded to newly certified Producers until their third (3rd) season of awarded programming.

3. Bi-Weekly Taped - This is a program series that is either a series of new programs produced to run for ten (10) consecutive weeks in the season and then repeated, or a program that is produced to have each new episode run for two consecutive weeks. In either case, there is only one time period per week and the repeat is either the following week or later in the season. This type of program will not be awarded to newly certified Producers until their second (2nd) season of awarded programming.

4. Monthly Taped - This is a program series that is either five (5) or six (6) new programs in a season. The exact number depends on the time period awarded and start date of the series.

5. Special Taped - Regular Season - This is a new single program that will be cablecast at least one time during a Season. Single special programs in a regular season must be a minimum of either 27 minutes or 57 minutes in length. In awarding the program, People TV may or may not be able to immediately schedule a cablecast time and date for the production.



3.3 COPYRIGHT & LIABILITY

A. Producer Liability

Producers are responsible and legally liable for the content of their programs including, but not limited to, copyrighted material and restrictions explained in Section 6 of this Handbook.

B. Program Copyright

Producers retain ownership of their programs but grant People TV certain rights as explained in this Handbook and the People TV Producer Agreement.

In order to protect your program(s) you must notice and register the copyright for your program(s). If they are not noticed or registered, others may infringe on your copyright. We suggest that you notice and register all your programs.

The first step in the copyright process is to place the following information in your credits:

(name of program)
© 2008, Your name.



Legal restrictions, limitations on how production money can be obtained and other important information regarding program content can be found in Section 6 of this Handbook.

3.4 Use of the People TV Trademark

Any use of the People TV trademark without the written Consent of the CEO is strictly prohibited and will be subject to prosecution and permanent termination.

3.5 LIMITATIONS

A. Program Use After PEOPLE TV Cablecast

1. Non-Commercial - Producers acknowledge that in consideration for use of the PEOPLE TV building, facilities and/or equipment, "It is understood and agreed that public access provided for herein is for non-profit, non-commercial purposes and for the production of programming to be cablecast on the public access channel." (2005 Agreement, Par. 2.3 contract with the City of Atlanta) Following this cablecast, the program may be run on any other public access channel with written notice to People TV Management.

2. Commercial Use – “Programming material and copies thereof which are produced using the production facilities of the Center shall not, subsequently, be commercially distributed in any manner without the prior written permission of the Center.” (2005 Agreement, Paragraph 2.3 contract with the City of Atlanta).

Failure to abide by this rule will result in Producer being terminated.

B. Program Content

The Producer, as copyright holder, is responsible for the content of the programming. Legal restrictions, limitations on how production money can be obtained and other important information regarding program content can be found in Section 6 of this Handbook.

Section 4: APPLYING FOR CHANNEL TIME

4.1 Deadlines

People TV has two seasons each year and each season of the 2 seasons require a new channel time application. People TV publishes a calendar with the deadlines for applying for channel times which is available at People TV or on the website – www.peopletv.org. It is the responsibility of the Producer to be aware of all deadlines.

4.2 Priorities

Time periods are awarded on a first-come, first-served basis. City of Atlanta residents will be the first to be awarded channel times. Applications from non-residents will be considered only after all applications from City of Atlanta residents are processed.

4.3 Applications

A. Official Documents – Below are the required documents that must be submitted to People TV each season in order to be awarded a time slot on the schedule.

1. Channel Time Application Form (see Sec. 17 - Forms & Fact Sheets)

2. Producer’s Agreement and Indemnification Form (see Sec. 17-Forms & Fact Sheets)

3. A Program Proposal is also required each season. The proposal must include a description of the program concept, format, types of guests and other important information about the proposed program or series. Producers must declare if adult material will be included in the program so application will be considered only for late night time periods.

4. Proof of residency - For an individual's residency this must include a valid Georgia driver's license or state issued ID card, a current month's utility bill (gas or electric only) in your name, voter registration card or a lease for your residence in your name. Proof of residency for an organization is a letter on letterhead of the organization stating the name(s) of the person(s) authorized to represent that organization and non-profit status including Tax ID, if applicable.

B. Originals Only!

All documents must be filled out completely and original signatures are required. No facsimiles or electronic submissions are accepted.

4.4 Limitations

You must be certified to use any facilities or equipment necessary for the production of your program (see Workshops, Section 8 of this handbook).

A. Newly certified Producers

The first program to be produced will be a Taped Special in the season Producers are certified. In their first full season, they can apply for Taped Specials or Monthly Taped programs. In their second full season, they can apply for a Weekly or Bi-Weekly Taped series. Producers must wait until their third full season to apply for a LIVE program.

B. All Producers

Each Producer can hold no more than two time periods per season and only one time period may be LIVE. If a Producer applies for a second time period, the Producer must decide which program is their priority by noting that on the application. The second application goes to the end of the line in the order they are received and will be considered only after all other applications submitted by residents of the City of Atlanta are awarded their first time periods.

You must be certified to use any facilities or equipment necessary for the production of your program (see Workshops, Section 8 of this handbook).

4.5 Awarding Channel Times

Once the application period has closed, the staff of People TV will process and categorize all applications. If, at the end of that process a Producer is granted a time period, they may receive an Award Letter informing them of their new Channel Time and status as an "Active Producer." The Producer must sign and return to Playback the Award Letter, acknowledging acceptance of the assigned Channel Time.

At that time, Producers are free to reserve equipment and facility time to produce their program, subject to their certifications.

Applicants not in good standing with People TV (i.e. suspension, fees or fines owed) will not be awarded a channel time until all issues have been rectified and all fees or fines paid.

4.6 Transferring Control of Your Program to Another Producer

Only one person can be the program's Producer; the concept of Co-Producers does not exist at People TV. If a Producer is unable to produce the awarded program, control of that program and time period can be transferred to another Producer. The original Producer gives up all legal rights and responsibilities, which must then be assumed by the new Producer. People TV must be notified in writing prior to the transfer of control including signatures from both producers and whether transfer is permanent or temporary (end date must be included in notification or transfer will be considered to be permanent). The new Producer must be certified for the type of program being transferred and must complete a Channel Time Application and the Producer Agreement and Indemnification form.

4.7 Program Cancellation

If a Producer fails to deliver three weekly or bi-weekly programs during a season, the program will be cancelled. Producers who fail to deliver one monthly program may be cancelled. In the case of cancellation, time periods will be given to another Producer.



Section 5: USING PEOPLE TV FACILITIES AND EQUIPMENT

5.1 General Rules

A. Equipment

Equipment, both in studio and on location, must be used for the sole purpose of creating non-profit, non-commercial public access programming and must first run on People TV.

B. Hours

Facilities are available for use only during People TV hours of operation as determined by management. Exceptions may be granted by People TV staff.

C. Scheduling Problems

People TV cannot guarantee that equipment or facilities will always be available and working at the time that you have scheduled. The facilitating staff of People TV will make every effort to notify Producers when there is an equipment problem which will affect a Producer's scheduled time. Keep in mind that this is electronic equipment that is used constantly and without warning problems can occur, including during your production. People TV is not responsible for any loss or damage due to these problems. The Producer is using these facilities at his/her own risk.

D. Producer Responsibilities

The Producer is responsible for the full cost of parts, repairs and/or replacement of damaged equipment or facilities including negligent or abusive use and/or accidental damage. Fines will also be charged especially in cases where equipment or facilities are unusable until repaired or replaced. This does not include the normal wear and tear that is associated with every-day usage. The Producer is responsible for testing the condition of the equipment prior to checkout. Damage by all who use the equipment and those that are in the facilities for your production, including, but not limited to crew, volunteers, talent, guests, interns, visitors, etc. is the responsibility of the Producer.

E. Minors

Minors (individuals under age 18) must have a parent or guardian sign for equipment and accept responsibility for equipment and facility usage.

F. Smoking

People TV is a smoke-free environment.

G. Food & Drink

The consumption of food and drinking is limited to the Green Room except that guests may be provided drinking water in the studio or food necessary for the production of their program.

H. Theft or Damage

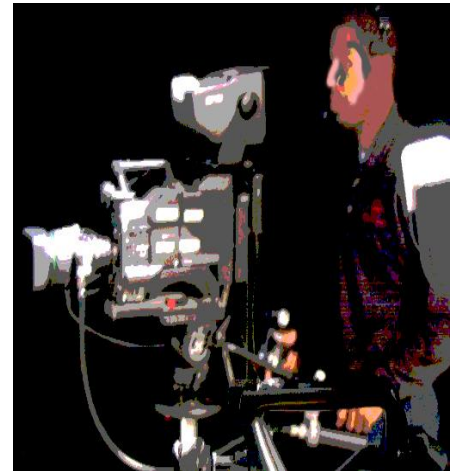
People TV and its staff are not responsible for the loss, theft or damage to any personal items brought onto People TV property, including the building and parking lots.

I. Clean-Up

All facilities must be cleaned and returned to their normal condition by the end of the scheduled time. This includes, but is not limited to, the Prop room, Green room, bathrooms and Conference room.

J. No personal equipment

No personal equipment is allowed in the facility without written consent of People TV staff. Personal equipment must clearly be identified on the Equipment Tracking form. No personal equipment can be connected by wire or other means to People TV equipment without approval and a staff member present. Under no circumstances is People TV responsible for personal equipment brought into People TV, including theft or damage to that equipment. Unauthorized wiring or alteration of People TV wiring or equipment may cause damage to People TV equipment and is the responsibility of the Producer. Violation of this policy will lead to fines and/or disciplinary action up to and including termination from the facility.



K. Complete All Forms

No equipment or facilities of People TV may be used without completion of all required forms and approval by People TV staff. The Producer signing the forms is responsible for the equipment or facilities used.

5.2 Reservations

A. Reservations Required

Reservations are required for any use of People TV equipment or facilities. Requests are accepted only from Active Producers (Producers who have been awarded channel times). Scheduling is done by the People TV staff. People TV is not responsible for errors made during the booking process.

B. Cancellation

The minimum time for notification of cancellation of reservations is twenty-four (24) hours to avoid any penalties.

C. No-Shows

Failure to show up for a scheduled booking is considered a "No Show." The reservation will be forfeited if the Producer arrives more than 30 minutes late. To avoid possible additional penalties, Producers must call to inform People TV of any emergency that will require them to be more than 30 minutes late. Two No Show violations in a season will result in the Producer being placed on Limited Status (see Section 12.2C of this Handbook).

5.3 Studios and Control Rooms

A. Only Active Certified Producers

Only Active Certified Producers (those with channel times) will be allowed to schedule time in the studios and control rooms.

B. Scheduling Limits

1. Producers of Regularly Scheduled Programs - may reserve and use up to six (6) hours of studio/control room time per week. Producers of Regularly Scheduled Programs are limited to three (3) reservations for the studio/control room at any one time.

2. Producers of a Special Program may reserve and use up to six (6) hours in a Season. Additional hours may be available upon request.

C. Peak Use Time

During "peak use" time, a maximum of one three (3) hour slot will be granted to Producers. "Peak use" hours are defined as Monday through Friday from 6:00 PM until 10:30pm and Saturdays from Noon until 10:30pm. An additional 3 hours may be booked in "non-peak

D. Overruns

Occupying the Studio and Control Room beyond your reservation time may result in late fees. Producers cannot use People TV facilities until all fees or fines have been paid. Habitual overruns are not acceptable and may result in additional fines and/or Limited Status (See Handbook Section 12.2C).

E. Production Crew, Talent and Guests

It is advisable for all productions to have at least four (4) People TV certified Producers working on a studio production. The Producer must provide the names of all their crew, talent and guests prior to the production. Everyone **MUST** arrive at the studio prior to the scheduled production time. Those individuals arriving late will have to remain in the green room until the Producer is available to check them in at the facilitator's office.

F. Maximum Occupants

For safety reasons, the Fire Marshall limits the number of people who can be in the building. For this reason, Producers should limit the number of people involved in the production to thirty (30). This includes the crew, talent, guests, family and anyone else connected with your production. If too many people are in the facility, staff will have to ask people to leave.

G. No Dubbing

Dubbing is not allowed in the Studio Control Rooms. Equipment is limited to recording or playing back content for programs. All dubbing is to be done by People TV staff and not Producers.



H. Equipment Working Properly

Producers are responsible for the condition of the Studios, Control Rooms and Prop Room. Before using the facilities, the Producer must test the equipment to verify its condition. Producers will be responsible for leaving the facilities and equipment in the same or better condition. (See Section 5.1D of this Handbook)

I. Non-Profit Production Only

Studios and Control Rooms used by producers must only be used to produce programming for People TV. Use of Studios or Control Rooms for other reasons, including but not limited to, commercial businesses or productions used for profit, is strictly prohibited and will result in disciplinary action up to and including immediate termination.

5.4 Edit Suites

A. Scheduling Limits

1. **Active Producers** - (those with channel time) will only be allowed to use the Edit Suites for which they are certified.
2. **Producers of Regularly Scheduled Programs** - may reserve and use up to six (6) hours of editing time per week and are limited to three (3) reservations for the Edit Suites at any one time.
3. **Each Producer of a Special Program** - may reserve and use up to six (6) hours in a Season. Additional hours may be available upon request.

B. Overruns

Occupying the Edit Suite beyond your reservation time may result in late fees. Producers cannot use People TV facilities until all fees or fines have been paid. Habitual overruns are not acceptable and may result in additional fines and/or Limited Status (see Section 12.2C of this Handbook).

C. Dubbing

Dubbing is not allowed in the Edit Suites. The Edit Suites are reserved for post-production work that involves altering raw footage. Transferring of footage for editing purposes is not considered dubbing. All dubbing is to be done by People TV staff, not Producers.

D. Equipment Working Properly

Producers are responsible for the condition of the Edit Suites and editing equipment. Before using the Edit Suite, the Producer must test the equipment to verify its condition. Producer will be responsible for leaving the equipment and Edit Suites in the same or better condition (See Section 5.1D of this Handbook).

E. Non-Profit Production Only

The Edit Suites must only be used by producers to produce programming for People TV. Use of the Edit Suites for other reasons, including but not limited to, commercial businesses or productions used for profit, is strictly prohibited and will result in disciplinary action up to and including immediate termination.

5.5 Dubbing Service

All dubbing using People TV equipment must only be done by People TV staff. Dubbing is limited to non-profit, non-commercial programs or program segments. Allow 48 hours for dubbing. A fee will be charged.

5.6 Location (Field) Equipment

A. Active Producers

Active Producers (those with channel times) will only be allowed to use location equipment for which they have been certified.

B. Producers Responsibilities - Producers who sign the check out forms are responsible for the condition of all location field equipment. When checking out equipment, Producer must test the equipment to verify its condition. Producer will be responsible for returning equipment in the same or better condition. (See Section 5.1D)

C. Limitations

Location Equipment must only be used to produce programming for People TV. Use of location equipment for other reasons, including but not limited to, commercial businesses or productions used for profit, is strictly prohibited and will result in disciplinary action up to and including immediate termination.

D. Check In/Out

1. Hours of Operation - Equipment is to be checked out or checked in only during specific times as posted in the Facilitator's Office.

2. 24-Hour Limit - Location equipment must be returned no later than twenty-four (24) hours after checkout, except for Sundays and holidays. If you are late, you will be charged a late fee. Producers cannot use People TV facilities until all fees or fines have been paid. Habitual late returns are not acceptable and may result in additional fines and/or Limited Status (see Section 12.2C of the Handbook).

E. Reservations

1. Spacing of Reservations – Reservations for the use of location equipment cannot be consecutive. A 24-hour break between reservations for location equipment is required. Exceptions may be made by management.

2. Producers of Regularly Scheduled Programs - are limited to three (3) location equipment reservations at any one time.

3. Each Producer of a Special Program – are limited to two (2) location shoots in a season for each Special.

5.7 Prop Room

This is the area between Studio A and the roll-up door opening to the back parking lot. Some props are the property of People TV and may be used solely for the purposes of People TV produced programming. Any props brought from outside for a production but left in the prop room are available for use by any People TV Producer. The room should be kept orderly and clean with nothing blocking the garage door to the parking lot. No flammable materials should be stored in the Prop Room. People TV is not responsible for personal items left in the Prop Room.

5.8 Producers' Area

A. Workspace

Two work areas have been provided for Producers and both include a computer and printer. This area is for the exclusive use of Producers.

B. Mail

People TV will make its best effort to place any mail addressed to programs or Producers in the Producer's mailbox. People TV is not responsible in any way for lost or stolen mail. All unclaimed mail will be discarded periodically.

C. Telephone

Near the Producers' area there is a wall telephone for Producers' use. Please be considerate of others and limit the length of your local telephone calls. Make sure your crew and guests have the wall telephone number and to use this number instead of the People TV mainline. That telephone number is 404-873-0968.

5.9 Green Room

The Green Room is the traditional name for the waiting area for guests. It is a heavily used area that exists to accommodate the next production going into the studio. All eating and drinking should be confined to the Green Room. The staff can not be responsible for valuable items left in the Green room or any part of the facility.

5.10 Conference Room

People TV has a Conference Room that may be booked through People TV staff for meetings. This room is also used for workshops and staff meetings. People TV staff and management have priority access to the Conference room (this may require canceling prior bookings by non-People TV personnel). The Conference Room, like the rest of the facility, must be cleaned and straightened after use.

5.11 Make-up Areas and Restrooms

A make-up area has been provided for the application of make-up and preparation to go in front of the cameras. As a courtesy to other Producers, crewmembers, volunteers, staff and visitors, please keep this area clean. The restrooms for the entire facility are accessed through these make-up areas. Do Not Block the Path with clothing or supplies. Do not use this area as storage space.

5.12 Parking Lots

To better promote a safer environment, loitering, drinking or use of drugs in the Parking Lot or any People TV Facility is strictly prohibited. Producers, guests and crew who are using People TV facilities should park in the back parking lot, being careful not to block anyone in and not to block access to other businesses. Producers must notify all guests, talent, crew and any others who are coming to the facility to park in the back lot. There are no guards in the People TV parking area. Please be aware of your surroundings and let the staff know of any problems that you may encounter.

5.13 ADA Accessible

People TV is ADA accessible. The CFO is the designated ADA contact for any ADA related problems or complaints.

Section 6: PROGRAM CONTENT RESTRICTIONS

6.1 General

People TV provides first-come, first-served public access. Its program schedule is managed by reasonable time, place and manner constraints.

A. Warning

Producers violating the conduct or restrictions in Section 6 of this Handbook are subject to possible limitation, suspension or termination of People TV services.

B. Producer Responsibility

People TV Producers are responsible for the content of their programs including but not limited to any libel, slander, potentially offensive material, music or video licensing violations and copyright infringement in their programming.

C. Management Rights

People TV's CEO-General Manager shall have the responsibility of reviewing any Program Proposal, Channel Time Application or delivered program that the Producer or staff designates as potentially violating the law such as copyright infringement as well as content that is offensive, adult, or is otherwise inappropriate for public cablecast during daytime or early evening hours. At the CEO-General Manager's sole discretion, programs that may be potentially offensive may be scheduled for late night cablecast.

6.2 L.O.A.F. Laws (Lottery-Obscenity-Advertising-Fundraising)

In the 2005 Agreement contract agreement with the City of Atlanta, which identifies People TV as "The Center", Paragraph 3.7 states "The Center shall not allow its public access channels to be used for the presentation of:

A. Lottery

"Any advertisement or other information concerning any lottery, gift enterprise, or similar scheme offering prizes dependent in whole or in part upon lot or chance, or any list or the prizes drawn or awarded by means of any such lottery, gift enterprise, or scheme;"

B. Obscenity

“Any material which is obscene, indecent, or defamatory; or”

C. Advertising

“Any material which promotes the sale of commercial products or services, or any material which in whole or in part depicts, demonstrates, or discusses products, services, or businesses with the intent or effect of benefiting or enhancing profit-making enterprises;”

D. Fundraising

“Any direct or indirect solicitation of funds for any reason” except use by People TV of channel time for fundraising for People TV itself or cablecasting announcements for fundraising events for non-profit organizations (Sections 3.18.1 and 3.18.2 of the 2005 Agreement).

E. Other

“Any material which would violate any federal or state statute, law, or regulation.”

6.3 Obscenity

A. Legally

People TV policy is not to cablecast programs which are obscene under Federal or Georgia law. People TV will cablecast programs which are identified as “Potentially offensive” in late night time periods.

B. Potentially Offensive

Guidelines for Determining “Potentially Offensive” Content: A program which contains any of the following will be considered to be “potentially offensive to some audiences.” It will be cablecast in a late night time period with a required viewer warning immediately prior to the start of the program.

1. Sexual Activities - Images or depictions of Sexual Activities that appeal to the prurient interest.

2. Anatomical Areas - Depictions of the sex organs of the human body.

3. Violence:

- a. Extreme acts of violence against actual people
- b. Depictions of extreme violent acts in dramatic and/or poetic manners
- c. Violent images or sounds of human or animal mutilation, torture or death

4. 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.

5. Graphic Images:

- a. Images or depiction of human or animal elimination and/or mutilation;
- b. Images or depictions of graphic medical surgical procedures; or
- c. Images or depictions abusive against men or women, ethnic groups, religious groups, sexual orientation, or persons with disabilities.

6. Other factors - In addition to the foregoing factors, the staff of People TV also has the authority to determine classification as potentially offensive based on items which may not be listed above.

C. Impact Upon “Potentially Offensive” Program

1. Live Programs - If a live program is intended for a general audience and measures are taken to prevent sexual activities, graphic images or indecent language to no avail, that program may be cancelled after a first warning. Any replays of the program would require the addition of a viewer advisory message to the program and subsequent replays will occur in late night time periods, if available.

2. Viewer Warning - A Viewer Warning (audio and video) shall be cablecast and/or edited to be 30 to 60 seconds prior to the start time of the program. A Viewer Warning is required prior to each program cablecast, streamed or provided as VOD. People TV retains the right to place an additional viewer warning before any program.

3. “Late Night” Time Periods - Programming containing “potentially offensive” content or adult content, including language, will be cablecast after 11:00 p.m. Producers should request “late night” time periods for “potentially offensive” programming. Any programming that has to be moved from a non -“late night” time period will lose that time period and will not be guaranteed a new time period after 11:00pm.

D. Disclosure of “Potentially Offensive” Content:

Each Producer is responsible, at the time of Channel Time Application, to notify People TV in the Program Proposal whether their programming contains any “potentially offensive” material according to the above guidelines. Should any Producer fail to properly disclose the “potentially offensive” nature of the program, People TV has the right to suspend or terminate the Producer’s privileges. Any suspension or termination of privileges may include both the Producer and all other persons associated with the production of the program.

6.4. Other Prohibited Content:

Use of content or material which constitutes libel, slander, invasion of privacy or publicity rights, unfair competition, violation of trademark or copyright; or which violates any local, state or federal law, rule, ordinance, statute or People TV, Inc.’s Articles or Bylaws.

