



Official Policies and Procedures Document

Unsolicited Material Submissions

Any person may submit a program for broadcast providing that they are a resident, business owner or employee in Asbury Park. Other persons outside of the Asbury Park Community can submit programs only if these programs contain material of specific interest to the residents of Asbury Park. For APTV purposes, the individual submitting the program is considered the Producer. Producers are solely responsible for and should be familiar with the content of that program. APTV does not review all programs or preview all programs before they are cablecast, but does require that certain minimum requirements be met.

Programs should be submitted for broadcast as an mpg2 file or a mov file on a data DVD disc, or as a standard playable DVD. Programs not on these formats must be transferred to one of the approved formats prior to being broadcast. The Producer can make this transfer, or pay APTV for this service.

Accompanying all programs must be the "APTV Program Submission Request Form". This form must be properly completed and submitted before a program can be broadcast. Forms can be found on our website at asburyparktv.org. Forms can also be obtained at our office during regular office hours (Monday and Friday from 10AM until Noon). These forms along with the Program Broadcast Master itself can be dropped off during office hours or placed in the APTV mailbox in City Hall or mailed to our City Hall office located at:

APTV – Bulletin Board Request
1 Municipal Plaza
Asbury Park, NJ 07712

The Program Broadcast Master will be retained by APTV for 30 days. Unclaimed media may be disposed of after 30 days. Users who would like the Program Broadcast Master returned must pick it up in person at the APTV office during regular office hours. APTV is not responsible for the loss, destruction, theft or damage of materials submitted for broadcast.

Minimum Requirements For Broadcast

All submitted programs must include the following:

- A 10 second opening disclaimer slate of black background, with white text in a plain legible font such as Arial or Times New Roman, in a size that fills the screen without affecting the aspect ratio of the text, with no movement, music, or other audio, except of the text below, that states the following, verbatim:



- "The following program was provided by an independent producer solely responsible for its content. The opinions expressed do not necessarily represent the views of APTV, its staff, Board of Directors, or underwriters."
- The title of the program must exactly match the title of the program as submitted on the "APTV Program Submission Request Form"
- The program content also must meet technical standards as set forth below, contain no prohibited material and follow guidelines for commercial content.
- The end of the program must have, at minimum, a credit and contact information of the Producer, and correct sponsor acknowledgement (in cases where sponsorship or underwriting were obtained)
- A 10 second closing disclaimer slate of black background, with white text in a plain legible font such as Arial or Times New Roman, in a size that fills the screen without affecting the aspect ratio of the text, with no movement, music, or other audio, except of the disclaimer text, that states the same as the opening disclaimer, except that the word "preceding" should be used in place of the word "following".
- It is acceptable to substitute the words "this channel" for "APTV".
- Any program presented without these requirements can have them inserted by APTV for a fee.

Technical Standards

- Technical standards are based on the premise that no program should cause a viewer to think that their TV or other home equipment, APTV, or the cable system is having technical difficulties.
- Lack of signal must not appear anywhere within the program
- No rolling, tearing, or jumping
Colors must accurately reproduce original colors.
- Audio levels that are between -5dB and +5dB during playback are appropriate
- Program media may only contain the program submitted for broadcast. No other shows or extraneous materials allowed.
- Technical standards may be waived at the sole discretion of APTV in cases where the program is of a "one time" event. In such cases, the Producer may provide a written explanation to the Executive Director. A disclaimer advising viewers that portions of the program may have technical issues must then be inserted at the head of the program either by the Producer or by APTV for a nominal fee.

Labeling Requirements

- Programs must be labeled on the media in legible lettering with the following information:
- Program Name as listed on the "APTV Program Submission Request Form" , with episode # and air date, if part of a series
- Program length in hours, minutes and seconds
- Producer's name and telephone number



- Labeling must be inscribed directly on the DVD disk. No paper DVD labels can be attached to the disk or the disk will not be selected.
- Mature Content
 - The Producer is required to inform APTV on the APTV Program Submission Request Form if there is mature content in the program. The definition of “Mature Content” can be found in our Standards and Practices Document. APTV will schedule the broadcast of Mature Content programming between the hours of 10:00 pm and 4:00 am, commonly known as "safe harbor" hours.
 - In addition, a program containing mature content must have a 10 second disclaimer following the standard opening disclaimer, consisting of a slate of black background, with white text in a plain font such as Arial or Times New Roman, in a size that fills the screen without affecting the aspect ratio of the text, with no music, voiceover (except V/O of the text below) or movement, that states the following, verbatim:
 - "The following program contains material which may not be suitable for all viewers.
 - Parental and viewer discretion is advised."
 - The Producer has the option of APTV placing this disclaimer on the program for a fee.
 - In the event a program airing on APTV receives a complaint that the mature content policy has been violated, the program will be immediately removed from the schedule and reviewed. If, at the sole discretion of APTV, the program may be broadcast only in the “safe harbor hours” and the Producer will be contacted and notified to that option. If, at the sole discretion of APTV, the program appears to violate the FFC guidelines the program will not be broadcast and the Producer will be notified.

Credits

- All locally produced programs using APTV equipment and facilities must contain opening and closing credits that include the Producer’s name and contact information, and the following required statement:
 - “Produced through the facilities of Asbury Park TV. Content
 - of this program is the sole responsibility of the Producer and does not reflect the
 - views of APTV and its Cable Partners.”



APTV Program Submission Request Form

Instructions printed on this form must be followed and submitted in full or this form may be discarded.

Name of Organization: _____

Chief Officer of Organization: _____

Name of Contact Person: _____

Phone Number of Chief Officer: _____ email: _____

Phone Number of Contact Person: _____ email: _____

Date of Request: _____

Requested broadcast start date: _____ Broadcast end date: _____

Program Title (and series number, if applicable)

Topic: (brief description)

Length of Program in minutes and seconds:

Does the Program contain any "Mature Content" as defined in our Standards and Practices Document? No ___ or Yes ___

If yes – What is the nature of any questionable material?

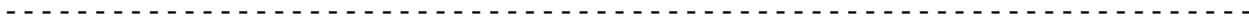


I have read and agree to abide by the rules of the "APTV Standards and Procedures Document"

Signature

Date

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OFFICIAL USE ONLY

APTV Approval signature _____

Date: _____

Comments or changes:
