

PEOPLE TV PRODUCER HANDBOOK



People TV, Inc.
Atlanta, GA 30318
Revised 2023

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 Arts and Technology.

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 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 and is a nondiscriminatory organization

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, 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 2010 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.

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 2022 Agreement between the City of Atlanta and People TV, Inc. as revised, amended and renewed, January 2020
- 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.

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 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) tax-exempt, non-profit status under the Federal Tax Code.

The 1995 Agreement ran through December 31, 1999. The parties renewed this Agreement upon the same terms and conditions for two additional five-year terms which became effective on January 1, 2000 and January 1, 2005 – December 31, 2009.

In 2007 the state of Georgia adopted the “Consumer Choice for Television Act” which no longer requires a Local Franchise Agreement (LFA). The City and Comcast were able to negotiate a new 7 year LFA effective January 1, 2010 through December 31, 2016. The new People TV agreement between the City of Atlanta and People TV is for only 3 years, January 1, 2010 – December 31, 2012.

People TV receives funding from the City of Atlanta and it has a membership program for residents and nonresidents. Due to the City eliminating funding from the franchise fees, People TV is no longer able to “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

All producers must be at least eighteen (18) years old. Due to the loss of grants and City funding, People TV no longer has its youth initiative, FUEL Media.

B. Legal Residence for Resident and Nonresident Producers

Producer status (resident or nonresident) depends on your legal place of residence. To be a resident certified People TV producer you must live within the city limits of Atlanta, Georgia, have required certifications and a paid People TV resident membership.

A resident is any person, whose legal residence is located within the jurisdictional boundaries of the City of Atlanta and receives priority for use of the production facilities.

Individuals are required to show proof of residency by providing a valid Georgia driver's license with the current address or state issued ID card, a current month's utility bill (gas or electric only) in your name, or a lease notarized for your residence in your name. Additional proof may be required. Any person falsifying residency will be suspended from People TV.

Nonresidents are accommodated after residents of the City of Atlanta and may use the production facilities if properly certified and paid the associated membership for nonresidents.

Organizations domiciled within the jurisdictional boundaries of the City of Atlanta are treated as residents but must provide additional information regarding the organization. Proof that the organization is within the City limits must be substantiated by a letter on letterhead of the organization stating the name(s) of the person(s) authorized to represent that organization and the valid 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. Email addresses are also necessary as an alternative to 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 nonresident. 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. Class Completion of Introduction to Community Television Workshop,**
- 2. Proficiency Exam**

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, unless allowed by General Manager.

- 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

C. 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 a People TV membership is paid and the Producer awarded a channel time for a specific program, a certified resident Producer in good standing is permitted to use the facilities and equipment of People TV for which they are 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 and membership 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 nonprofit organization wanting 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 must be either a resident or nonresident certified producer in good standing with People TV and a paid membership for the organization will be required.

B. Nonresident Producers

Producers whose legal address is outside the jurisdictional boundaries of Atlanta, Georgia.

1. Nonresident Certified Producer - A nonresident certified producer nonresident who has completed the initial certification process (Sec 2.1A) and paid the associated membership will be in good standing and receive a channel time for a specific time slot.

2. Nonresident 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 Nonresident 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 contract 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.

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, membership, any and all damages as well as the actions of their crew, guests and children. 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, membership, 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 ALL important dates, deadlines and procedures set by People TV, including, but not limited to, Membership, Program Submissions, Season Schedules and Channel Time Application Process.
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) and approved by the CEO and General Manager.
3. Being responsible for the actions and behavior of all crew, guests, visitors, interns, volunteers and children 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 memberships, 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 FOUR cablecast seasons per calendar year. Each season is TEN weeks long. There are FOUR off-seasons which are ONE or TWO (2) weeks long and fall between Each season

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. Special Programs may also be used to fill-in on other time periods as may be determined by People TV staff or management.

The preemption of programs (including live) may be necessary due to unforeseen circumstances, the need to schedule special events and projects, or for any staffing issues that may arise. Producers will be alerted as soon as possible of any required changes.

Facilities During Breaks and Off-Season

During the 1-2 weeks 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 and paid their fee for the upcoming Season.

During breaks or the off-season, the facility may have scheduled closed dates from time to time or it may be necessary to close for unforeseen circumstances 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 fifteen 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 Recorded - This is a program series that is cablecast on the same day, in the same time period each week during a season. The Producer is making a commitment to create (10) 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 and 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 (10) new episodes each season. The Producer is responsible for making sure

there will be a full and qualified production crew and their guests are at the studio in time for all live and recorded programs. This type of program will not be awarded to newly certified Producers until their third (3rd) season of awarded programming.

3. Bi-Weekly Recorded - This is a program series that is either a series of new programs produced to run for (8) 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 Recorded - This is a program series that is either two (2 or three (3) new programs in a season. The exact number depends on the time period awarded and start date of the series.

5. Special - 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 28 minutes or 58 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 in the People TV Producer Agreement found on the back of the channel time application .

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)

© 2023

Your name.

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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." (2010 Agreement, Par. 2.3 contract with the City of Atlanta) Following this cablecast, the program may be run on other public access channels 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.” (2010 Agreement Paragraph 2.3 contract with the City of Atlanta).

B. Program Content

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

Failure to abide by these rules will result in the Producer being terminated.

Section 4: APPLYING FOR CHANNEL TIME

4.1 Deadlines

People TV has four (4) seasons each year and each of the 2 requires 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

City of Atlanta residents and organizations have a dedicated number of weeks each season for becoming a member and submitting their first channel time application. At the end of this period, applications from nonresidents will be accepted based on the time slots remaining. Should all time slots be assigned, new membership applications will then be placed then on a waiting list until a slot opens.

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 language or adult material will be included in the program so the application can only be considered 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 that must be notarized. 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 valid 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 Special in the season Producers are certified. In their first full season, they can apply for Specials or Monthly programs. In their second full season, they can apply for a Weekly or Bi-Weekly 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 slots per season and only one time slot may be LIVE. If a Producer applies for a second time slot, 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 and have paid fee's to use any facilities or equipment necessary for the production of your show program

4.5 Awarding Channel Times Once the application period has closed, the staff of People TV will process and categorize all applications. At the end of this process a producer is granted a time slot and will receive an email informing them of their Channel Time.

The membership is paid at the same time the application is submitted. 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. membership, suspension, fees or fines owed) will not be awarded a channel time until all issues have been rectified and

4.6 Transferring Control of Your Program

Only one person can be the program's Producer. People TV does not allow for Co-Producers. If a Producer is unable to produce the awarded time slot, control of that program and the time slot 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, **pay the membership**, and sign 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 slots will be awarded to another Producer.



Section 5: USING PEOPLE TV FACILITIES AND EQUIPMENT

5.1 General Rules

The use of People TV facilities and equipment may have to be changed from time to time to accommodate unforeseen circumstances, special events and projects, and any staffing issues that may arise. Producers will be alerted as soon as possible of any required changes.

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 cablecast 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 any type of issue regarding facilities and equipment which will affect a Producer's scheduled time and/or production. 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 and equipment 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, children, 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 all responsibility for equipment and facility usage. No children may be left unattended by their parents.

F. Smoking and Drug Use

People TV is a smoke and drug 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

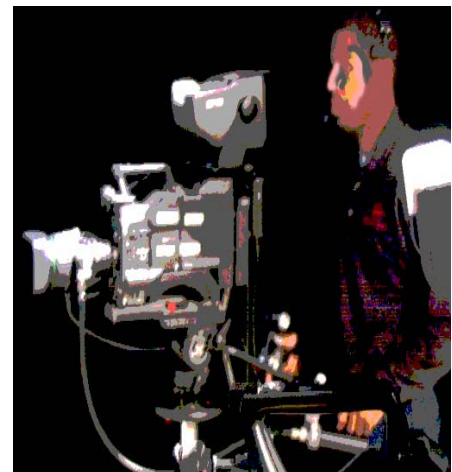
People TV and its staff are not responsible for the loss, theft or damage to any personal items brought onto People TV property, including the building and parking lots.

I. Clean-Up

All facilities must be cleaned and equipment 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 or Live programs 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 Member Producers (those with channel times) will be allowed to schedule time in the studios and control rooms.

B. Scheduling Limits

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

3. 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 2 ½ hour time slot will be granted to Producers. "Peak use" hours are defined as Tuesday through Friday from 5:00 PM until 8:30pm and Saturdays from 1p until 8:30pm. 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 two (2) 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, audience or in the building to fifty (50). This includes the crew, talent, guests, children, family and/or 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 will 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 Member Producers - (those with channel time) will only be allowed to use the Edit Suites for which they are certified.

2. Producers of Weekly and Bi-weekly 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. Producers of Monthly Scheduled Programs - may reserve and use up to six (6) hours of editing time per month and are limited to three (3) reservations for the Edit Suites at any one time.

4. Special Program Producers - 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 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 a minimum of 48 hours for dubbing. A fee will be charged.

5.6 Location (Field) Equipment

A. Active Certified Location Producers

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

B. Producer 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 cancellation of time slot, 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 at the scheduled date and time. If you are late, you will be charged a late fee by the hour. 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. Producers of Weekly and Biweekly Scheduled Programs - are limited to three (3) location equipment reservations at any one time.

2. Producers of Monthly Programs – are limited to two (2) location checkouts in a month.

3. Special Program Producers – 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. Please return all Props to its place any producer who does not return to proper place will be given three (3) warnings before expelled from season.

A. Computer Workspace

A computer work space including a printer is available for producers to use. It is best to make an appointment in advance to use this area.

B. Mail

People TV is not responsible for any Producer's mail, packages, or other materials delivered to the People TV address.

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 any children, food or 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 and lights off when not in use. 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 CEO 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 the use of reasonable time, place and manner.

A. Warning

Producers violating the conduct or restrictions in Section 6 of this Handbook are subject to possible program cancellation, usage limitations, 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, defamatory, 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. At the CEO-General Manager's sole discretion, programs that may be potentially offensive may not be accepted or will be scheduled for late night cablecast.

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

In the 2010 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 may 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 no longer be accepted as content for People TV.

1. **Sexual Activities** - Images or depictions of Sexual Activities that appeal to the prurient interest is prohibited.
2. **Anatomical Areas** - Depictions of the sex organs of the human body may only be used in association with medical content.
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 will be cancelled with no warning

2. “Late Night” Time Periods - Programming containing “potentially offensive language may be accepted and aired after 1am. This decision will be after review by the CEO.

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...” (2023 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, there is a 1/3 percent obligation that goes to People TV Inc. 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 funding from Annie’s Restaurant.”

“This program was made possible, in part, by grants from the National Wildlife Association.

“Shot on location at Mary Doe's Jazz Club, January 01, 2012.”

Website addresses may be placed at the beginning and end of the program

2. Location Credits

Programs recorded 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 cancelled. (See Section 6.2)

6.6 No Payment For Appearances

Guests or participants appearing on People TV, as a condition of their appearance, cannot be compensated in any way. This also includes anyone directly or indirectly connected with the program.

6.7 Fiscal Agents

In most instances, public funding agencies, foundations and private individuals require proof of the nonprofit, tax-exempt - 501(c)(3) status 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 and welcome them to independently find potential financial support. However, a very detailed project narrative and budget breakdown must be submitted to the CEO/General Manager 60 days in advance for evaluation.

Due to the fiscal agent procedure, submissions for these sponsorships is a minimum of 90 days in advance of the grant or sponsorship application deadline. Acting as a fiscal agent is time consuming and requires the oversight of 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 from the CEO 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 technical and content standards and be submitted according to proper procedures and policies 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 3 business days prior to the date of cablecast or as posted by the Program Manager. Failure to meet this deadline will result in the program not being cablecast. Exceptions may be made for time sensitive material.

Each program awarded a time slot on People TV must provide a minimum of one promotional announcement about their show or promoting People TV which may include asking viewers to go to the People TV website to make a donation or mail to the station.

B. Programs

All submitted programs must contain new material, no repeats unless re-edited and updated. People TV staff may make exceptions. All programs that are computer captured for playback, will be streamed and may be used for VOD. This content 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.

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 Technical Standards required by playback will be "Red Dotted. People TV will make its best effort to notify the producer as soon as possible, by telephone or email that there is a problem. The producer should schedule a time 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. Frequent violations may result in the Producer being required to be recertified.

C. Archive Copy and Content Usage

People TV has the right to make archival copies of submitted program masters (2023 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 the City of Atlanta, 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 will meet 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

Memorex or Sony Minus -R DVD's

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

1. Distortion, instability or inability to play caused by tape/DVD failure or breakage
2. Chronic irreconcilable disparity of audio and/or video levels between segments
3. Hum or buzz longer than 30 seconds

4. Distortion making the audio portion of the program impossible to distinguish due to over-modulation or improper recording
5. Multiple generations or bad dubs resulting in visually unacceptable distortion in the sync area or chroma shifts in segments longer than 30 seconds
6. Vertical roll and other sync instabilities
7. Complete loss of control track or sync on more than one occasion or for a sustained period of 5 seconds
8. Video noise level too high to clearly see video image or video signal

B. Content

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. Starting Spring 2023 if programs are not exact they will be returned to producer.

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

We will accept one or more programs per submission and prefer that as many episodes as possible be submitted at one time.

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, membership, rules, regulations and responsibilities for people using the equipment and facilities of People TV. For more information visit www.peopletv.org.

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 is designed for anyone with commercial video or television production experience from another center, college, university, or technical school. Residents and/or nonresidents are welcome to apply. Participants who successfully pass the proficiency exam and crew on (8) studio productions will, in lieu of the Introduction to Community Television workshop, receive certification as a People TV Producer. There is a fee for taking the Proficiency.

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 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.

8.10 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, attend the Volunteer Orientation class and Producer Orientation Workshop.

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.

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 emailed to patricia@peopletv.org 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 go to www.peopletv.org .



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, children, 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 them or 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, children, 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, children, 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. without state permit to carry.

12.10 Harassment of staff, employees, Producers, production personnel, visitors, interns, children 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, children or Producers will not be tolerated.

12.12 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 will not be 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."

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.

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.

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.

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.

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. 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 (see above). 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). 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 when reinstated 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 Director's 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 appointed by the City must be City of Atlanta residents. Producers can serve as People TV Board Members.

- C.** There are 11 seats on the Board of Directors. The Mayor appoints 4, City Council 3, the Cable Company has 1 ex-officio member (nonvoting). The 7 voting members select the remaining 4 positions on the Board who may be nonresidents if they are executives of a company located within the City Of Atlanta..

14.2 People TV, Inc. Management and Staff

A. Management and Staff

- 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. Operations and Program Manager**

- 4. Facilitators**

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 resident members for non-profit, non-commercial purposes to produce programming to be cablecast on the public access channel.

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. No one can make a profit from a program using the equipment or facilities of People TV. Producers cannot run advertising or charge guests to appear on their 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 four (10) week cablecast seasons per calendar year. Each of the 4 seasons are for certified producers and the granting of program time slots. Each season contains ten (10) weeks of programming, followed by a production break, then another ten (10) weeks of programming. Between the 4 seasons there is a 1-2 week off-season production break.

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. A People TV membership is required prior to receiving a time slot for any program.

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 Member Producer -a Producer who has submitted a Channel Time Application and is approved for the current season and has paid the membership will become an Active or Current Member 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 five (5)new programs produced for a ten (10)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 and membership paid, you become an Active or Current Member 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.

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.

Nonresident – 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 2010 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 10 new shows during a 10 week season, (2) biweekly, which is the commitment to produce 5 new shows during a 10 week season; (3) monthly, which is the commitment to produce one new show each month during the season (this can be either 1 or 3 depending on the start and end day of a season) and (4) special, one single program. These programs may be 28: or 58: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 2020 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.

Forms for the following may be found on the People TV website or an electronic copy may be emailed from a Facilitator

- Program Applications
- Producer Handbook Acknowledgment Form
- Website Link Request
- Program Checklist
- Submission Standards
- Sponsorship Disclosure Form
- People TV Appearance Release