6.5 Underwriting and Sponsorships

A. Permitted Financial Support

People TV, Inc. and its Producers are permitted to “seek grants, sponsorships, underwriting and other kinds of financial support for programming and other activities consistent with non-profit purposes...” (2005 Agreement Paragraph 3.18.3).

Producers are NOT permitted to gain personal profit from underwriting and/or sponsorships.

This type of financial support is to be used to help off set the costs of production and some examples are tape purchases, DVDs and transfers, refreshments for talent and crew, supplies used to construct sets, and promotional materials.

Businesses are also welcome to make in-kind contributions for program needs such as make-up and hair styling services, wardrobe, props, refreshments and other such items.

Prior approval of the CEO-General Manager is required by all Producers proposing and accepting any sponsorships, underwriting or grants. As part of the approval process, the CEO will review the necessary guidelines and requirements with the Producer to ensure there is a full understanding. If you have any questions, please contact the CEO.

B. Identification in Programs

The identification of underwriters or sponsors by Producers in their programming must be limited:

1. Financial Support

Here are some examples of the proper sponsor identification for financial support:

“This program was made possible, in part, by a grant from Annie’s Restaurant.”

“This program was made possible, in part, by grants from Annie’s Restaurant and the Workbook Society”

“The Do Right Program is sponsored in part by Annie’s Restaurant and The Make Peace Foundation.”

“Shot on location at Mary Doe's Jazz Club, January 01, 2005.”

2. Location Credits

Programs taped on location at commercial businesses may mention the place of business: “We are here at The Downtown Book Store.”

3. Number of identifications

- (a) A maximum of three (3) times in a one hour program.
- (b) A maximum of two (2) times in a thirty minute program.

4. L.O.A.F. Violations

Failure to abide by the rules for sponsorship and underwriting is a violation of the “L.O.A.F.” laws and the program will not be cablecast. (See Section 6.2)

6.6 No Payment For Appearances

Guests or participants appearing on People TV cannot be required to compensate, in any way, anyone directly or indirectly connected with the program, as a condition of their appearance on the program.



6.7 Fiscal Agents

In most instances, public funding agencies, foundations and private individuals require proof of nonprofit, tax-exempt - 501(c)(3) statuses or written approval from a fiscal agent before making financial contributions such as grants and sponsorships. People TV may act as a fiscal agent for Producers and community television projects. Producers are welcome to independently find potential financial support; however, a very detailed project narrative and budget breakdown must be submitted to the CEO/General Manager for evaluation.

Qualifying submissions will require approval by the appropriate committee of the People TV Board of Directors. Due to the fiscal agent procedure, submissions should be made 60 days prior to any grant or sponsorship application deadlines. Acting as a fiscal agent is time consuming and requires oversight by a staff person. Should People TV agree to become a fiscal agent, 30% of the funding will be charged by People TV for administrative expenses.



Claiming People TV as a fiscal agent without specific written permission is strictly prohibited.

6.8 Copyright Infringement

Almost any time you are using pre-recorded information, you are using materials that are protected by copyright. This is true of music and visual graphics as well as other types of written and spoken information.

Federal law protects copyrighted material and it is a serious violation to use that material without getting permission.

You must gain permission or obtain a license to use someone else's protected material. Sometimes you may only get limited use. This is the responsibility of the Producer as stated in the Channel Time Application forms and Section 6.1B of this Handbook.

There are a variety of ways to get permission. If necessary, you should consult an attorney or other expert.

Section 7: SUBMITTING PROGRAMS TO PEOPLE TV

Programs presented for cablecast on People TV must meet certain technical and content standards and be submitted according to proper procedures as described in this section. People TV cannot at any time guarantee that a program will be cablecast.

7.1. SUBMISSION PROCESS

A. Deadlines

Recorded programs **MUST** be submitted no later than 7 business days prior to the date of cablecast or as posted by the Program Manger. Failure to meet this deadline will result in the program not being cablecast.

B. Programs

All submitted programs must contain substantially new material, no repeats, unless specifically agreed to by People TV staff. All programs that are computer captured for playback, streaming and VOD may be stored on the server by People TV for the entire season. Program copies left in Playback should be picked up from the library no later than the beginning of the next season. Any programs left in the library after the start of the next season may be destroyed to make room for the new season program submissions.

C. Technical Review

Once submitted, the materials will be reviewed for technical standards. If the program passes the review process in Master Control, it will be approved (green dotted).

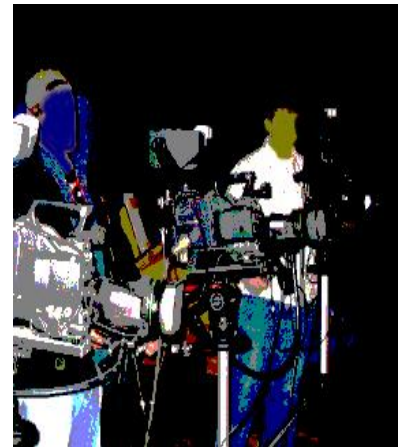
Programs that violate L.O.A.F. laws or that do not meet the Minimum Technical Standards will be "Red Dotted. People TV will make its best effort to notify as soon as possible the Producer by telephone or email that there is a problem. The Producer should schedule a meeting with the Playback operator to discuss how to rectify the problem and to pick up the red dotted program. A written notice report of the problems will be kept with the program and will be discussed in the meeting. Frequent violations may result in the Producer being required to be recertified.

D. Archive Copy and Content Usage

People TV has the right to make archival copies of submitted program masters (2005 Agreement, Paragraph 3.13).

Producers maintain ownership of their copyrighted programs but, by submitting a program to People TV, do hereby grant People TV certain rights including the right to use portions of the program for People TV promotion or informational presentations.

Also, by applying for a channel time and signing the People TV Indemnification form, Producers agree to allow People TV, Inc. the right of exhibition of the named Program/ Content as submitted, in whole or in part, on any channel or in any media used by People TV, Inc. and its third parties, including, but not limited to cable providers, state video providers, and for its use on the website such as video on demand and streaming.



E. PEOPLE TV Disclaimer

People TV will not assume responsibility for the loss or damage of programs sent to, or left, with People TV. It is highly recommended that Producers keep a copy of the master that has been submitted. Even though People TV makes every effort to safeguard all programs, it must be understood that delivering or sending them to People TV is done at the Producer's own risk. For the protection of all, make sure that the Producer and Playback operator sign the Master Control log when checking in or out programs.

Producers requesting their programs to be returned by mail after the cablecast must provide packaging with appropriate postage and will be charged a handling fee. People TV cannot be held responsible for lost or damaged programs returned by mail.

7.2. TECHNICAL STANDARDS

Before submitting a program, it is the Producer's responsibility to make sure it meets the minimum technical requirements of PEOPLE TV. For the Producer's convenience, checklists with the following requirements are available from the Playback operator.

A. Recording Specifications

Use the highest quality videotape possible (Panasonic Mini DV, Sony DVCAM, or Sony Betacam SP).

People TV shall have the authority to refuse to allow playback of programs, which contain the following unacceptable technical specifications:

1. Video level shall not be less than 60 IRE or greater than 100 IRE
2. Pedestal level should not be greater than 10 IRE or less than 0 IRE
3. Distortion, instability or inability to play caused by tape/DVD failure or breakage
4. Chronic irreconcilable disparity of audio and/or video levels between segments or takes (greater than 10db audio or 35 IRE video)
5. Hum or buzz level of -30db or more when audio peaks are adjusted for playback at 0db for periods longer than one minute
6. Distortion making audio portion of the program impossible to distinguish due to over-modulation or improper recording
7. Multiple generations or bad dubs resulting in visually unacceptable distortion in the sync area or chroma shifts greater than 20 degrees in segments longer than one minute
8. Vertical roll and other sync instabilities for a period of more than one minute (accumulated)
9. Complete loss of control track or sync on more than one occasion or for a sustained period of 7 seconds
10. Video noise level too high to clearly see video image or video signal to noise level of 40db or less.

B. Content

All programs must have a 15 second slate consisting of the name of the program or series, the program number, the name of the Producer, the total running time (from first audio or video to end of credits), the season and year.

The slate is followed by 35 seconds of color bars and tone (set at proper levels - 0 db), a 10 second countdown (the last three (3) seconds of the countdown should be black for a smooth transition into the program).

C. Program Length

Run time on a one-hour program should be no longer than 58:00. Run time on a ½ hour program should be no longer than 28:00. These limits may be changed at the discretion of the People TV management.



D. Program Credits & Program Disclaimer

1. Producer credits – All credits must be at the beginning and end of every program. The Producer credit is to read “Produced by John Q. Producer who is solely responsible for the content of this program.” For an Organizational Producer, the credit should read - “Produced by the Whatsit Organization which is solely responsible for the content of this program.”

2. The final credit on the Program - if any part of the program was produced using People TV facilities or equipment, the final credit must read:

Produced Through the Facilities of
People TV, Inc.
Atlanta, GA
(Followed by the year)

Opinions expressed in this program do not necessarily reflect those of People TV.

3. After Credits

Audio and video must have a smooth transition to black without loss of control track at the end of the program. Black should last at least 30-seconds.

4. One Program Per Submission

Only one episode of a show may be submitted per the format used.



Section 8: WORKSHOPS

Since Public Access TV is for and about people in the community, People TV offers a series of workshops designed to train interested persons to produce their own television programs. For more information about workshops that are being offered as well as fees, subject and qualifications is available at the People TV offices.

8.1 Free Orientation Workshop

This free workshop is required for any person who wants to produce programs at People TV. Included is a history of public access, workshops that are offered, requirements for certification and rules, regulations and responsibilities for people using the equipment and facilities of People TV. Graduates will be given a copy of the People TV Producer Handbook. People interested in attending must RSVP on the website www.peopletv.org or call 404-873-6712.

8.2 Introduction to Community Television Workshop - Studio Production & Directing

The Introduction to Community Television workshop is designed for people interested in learning television studio production and directing. This workshop offers an overview of community television in Atlanta and instruction in studio and control room operation. Students learn the basics of shot composition, camera movement, audio and character generator operation, technical direction, floor directing and lighting. Completion of the workshop also requires passing a written and practical exam as well as crewing on People TV productions. Upon successful completion of the course the individual will become a certified People TV producer. There is a fee for taking this course.



8.3 Proficiency Test-In Process

The Proficiency examination process is designed for anyone with commercial video or television production experience from another center, college, university, or technical school. Residents and/or non-residents are welcome to apply. Participants who successfully pass the proficiency exam and volunteer to crew on (4) studio productions will, in lieu of the Introduction to Community Television workshop, receive certification and become a certified People TV Producer. There is a fee for taking the Proficiency Exam.

8.4 Digital Location Camera - Panasonic DVX 60 & DVX 100A

The Digital Video Camera workshop is designed for students interested in shooting in the Mini DV tape format. Students will receive hands on experience in digital camera operation including white and black balancing, menu settings, using camera filters, adjusting focus, digital camera terminology, shutter speed operation, camera microphone operation, low light shooting, camera set-up and breakdown, and proper storage. A proficiency examination is given at the end of the workshop and People TV certification is given to each student successfully completing this course. Enrollment is limited to 6 students per workshop and there is a fee for taking this course.

8.5 I-MOVIE Non Linear Editing

This is an introduction workshop for digital editing. I-MOVIE is a MacIntosh based video editing software package offering an easy learning curve to people with minimal computer programming knowledge. Students will learn important skills including video capturing, timeline applications, applying transitions, audio mixing, creating titles and exporting video. Students are required to pass a written exam and create a video project that demonstrates their proficiency in I-Movie non linear editing. Once People TV certified, those students interested in advanced non-linear editing can take the Final Cut Pro Non Linear Editing workshop. Each class is limited to 3 people and there is a fee for taking this course.

8.6 FINAL CUT PRO I – Non Linear Editing Workshop (Entry Level)

The Final Cut Pro I Non-Linear Editing workshop is perfect for people with knowledge of analog A/B Roll editing and other non linear editing systems like I-MOVIE, Adobe Premiere Pro, Vegas Video, Pinnacle, and AVID. Students will learn how to setup a project, create a scratch disk, video capturing, timeline applications, applying transitions, audio mixing, creating titles and exporting video. Each student will be required to pass a written exam and create a video project that demonstrates their proficiency in Final Cut Pro Non Linear Editing techniques. Classes are limited to 3 people and there is a fee for taking this course.

8.7 FINAL CUT PRO II – Non Linear Editing Workshop (Advanced Level)

The Final Cut Pro II Non Linear Editing workshop is perfect for students who are proficient in Final Cut Pro Non Linear editing but seeking to enhance their knowledge using advanced techniques. Students will learn how to color correct video, apply chroma key filters, key frame editing, creating edit decision list, picture in a picture, working with moving backgrounds, applying audio filters, creating mov. files, and exporting finished projects. Each student will be required to pass a written exam and create a video project that demonstrates their advanced proficiency in Final Cut Pro Non Linear Editing techniques. Class is limited to three (3) students per workshop. This class is also offered as a post production package and there is a fee.

8.8 Post Production Editing

This is a course designed to combine the Final Cut Pro I and Final Cut Pro II_(Entry Level and Advanced) courses for those individuals not interested in learning television studio production. The Introduction to Community Television studio course is not required and the certification is for becoming a People TV Editor and not a People TV Producer. In order to create your show for People TV, you will only have access to the editing facilities. The two non linear editing courses are offered at a package price and prior to registration this option must be discussed and approved with the Director of Education Services.

8.9 Digital Location Camera and Editing - Panasonic DVX 60 & DVX 100A & I-Movie

This course is for individuals interested in location camera shooting and editing. It is designed for those people that are not interested in learning television studio production. The Introduction to Community Television studio course is not required and the certification is for Camera and Editing, not a People TV Producer. In order to create your show for People TV, you will only have access to the location equipment and editing facilities. The two non linear editing courses are offered at a package price and prior to registration this option must be discussed and approved with the Director of Education Services.

8.10 Specialty Workshops

From time to time, supplemental workshops, open to the producers and the public, are offered. These workshops may include lighting, script writing, on camera talent, graphics and legal issues. A nominal fee may be charged.

8.11 Re-Certification Workshop

This workshop is for anyone who has become certified to produce at People TV but requires additional training to achieve the required level of technical competency as determined by People TV staff. A fee will apply.

Section 9: VOLUNTEERS

Volunteers are an important part of People TV. It is necessary that those who wish to volunteer complete the Volunteer Application Form and attend the Volunteer Orientation class.

The contact for Volunteers is the Office Manager of People TV. Depending upon the projects we have in house, your interests, and our needs for the skill sets you are offering will determine our ability to provide you a volunteer schedule. The Office Manager will review your application and consult with the various department heads to determine the volunteer needs they may have at

that particular time. Should there be a need for the services and interests offered to People TV, a plan will be devised for you.

Those individuals entering the Volunteer Program may want to use their volunteer hours towards becoming a Producer at People TV which is a commitment to a minimum of seventy (70) hours, as needed by People TV, Inc., of non-production volunteer service during a twenty-four (24) week period. The following must also be attended and completed:

- Producer Orientation Workshop
- Introduction to Community Television Workshop* or the Digital Location Camera Class
- Passing the proficiency exam
- Crew the required number of hours on productions at People TV

* A volunteer experienced in television production may opt to take the proficiency exam upon the completion of the 70 volunteer hours, Orientation Workshop and crew requirements. As long as the exam is passed, the candidate is not required to take the Introduction to Community Television Workshop. There is no additional fee for this certification.

