



# **Quick Guide to Programming at PCM Policies and Procedures**

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**Mission:** Promoting broad participation in civic and cultural life by encouraging effective use and understanding of community media.

This document is intended to act as a quick reference guide and constitutes only a portion of Portland Community Media's operating rules and procedures. Please contact PCM for the complete operating rules and procedures.

Still have questions?

Contact PCM's Program Coordinator at 503-288-1515 ext. 127.



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### Introduction

The programming staff schedule your programs for cablecast on Portland Community Media cable channels in the greater Portland metro area. It is the responsibility of the Program Coordinator and the Programming and Tape Traffic Specialists to manage a distribution system that serves the community and encourages broad participation.

Reflected on our channels is the political, social, ethnic and religious diversity that makes up our community. We encourage everyone to participate! For more information about PCM, or to get involved call: 503-288-1515, or visit: [www.pcmtv.org](http://www.pcmtv.org).

### Portland Community Media Channels

Portland Community Media administers six channels on the Comcast cable system in the Portland area. On our channels you will find gavel-to-gavel coverage of city, county and state municipal meetings; coverage of local community events; programs designed to reach disenfranchised groups within our larger community; and lots of programs produced by your friends and neighbors on every topic you can imagine.

*Channel 11:* Community Access Network (CAN) is a channel shared by Portland Community Media, Tualatin Valley Community Television, MetroEast Community Media, Willamette Falls Television and Milwaukie Community Television. CAN reaches Multnomah county as well as large parts of Washington and Clackamas counties. CAN reaches approximately 360,000 households in the greater Portland metro area of Oregon.

*Channel 21:* MetroEast Community Media. PCM facilitates channel 21 in Portland. Programming is scheduled by MetroEast.

*Channel 22:* PCM programming. This channel reaches homes within Portland city limits. Channel 22 reaches approximately 179,000 households.

*Channel 23:* PCM programming. This channel reaches all of Portland and the communities of East Multnomah county. Channel 23 reaches approximately 241,000 households.

*Channel 29:* Oregon Public Affairs Channel. Programming includes gavel-to-gavel coverage of Oregon state legislature sessions and committee meetings,

and other regional public affairs programming. PCM facilitates OPAN in Portland.

*Channel 30:* CityNet 30. PCM produces gavel-to-gavel coverage of civic and municipal meetings. CityNet 30 is primarily focused on public affairs programs. CityNet 30 reaches approximately 179,000 households within Portland city limits.

### **Submitting Your Program for Air at PCM**

Before you can submit programs for cablecast on PCM channels or register for our Media Education program you must attend PCM's Orientation to better understand who we are, why you have access to this great resource, and all the other amazing services we provide to the community! The Orientation is free, is offered once a month and requires pre-registration. Visit: [www.pcmtv.org](http://www.pcmtv.org), or call: 503-288-1515 for workshop dates or to register for an Orientation.

After you have completed the Orientation you can begin attending the workshops that will result in the equipment certification necessary to reserve PCM production facilities and to successfully produce your program.

If you have your own production equipment, or are submitting programs that have been produced elsewhere you will need to complete a "Dub and Submit" workshop. For information, dates, or to register for workshops call: 503-288-1515.

Active PCM producers who live in the greater Portland metro area may submit programming for air on PCM channels. Active PCM producers may also sponsor programs that have been produced outside of PCM's facilities.

### **Dub and Submit / Tape Formats**

The Dub and Submit workshop teaches you how to use PCM's dub station to copy programs onto the professional tape format we use in our playback system. Once you have completed the dub and submit training you can reserve time at the dub station to copy your programs onto the D9 tape format, and turn them in for scheduling.

PCM is currently developing new technologies that will allow us to expand our acceptable formats to include DVDs and mpeg files. We will keep our producers informed as changes occur. For more information please contact the program coordinator at 503-288-1515 ext. 127.

### Technical Requirements for Playback

While the content is always the most important part of the program, the technical quality of your program can have a large impact on whether viewers will stop channel surfing and watch your program, or will move on to something that is more visually appealing. It is in your own best interest to take the time to make sure the technical quality of your program is as good as possible.

Programs submitted for playback on Portland Community Media channels must meet a minimum technical quality standard to air on the channels. In short, programs must have video that is bright enough to be seen, audio that is loud enough to be heard, with continuous time code throughout the program. Programs that do not meet PCM basic technical standards will not air. For a detailed description of technical standards please consult the PCM Operating Rules and Procedures. If you are not sure whether or not your program meets minimum technical standards please get in touch with a Programming and Tape Traffic Specialist.

### Tape Preparation

Proper tape preparation saves the playback staff time and energy and ensures that your program will be processed quickly. Please be sure to follow these guidelines for tape preparation:

- Tape is labeled properly and completely with PCM labels.
- Tape is cued to the last frame of video of the program.
- Tape has at least 45 seconds of black at the beginning of the tape.
- Tape ends with at least 20 seconds of black.
- Disclaimer, if required, is properly displayed at the beginning of the program.

### Tape Storage

PCM has limited tape storage facilities and does not archive programming. Producers are asked to retrieve their tapes as soon as possible after their final scheduled play. *Tapes that are left at PCM for more than 90 days after their final scheduled play will be recycled and disposed of by PCM.*

## Cablecast Request Form

PCM has two methods for submitting programming – individual and series. Each individual program must be accompanied by a Cablecast Request form (blue form) in order to be scheduled to cablecast on Portland Community Media channels. Series are accepted during the series scheduling window only. Series require one form per quarter.

The Cablecast Request form provides us with all the information we need to schedule your program. There is space on the form for you to request a specific date or time for your replay. Programming staff will do their best to accommodate your request, but we do ask you to be patient and remember that this is a resource being shared by many people, and it is our task to balance the needs and requests of all.

In addition to providing us with scheduling information, the Cablecast Request form is a legal document that gives us the clearance to air your program on PCM channels, and must be signed by the producer of record. When the producer of record signs the document she/he is attesting that the program being submitted for cablecast is within PCM's programming guidelines, and does not include:

- **Commercial content: any content that depicts, demonstrates, or discusses products, services or businesses with the intent or substantial effect of monetarily benefiting an individual, organization, agency or business.**
- **Gambling or promotion of gambling in a manner which is in violation of any applicable local, state or federal laws.**
- **Copyright infringement, invasion of privacy or defamatory content.**
- **Content that is obscene or indecent as defined by applicable laws.**

By signing the Cablecast Request form the producer of record is also attesting that, if his/her program contains potentially objectionable content (see page 6, "Potentially Objectionable Content"), he/she has initialed the distribution request form in the appropriate area, and the program includes the required 15 second disclaimer.

The Cablecast Request form should be submitted with the program tape to a programming and tape traffic specialist in Master Control.

### Potentially Objectionable Content

It is the producer of record's responsibility to inform PCM if their program contains potentially objectionable content by initialing the Cablecast Request form in the appropriate area.

Potentially objectionable content includes nudity and/or vulgar language. For a complete description please consult the Operating Rules and Procedures document.

Potentially objectionable programs must include a disclaimer before the program for at least 15 seconds. The disclaimer must state the following text in an easily viewable font: *"The following program contains material which may be offensive to some viewers or may be inappropriate for viewing by children."*

Potentially objectionable programs will air between 10 pm and 5 am on channels 22 and 23, and between midnight and 5 am on CAN.

### Individual Program Submission

An Individual program is a single, one-time project such as a speech, a documentary or a music video. Individual programs that are produced using PCM facilities, or that are produced in the Portland metro area will receive two scheduled plays on channel 22, two scheduled plays on channel 23 and one scheduled play on \*CAN channel 11 (CAN definition on page 4).

\* If the program has received a scheduled play on CAN from another facility it will not receive a scheduled CAN play from PCM.

- Individual programs that have been produced outside of the Portland metro area will receive two scheduled plays on channel 22 and two scheduled plays on channel 23.
- A community producer may have two programs active at any given time (this can include one series). Once a program has been submitted and scheduled for cablecast a new program may be started.
- The program submitter must fill out an Individual Cablecast Request form (blue form) for each program submitted for scheduling.
- Individual programs may be submitted at any time.

Individual programs may be used by PCM playback staff to fill gaps in the daily channel schedules.

Individual submissions will be processed within two weeks of receipt of the program and cablecast request form. **Programming staff will notify the producer of record of the program replay schedule by email or, if no email address is on record, by regular mail.** *Please be sure to keep your email and mailing addresses current!* If you have moved or have a new email address please be sure to **give us a call so we can update your contact information** in our database.

### Filler Programming

On the cablecast request form is a space to mark whether or not you would like your program to be used to fill gaps in the daily channel schedules. These “filler” plays are in addition to your regularly scheduled plays.

PCM cannot guarantee additional filler plays if you mark the form because filler programs are chosen for the schedule based on the length of the gap to be filled.

### Series Program Submission

A Series is an ongoing set of programs that air at regularly scheduled times, such as weekly church sermons, ongoing interview and news programs, or soap operas. A community producer may have only one series active at any given time.

- PCM will pre-schedule time slots for series producers with the understanding that producers will submit a new program for each new episode of their series.
- New episodes are due in the playback department no later than the close of business 48 hours prior to the premiere of that episode.
- If a weekly series producer misses three episodes of her/his series the rest of the series will be canceled. If a biweekly or monthly producer misses two episodes of her/his series the rest of the series will be canceled. If a producer continues to fail to meet the requirements of a series she/he can lose the privilege of pre-scheduling programming at PCM.

Series have hard deadlines for new episode submission and must be well planned to be successful. It is important that series producers have a good understanding of the time needed to produce programming for a series. To ensure producers have some experience prior to series application PCM requires that producers submit at least two individual programs of a similar length and nature to their intended series before we will schedule a new series.

Series can be demanding, but the reward is the regularly scheduled time slot that is easier to promote to an audience. If you have questions about producing or submitting a series for cablecast on PCM channels please contact your facilitator, or contact the program coordinator at 503-288-1515 ext. 127.

- Series are scheduled quarterly. The series application window is open for 10 business days. Producers may request at any time to be added to the series mailing list.
- PCM will post notices within the facility announcing series renewal periods, and existing series producers will have renewal packets mailed to them. It is the responsibility of the producer of record to be aware of the series submission windows, and to submit their series application before the deadline.
- Series applications submitted after the deadline will not be scheduled.

If you would like to know when series will be accepted for next quarter, or if you would like to be added to the upcoming series mailing list please get in touch with the program coordinator at 503-288-1515 ext. 127.

Series programs that are produced with PCM facilities, or that are produced in the Portland metro area will receive one scheduled play on \*CAN, one scheduled play on channel 22 and one scheduled play on channel 23.

\* If the program has received a scheduled play on CAN from another facility it will not receive a scheduled CAN play from PCM.

### **Series Cancellation**

If a producer of record is not able to meet the requirements for program submission her/his series will be canceled and all pre-scheduled time slots will be removed from the schedule to make room for the scheduling of individual programs.

Cancellation will occur if the producer of record:

- is late submitting, or misses: three episodes if a weekly series, or two episodes if a biweekly or monthly series
- has ongoing technical quality problems that show no improvement from episode to episode
- misrepresents information on the cablecast request form

After a series cancellation the producer of record may be required to meet with PCM's managing director before she/he can apply for another series with PCM.

### **Copyright Ownership**

Programs you create using Portland Community Media facilities belong to you. PCM expects a credit at the end of your program in easily readable text that reads, "*Produced through the facilities of Portland Community Media*". There is a PCM logo available on the public server. To clarify copyright ownership, at the end of your program you should include the word "*copyright*" followed by your name and the year.

On the cablecast request form there is a box to check if you would like to give PCM the clearance to make copies of your program for interested viewers. Copies are made by individual request. PCM will charge a fee for duplication of the program to cover cost of media and staff time. PCM does not offer mass duplication services.

PCM reserves the right to use portions of community produced programs to promote PCM.

### **Creative Commons Copyright**

Creative commons is a copyrighting structure that allows you to be more specific about the level of ownership you wish to claim for your program. For example, you may want to encourage viewers to share your video as long as they don't attempt to profit from the content. Or, you may wish to allow viewers to use your content as part of their own new video as long as they give you credit.

Visit [www.creativecommons.org](http://www.creativecommons.org) and click on "License Your Work" for more information about the specific ways you can protect and share your creation.

### **Commercial Content**

The term "commercial content" means any content which, in whole or in part, depicts demonstrates or discusses products, services or businesses with the intent or substantial effect of monetarily benefiting an individual, organization, agency or business.

Commercial content is not allowed on any Portland Community Media channels. Programs produced through the facilities of Portland Community Media

may not include any commercial content. If you are unsure whether your program contains commercial content please get in touch with the program coordinator at 503-288-1515 ext. 127.

### **Underwriting and Sponsorship for Producers**

Portland Community Media has developed policy that supports those producers working with foundations and organizations to create programming targeted at specific communities, or focused on specific topics. PCM has developed a set of guidelines to clarify the process for working on funded programming using PCM facilities, equipment and channel time.

The goal of PCM's Underwriting and Sponsorship for Producers policy is to enable producers to give appropriate credit to those individuals, organizations and businesses who helped fund the program while discouraging commercial content.

Underwriters and Sponsors may be credited in the following ways:

- Logos and slogans may be used to identify but not promote,
- Contact information (including full address and web address) may be included,
- Value-neutral descriptions of a product line or service may be included.

The entire acknowledgement for all underwriters and sponsors of the program must be limited to 30 seconds total. This acknowledgement can appear at the beginning or the end, but cannot interrupt the program. The sole purpose of this acknowledgement is to thank the underwriter(s) and/or sponsor(s) for their contribution and may not include promotion of goods or services.

### **Getting Paid for Your Work**

Portland Community Media exists for the creation and distribution of non-commercial content. PCM does not charge for equipment rental, or channel time. Any producer of record found to be charging the public fees for production services, equipment rental, or program distribution will be restricted from PCM facilities and services.

PCM has developed underwriting and sponsorship policies to assist producers working with foundations and organizations to create targeted programming.

To learn more about how to partner with PCM please contact the Managing Director at 503-288-1515 ext. 122. For detailed information about underwriting and sponsorship please consult the Operating Rules and Procedures.

### **Duplication**

Portland Community Media will make copies of programs based on requests from viewers. To obtain a copy of a municipal program please contact Jason Tait at 503-288-1515 ext. 126. To obtain a copy of any other program please contact Bea Coulter at 503-288-1515 ext. 127.

PCM does not offer mass duplication services. PCM cannot duplicate community produced programs unless the producer has given PCM clearance to duplicate the program. PCM charges a fee for duplication to cover the cost of media and staff time.