Section 10: COMMUNITY DEVELOPMENT & OUTREACH

The objective of the Office of Community Development & Outreach is to promote and facilitate the use of People TV by diverse community and non-profit organizations.

This is accomplished by providing community organizations with exposure on the People TV program *People For People*. This People TV produced program devotes time to groups wanting to share information about their cause or events with Atlanta residents.

People TV also provides training and facilities that enable Atlanta non-profit groups to develop and produce their own special interest programming on People TV. Organizations may arrange for a special training workshop with the goal being certification of its members and ultimately the production of a program or series devoted to the mission and services of the organization. As a service to Non-profit Organizations serving Atlanta, People TV lists events and activities on its Community Bulletin Board which runs during overnight hours. All submissions for the Community Bulletin Board should be sent at least two weeks in advance of the desired start date and may be faxed (404-874-3239) to the attention of the Office of Community Development & Outreach.

People TV also accepts non-commercial Public Service Announcements to run during breaks in People TV programming. For a nominal fee, People TV will produce PSAs for non-profit organizations.

For more information please contact the Director of Community Development & Outreach (404-873-6712).

Section 11 – PEOPLE TV’s YOUTH INITIATIVE

FUEL Media is the youth initiative of People TV. FUEL Media stands for Forging Unity Equality Leadership through media. FUEL Media is guided by its mission to empower young people to transform their community, the world and themselves through media.

FUEL Media offers opportunities for young people between the ages of 12 – 25 to participate in the following:

- Leadership roles
- Learn to produce television programming on location and in People TV’s facilities
- Cablecast youth-oriented programming on People TV
- Learn skills that are beneficial in the pursuit of careers in the media industry
- Stimulating activities that explore the ways media impact society.

FUEL Media is always looking for fresh, new programming content that is produced by youth, for youth. Upon the approval of the Office of Community Development & Outreach, youth programs are cablecast during channel times dedicated to youth. Please contact the Programming Department regarding exact times for FUEL media projects on People TV.

FUEL Media is also a member of several national youth media networks that allow projects produced in Atlanta to also be cablecast in cities such as Manhattan, NY; Grand Rapids, MI; St. Paul, MN; and Lowell, MA.

For more information about current youth media activities and special training workshops, contact the Office of Community Development and Outreach or visit the FUEL Media web page (www.peopletv.org/fuelmedia) for program updates.



Section 12: PEOPLE TV CODE OF CONDUCT

The People TV facilities have limited staff and space for all the production work that is necessary to keep People TV running for the benefit of our audience as well as everyone who invests their time and energy to create public access programs for the City of Atlanta.

It is important that we all understand the Code of Conduct expected of everyone who comes to the facilities of People TV. The Producer is expected to explain this Code to all guests, crew, talent and others in the facility for his/her production. The Producer is responsible for any situation or violation of this Code by anyone connected to their production.

Violators of the People TV Code of Conduct are subject to a penalty up to and including termination and legal action.

12.1 All persons in the facility must comply with the direction of People TV personnel acting in the performance of their duties

12.2 People TV, Inc. is a community of diverse peoples with a common goal: the production of the best programming possible to be cablecast on the Public Access channel in Atlanta. Everyone is expected to treat each other with respect, courtesy and honor the differences that exist in our community.

12.3 Honesty is expected in all dealings among staff, crew, volunteers, guests, talent, interns or any others that may be in the facility.

12.4 As a good citizen of People TV, information about irregularities at the facilities such as the discovery of broken equipment, use of the facilities for financial gain or other Handbook violations should be reported to the staff. When such problems are not reported, everyone suffers.

12.5 Intentionally interfering with normal People TV operations is not allowed.

12.6 Smoking is NOT allowed in the facility.

12.7 No loitering, alcoholic beverages, illegal drugs or abuse of prescription drugs are allowed in or around the facilities. This includes any person whose behavior leads the staff to believe that the person is under the influence of one or more of these substances and poses a threat to the facilities, staff, Producers, volunteers, interns, guests or the equipment.

12.8 No violent act or threat of violence is permitted.

12.9 No firearms, explosives or other incendiary devices are allowed in or around the facility.

12.10 Harassment of staff, employees, Producers, production personnel, visitors, interns or volunteers, including, but not limited to, verbal and sexual harassment, will not be tolerated. This includes any time a staff member considers such behavior an impediment to the proper functioning of the station.

12.11 Use of threatening or abusive language or harassing conduct toward any member of the People TV organization, Board of Directors, staff, employees, volunteers, interns or Producers will not be tolerated.

12.12 Maliciously or knowingly spreading false reports about People TV, the organization, Board of Directors, staff, employees, volunteers, interns or Producers will not be tolerated.

12.13 Theft of property on People TV premises or at People TV sponsored events or remote location shoots is not permitted.

12.14 Unauthorized use of People TV equipment, facilities or services is not permitted.

12.15 Unauthorized presence on People TV premises will be considered trespassing and is not permitted.

12.16 It is not permitted to misrepresent one's self as an employee or agent of People TV or engaging in any business transactions as such.

12.17 Making false or misleading statements, orally or in writing, in connection with People TV operations and procedures is prohibited.

12.18 Engagement in conduct that is prejudicial to the interests or purposes of People TV will not be tolerated.

Section 13: COMPLAINT AND DISCIPLINARY PROCESS

13.1 Complaint Procedure

It is the desire of the Board of Directors and staff of People TV to ensure the successful production of programs at People TV by our community Producers.

However, in some cases a person may believe that he or she has been improperly denied the use of People TV (facility, studio, training program, cablecast time or equipment) by not being treated in a "nondiscriminatory and reasonable" manner or "upon the principle of first-come, first-served." (Paragraph 3.3 of the 2005 Agreement)

In such a situation, a process is in place for your complaint to be heard.

A. First Steps

First address your issue with a Facilitator. If the issue is not resolved, speak with the appropriate department Manger in Operations or Programming. Should you be unable to reach a successful resolution, send your written concerns to the Director of Operations and make an appointment to further discuss your situation.

B. CEO-General Manager

If you still feel that you have been "denied access" or have a complaint, contact the CEO-General Manager in writing, with all the names, dates and a complete description of the problem you have encountered.

Termination of a Producer's right of access to the People TV facilities is considered a major and extraordinary step and is not taken lightly.

Address all written complaints/grievances for the Director of Operations and the CEO-General Manager to People TV, Inc. 190 14th St NW, Atlanta, GA 30318. The Director of Operations and the CEO-General Manager will respond to you in as expeditious a manner as is possible.

C. Grievance Committee

If no satisfactory resolution occurs, then you may appeal in writing to the Board of Directors, Grievance Committee. Address your written complaint/grievance to People TV, Inc., Board of Directors, 190 14th Street NW, Atlanta, GA 30318. It will be discussed by the Committee and a written response will be provided to you.

D. PEOPLE TV Board of Directors

If your complaint remains unresolved after this appeal, you may then take it before the full Board of Directors by asking the President of the Board, in writing, to have your appeal placed on the agenda of the next Board meeting.

E. Mayor's Office

After going through the proper appeal process, Atlanta residents may go on record with the City by submitting a copy of the original grievance to:

Mayor's Office of Communications
55 Trinity Ave SW
Suite 2500
Atlanta, GA 30335



13.2 DISCIPLINARY PROCEDURES

When there has been a violation of the People TV rules, regulations, policies or Code of Conduct, as may be changed from time to time, the Producer MAY be provided with written notice and an opportunity to be heard. Upon determination by People TV to limit, to suspend or to terminate a Producer, notice will be provided in writing by the CEO-General Manager. The following are the levels of action that will be taken:

A. Notice

A Producer will be provided with written notice of any non-programming violation. The Producer may provide a written response and ask for an opportunity to be heard through the proper complaint and grievance process. Written notice may not be provided for violations of a serious nature.

B. Warnings and Exceptions

Warnings will be communicated in writing. Exceptions to usage rules may occur under a variety of circumstances as determined by the CEO-General Manager. Notification of exceptions must be made in writing and should be signed off by both the Producer and the CEO-General Manager or designated staff.

C. Limited Status

In the case of minor or repeated infractions constituting a violation, Limited Status will be placed on your facilities usage (such as no access to Studio, Editing, or Location Equipment). Repeated or continuing violations while on Limited Status will result in notice of suspension.

D. Suspension

In cases of violations of the Code of Conduct, L.O.A.F. laws, or after an initial written warning at the sole determination of the CEO- General Manager, a Suspension may be issued. (Except where the theft or damage to equipment and facilities are concerned, at the sole discretion of the CEO-General Manager or the Board of Directors, the Producer may be terminated). While suspended, the Producer may be permitted to continue to run programs on the channel, but shall be suspended from using all of the Production and Post-production facilities or equipment. Suspension shall be for a period of 90 -180 days, including repeated violations of lesser rules, or may be for a maximum period of one year. A repeat violation while on Suspension may lead to Termination in accordance with the provisions set forth in the People TV Producer Handbook or subsequent revisions thereof in the sole determination of the CEO-General Manager or the Board of Directors.

E. Termination

Termination of a Producer's right of access to the People TV facilities is considered a major and extraordinary step and is not taken lightly. Termination is defined as the permanent loss of all right to enter or use the facilities, including, but not limited to, production and playback and the use of any and all of the People TV facilities, equipment and cablecasting of any sort; including appearances on other programs, promotions or PSAs. An offense subject to Termination is of such a serious nature that there is no requirement for a prior written warning, except for a Producer who receives a Termination resulting from repeated violations of lesser rules. Violations which are subject to permanent termination of a Producer include, but are not limited to the following: repeated violations of the provisions of the People TV Producer Handbook after an initial suspension; violation of L.O.A.F. provisions or Code of Conduct as set out in the People TV Producer Handbook; use of the People TV Tax ID Number; failure to return equipment, theft or serious negligent damages to equipment and facilities; and violations of the 2005 Agreement between People TV, Inc. and the City of Atlanta, or renewals of said Agreement in the sole determination of the CEO-General Manager or the Board of Directors.

Section 14: THE PEOPLE AT PEOPLE TV

14.1 PEOPLE TV, Inc. Board of Directors

A. The Board of Directors responsibility is to set policy for People TV as outlined in the Agreement between the City of Atlanta and People TV, Inc.

B. Board members are appointed for two year terms. All Board Members must be City of Atlanta residents.

C. There are 21 seats on the Board of Directors. The Mayor appoints 5, City Council 6, the Cable Company has 1 seat, and those 9 members select the remaining 9 members. Additionally, the Mayor's office has an ex-officio representative on the Board. Any Producer or organization representing the Producers can recommend individuals to the People TV Board for consideration.

14.2 People TV, Inc. Management and Staff

A. Management

- 1. CEO-General Manager** - has primary responsibility to administer all the day-to-day operations of People TV as established in the by-laws of People TV;
- 2. CFO-Deputy General Manager** - has the responsibility to administer the business affairs of People TV and to assist the CEO-General Manager;
- 3. Director of Operations and Education Services**
- 5. Director of Community Development & Outreach**
- 6. Program Manager**
- 7. Operations Manager**

B. Staff

- 1. Office Manager/Receptionist**
- 2. Producers**
- 3. Facilitators**
- 4. Playback Operators**

Section 15: FREQUENTLY ASKED QUESTIONS

15.1 Who Can Use People TV?

Production facilities and services of People TV are intended primarily for use by residents for non-profit, non-commercial purposes to produce programming to be cablecast on the public access channel. Non-residents may use the production facilities only after residents are accommodated. People TV charges a fee for non-residents to use the facilities and services of the station.

15.2 Who Is A Resident?

A resident is any person whose legal residence is located within the jurisdictional boundaries of the City of Atlanta, and any organization that is either domiciled within, or maintains an office within, the jurisdictional boundaries of the City of Atlanta.

15.3 How do I become a People TV Producer?

You must attend the Producer Orientation, take the Introduction to Community Television workshop, pass a proficiency exam and complete production crew requirements. There is a fee. (See Section 2 of this Handbook)

15.4 What are the responsibilities of a Producer?

The Producer is legally and financially responsible for everything and everyone connected with the production, as well as all equipment and facilities used to produce the program. The Producer is also responsible for all the content in the program. (See Sections 2.5 & 6 of this Handbook)

15.5 Can I get on People TV without becoming a Producer?

Yes. Any legal resident of Atlanta will be provided a five minute forum to discuss any topic of their choosing. It will be recorded at the main studios of People TV at a mutually acceptable time and date. The program will be cablecast at a time and date determined by People TV management. (See Section 3.2A of this Handbook)

15.6 Who Controls the Content of a Program?

The Producer has the right of controlling the content of a program created using People TV facilities and equipment, within limitations (see Section 6 of this Handbook). The Producer also has ownership rights of a program through the control of its copyright but must grant People TV certain rights including first run (except when independently produced), an archival copy of the master and the right to use program content for promotion and instructional purposes as well as those purposes described in Section 7.1 D of this Handbook.

15.7 Can I make money from a program I produce at People TV?

No one can make a profit from a program using the equipment or facilities of People TV. Producers cannot run advertising or require guests to pay to appear on the program. Producers may, however, seek underwriting, grants or sponsorships for which credit can be given during the program (see Section 6.5 of this Handbook).

15.8 What is a Season?

There are two cablecast seasons per calendar year. Each season is spread out over twenty-three (23) weeks and consists of two blocks of ten (10) cablecast weeks separated by a three (3) week break. The off-season is the three (3) week period between seasons.

15.9 Can My Program Be Censored?

The cablecast can be limited to a late night time period or, following the "First Play," removed from the schedule. People TV does not want to discourage free expression but must 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 (see Section 6 of this Handbook).

15.10 Does People TV have a Web Site and do you Stream Video?

Yes at www.peopletv.org. The People TV web site provides information to the public about People TV, our Producers and programs as well as video streaming and video on demand. For a nominal fee, Producers are able to promote their own productions by having their own website linked from the People TV website.

15.11 What are the different types of Producers?

Resident Producers live inside the City of Atlanta. Non- Resident Producers do not. You must take workshops, pass a proficiency exam and complete a crewing requirement to become a Certified Producer. Additional workshops will allow you to be certified to use other People TV equipment and facilities. People who produce their programs elsewhere are called Independent Producers. Producers who create programs as agents for non-profit groups are called Organizational Producers/Agents. (see Section 2.4 of this Handbook)

15.12 When I become a Certified Producer, when can I start producing programs?

New Producers are required to develop and improve their skills by applying for and completing the following sequence of productions. Failure to complete this process over consecutive seasons may require recertification. The first program produced must be a Taped Special. In the Next Full Season, Taped Specials or Monthly Programs will be produced. Second Full Season the producer creates Taped Specials, Monthly, Bi-Weekly or Weekly Taped Programs. Finally, in the Third Full Season, any type of programming including Live Weekly Programs can be produced.

15.13 Can I air or cablecast a program produced using People TV facilities on other stations?

Yes but it must first be cablecast on People TV. Following the initial cablecast on People TV, the program may be run on any other public access channel with notification to People TV Management.

15:14 Am I required to use People TV facilities to create a program that runs on People TV?

No. A program produced at any other facility that meets the technical and content requirements of People TV programming can be submitted for cablecast on People TV.

15.15 Does People TV allow more than one person as “Producer” of a program?

No. The Producer is legally and financially responsible for everything and everyone connected with the production of the program, the equipment and facilities used to create the program as well as the content of the program. Only one person can be the program’s Producer; the concept of Co-Producers does not exist at People TV.

15.16 Can I transfer my program and channel time to someone else?

Yes. The original Producer gives up all legal rights and responsibilities, which must then be assumed by the new Producer. People TV must be notified in writing prior to the transfer of control including signatures from both producers and whether transfer is permanent or temporary (end date must be included in notification or transfer will be considered to be permanent). The new Producer must be certified for the type of program being transferred and must complete a Producer Agreement and Indemnification form. (See Section 4.6 of this Handbook).

Section 16: GLOSSARY

Active or Current Producer -a Producer who has submitted a Channel Time Application that gets approved for the current season becomes an Active or Current Producer.

Alliance for Community Media -a national organization of Public, Educational, and Government Access stations and people from around the country. Members include professionals, non-professionals and organizations from across the PEG Access spectrum. People TV is a member of the Alliance.

Biweekly Series -A series of ten (10) new programs produced for a twenty (20) week Season.

Black Balance -Black balancing is an in-camera operation that establishes true black as it will be recorded. It is done prior to white balancing.

Broadcast -The word broadcast has two meanings as we use it. First it means to send a (video) signal through the airways where it is freely available to anyone who has a television set (receiver). The second meaning is programming that is aimed at a broad audience or everyone. Broadcast television in this country usually is aimed at everyone.

Cablecast -The word cablecast, as we use it, is the sending of a signal through a cable (usually coaxial, but more frequently now fiber optic). To receive this signal your television must be directly connected to the Cable Company by this cable, and you must pay to receive this service. People TV is seen on a Cable Channel in the City of Atlanta.

Certified – Passed the required workshops, tests and practical exams to be considered proficient as a People TV Producer or operator of People TV equipment or facilities as determined by People TV staff.

Channel Time Application -The channel time application is a form that must be filled out each season that you want to reserve time on the schedule for your series of programs. Once your application has been approved, you become an Active or Current Producer.

City –“City” means the governing authority of the City of Atlanta or such employee, department, office, board or commission authorized to act on its behalf.

Copyright -Copyright is a legal method of gaining and maintaining ownership of something, such as a video program. The first step in protecting a copyright on a video program is to add the information "copyright + the year, followed by the name of the Producer". The second step is to register the copyright (with the Federal Government), which can be done at any time and does not have to happen immediately. There is a fee to register the copyright. People TV suggests that you do step one, at least.

db -a unit of measurement used in audio on the VU Meter.

Director - The Director tells the camera operators how to set the shots, the Technical Director which camera should be taken at any point, etc. Sometimes the Director is also the Technical Director, but they are two different jobs.

Facilitator -the staff members who most often work with the Producers and the public. They are knowledgeable in all aspects of the production process. They assist in and teach the use of the studio, the edit suite and the location equipment.

Floor Director -The Floor Director is the eyes and ears of the Director in the Studio and relays all information from the Control Room to the on-camera talent. This is usually done silently through hand signals. Sometimes the Floor Director is also a camera operator.

Intern- A non-staff, unpaid volunteer involved in the formal People TV Intern training program that is designed to educate the volunteer through practical work experience in service to People TV. An intern is a student at a school or educational institution who may be earning class credit by working at People TV.

Mayor –the Mayor of the City of Atlanta, or such employee, department, office, board or commission of the City of Atlanta designated to act in his or her behalf.

Minimum Technical Standards -The Minimum Technical Standards are the "worst" levels at which People TV will accept the video and audio levels to be cablecast. These levels are measured on a VU meter (audio) or vectorscope (video color) or waveform monitor (gain, pedestal, other video information). It is very important that you watch your levels and try to set them for optimum recording.

Narrowcast -As opposed to broadcasting, narrowcasting is targeting your program to a specific (narrow) audience. Cable channels have found success through narrowcasting programming directed at specific audiences such as children, news, sports, religion or other channels aimed at a specific audience instead of at everyone.

Non-resident –Any person or organization whose legal residence is located outside the jurisdictional boundaries of the City of Atlanta.

PEG - Public, Educational and Government cable television channels that can be found on cable systems around the country and in other countries as well. Public Access channels provide content produced by citizen producers from the local community. Education and Government channels often provide coverage of local public meetings and information.

Producer -The Producer is the person or organization that is (legally) responsible for all aspects of a program. This includes the paperwork. The responsibilities of the Producer are numerous as the Producer indemnifies People TV and takes all responsibility.

Producer Agreement and Indemnification Form -The Producer Agreement and Indemnification Form is a very important part of the Channel Time Application process. It states the conditions under which the Producer is allowed to produce and/or cablecast programs on People TV and must be signed before Channel Time is awarded.

Production Facilities –any channel, studio, vehicle, equipment, furnishings or other property which the Center owns or the Company is to provide under the 1995 Agreement, the Franchise Agreement, or any other federal, state or local law, for use in connection with the production and cablecasting or public access programming and operations of the public access center(s).

Program -There are four types of programs that are cablecast at People TV during a season: (1) weekly taped or live series, which is a commitment by the Producer to produce 20 new shows during a 20 week season, (2) biweekly, which is the commitment to produce 10 new shows during a 20 week season; (3) monthly, which is the commitment to produce one new show each month during the season (this can be either 5 or 6 depending on the start and end day of a season) and (4) special, one single program. These programs may be 28:45 or 58:45 in length.

Program Proposal -The Program Proposal is the written information that you give to People TV about the programming that you propose to produce. This gives People TV an idea of the type of program you want to produce, the content, facility and equipment usage as well as your crew.

Public Access – The system under which members of the public have access to cable television or other communication technology in order to communicate their non-commercial activities, opinions, and ideas subject to applicable law and the 2005 Agreement. It gives average citizens, who would otherwise have no access to television, the opportunity to use a cable access channel to communicate with the community.

Public Access Channel –any channel designated or dedicated for use by the general public or non-commercial organizations which is provided to the City by the Franchisee at no charge to the City or the programmers of the channel.

Public Domain -Property (such as a video program or music) in the Public Domain is owned by no one, or owned by everyone. It can be used by anyone in any way.

Public Service Announcement (PSA) -People TV places announcements about non-profit organizations on the channel. This can be in the form of a short (30 second or 60 second) video or a short written announcement that runs on the Bulletin Board during the hours that we do not schedule programs.

Resident –any person whose legal residence is located within the jurisdictional boundaries of the City of Atlanta, and any organization which is either domiciled within, or maintains an office within, the jurisdictional boundaries of the City of Atlanta.

Talent -The talent are the people in front of the camera such as the host and the guests.

Technical Director -The person who operates the Switcher. Sometimes the Technical Director is also the Director, but these are two different jobs.

VU Meter -the VU meter is the piece of equipment that shows you your audio levels. You should try to get you levels to peak around 0db. Much higher and you soon are "in the red" and you will start to have distortion.

Videotape Master –the final videotape-edited version of a Producer's completed program encoded with the appropriate identifying slate, bars and tone and meet other technical and content requirements as specified in this Handbook.

Volunteer – Any person who participates in the formal People TV Volunteer program and agrees to provide services to People TV without compensation or other consideration.

White Balance -The White Balance is a function performed by the camera using a white card to establish true white for a recording.

Section 17: FORMS and Information Sheets

These are some of the forms and information sheets that are designed to help Producers at People TV. Make sure that you understand all of the forms. If not, please discuss them with your Facilitator or Program Manager.

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• Producer Handbook Acknowledgment Form	41
• Website Link Request	42
• Program Checklist	43
• Submission Standards	44
• Sponsorship Disclosure Form	45
• People TV Appearance Release	46