

La Puente TV Bulletin Board and Programming Policy Guidelines

The City of La Puente's local television channels, LPTV, provides cablecasts information and programs produced by the City of La Puente, City of La Puente-funded organizations, county, state, and federal agencies, state and local educational institutions, and public utilities for non-commercial informational purposes in furtherance of the health, welfare, and education of the La Puente community.

Channel 3: Will cablecast City of La Puente and City of La Puente-funded organizations' information and programs.

Channel 98: Will cablecast county, state, and federal agencies, educational institutions, and public utilities information and programs.

Community Bulletin Board: The Community Bulletin Board cablecasts typographic messages and is available to county, state, and federal agencies, educational institutions, and public utilities for the purpose of providing non-commercial information of community-wide interest. The bulletin board is cablecast on LPTV whenever regular programming is not scheduled. Each bulletin board message will be processed and cablecast on a first-come, first served basis, subject to the City's review and approval of all messages for compliance with the programming requirements set forth below. Eligible governmental agencies, schools, and public utilities can submit a maximum of two notices a month.

Submission Deadline: LPTV community notices will be processed and cablecast on a weekly basis in the order that they are received and will be placed after City information contained in each weekly cablecast schedule. Any proposed community notice must be submitted before 12:00 noon each Tuesday for notices to be cablecast in the weekly schedule which begins the following Monday. (All bulletin board information will be posted based on space availability. If the volume of submissions of messages exceeds the total capacity of the Bulletin Board in any weekly period, messages will be selected by random lottery with admission criteria based on a first-come, first served, basis.)

Regular Programming: LPTV cablecasts programs submitted by county, state, and federal agencies, educational institutions and public utilities. Program submissions will be processed and cablecast on a first-come, first served basis and will be subject to the City's review and approval of all programs for compliance with the requirements of this policy.

Bulletin Board and Program Requirements and Restrictions: All programs should contribute to the health, welfare, and education of the La Puente Community and contain non-commercial material of community-wide interest. All programming shall be reviewed and subject to approval based on the following criteria:

Proposed community notices and programs which contain the following will not be accepted:

- Commercial advertisements or promotional material concerning products or services presented for the purpose of any solicitation of money or other things of value. "Commercial advertisements and promotional materials" means any message or other programming material which is cablecast or otherwise transmitted in exchange for any remuneration, and which is intended (1) to promote any service, facility or product offered by any person who is engaged in such offering for profit; (2) to express the views of any person with respect to any matter of public importance or interest; or (3) to support or oppose any candidate for political office. The prohibition against commercial advertisements applies will be applied to all users, including non-profit users.

- Any program which is obscene, or contains indecent or harmful matter (current federal, state, and La Puente statutes will in all cases apply). Programming is considered “obscene” if: 1) the average person, applying contemporary community standards, would find that the program, taken as a whole, appeals to prurient interest; (2) the program depicts or describes in a patently offensive way sexual conduct by defined by applicable law; and (3) the program, taken as a whole, lacks serious literary, artistic, political, or scientific value. Whether a program should be deemed “patently offensive” depends on context, degree and time of cablecast. “Indecent material” means language that describes, in terms patently offensive as measured by contemporary community standards for the broadcast medium, sexual or excretory activities and organs. “Harmful matter” means matter, taken as a whole, which to the average person, applying contemporary statewide standards, appeals to the prurient interest, and is matter which, taken as a whole, depicts or describes in a patently offensive way sexual conduct and which, taken as a whole, lacks serious literary, artistic, political, or scientific value for minors.
- Any material that constitutes libel, slander, invasion of privacy or publicity rights, unfair competition, violation of trademark or copyright, and any material that would otherwise violate any federal, state, or municipal statute, law, or regulation.
- Material which is intended to defraud the viewer or designed to obtain money by false or fraudulent means is prohibited. (Violation of this rule is subject to criminal liability under federal law, Title 18, U.S.C. sec. 1464)
- Information about any lottery, gift enterprise, or similar scheme offering prizes gained by lot or chance or any whole or partial list of prizes awarded by lottery, gift enterprise or similar scheme is prohibited, including any program connected with a valuable prize awarded to any person selected by lot or chance, if the winner is required to furnish anything in exchange for the prize, or if the winner is required to buy or have any product from the sponsor of the program. (Violation of this rule is subject to criminal liability under federal law, Title 18 U.S.C. sec. 1304.)

Suitability Determination and Appeals: LPTV programming determinations shall be made in LPTV staff’s sole discretion exercised subject to the requirements and restrictions contained in this policy. A determination on the suitability for cable casting any particular bulletin board or programming submission under these standards rests with the LPTV staff. A decision of the LPTV staff may be appealed to the Recreation Services Director. The final determination by the City on the suitability of a community notice rests solely with the City Manager or designee. A final determination by the City on any program considered by the applicant to be expression protected by the First Amendment shall be subject to judicial review pursuant to and governed by the requirements of California Code of Civil Procedure section 1094.8.

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Submission Process:

1. All submissions must include a completed “Notice of Request” application form to be developed and provided by LPTV.
2. Submit only copies and not program masters. LPTV will not be responsible for maintaining or returning any submitted programs.

3. All DVDs must be identified with labels or other affixed data and complies with the technical requirements below.

Where to Submit: During regular business hours to the following address.

City of La Puente
Attn: LPTV
15900 E. Main Street
La Puente, CA 91744

Information Provided: Bulletin board information must be provided via PowerPoint slide on a CD.

Single Program Show: A stand alone single program (not part of a series) will receive no more than two airings in a calendar year and will be scheduled in the order that they are received. Such programs will not be cablecast for more than one hour in any given week and shall be allowed a maximum of two hours of channel space per month.

Series Show: Series program producers are allotted 4 (30 minute) blocks per month. LPTV is unable to guarantee specific time slots to anyone.

Schedule Changes: LPTV reserves the right to make changes to the scheduled air date and time of all single program and series shows without advanced notice. LPTV is not responsible or liable for any mistakes, omissions, or interruptions in the cablecast and any other means of distribution of programs.

Technical Standards: These standards are required for every submitted program (individual and series).

Audio Format Requirements:

- Program audio shall be recorded on both channels (stereo preferred or dual mono). Programming consisting exclusively of dialog on one channel and ambience on the other audio channel must be mixed to mono and recorded on both audio channels. Audio shall be recorded in phase.
- Maintain optimum audio level at -10db. Do not go over -4 db to avoid sound distortions.
- Any language. (If any language other than English must be submitted with a English transcription)

DVD Format Requirements:

- No menus
- One show per DVD
- DVD's should start with 10 seconds of black
- Slate with program title, producer, or organization name, segment, or episode title, date, and tape number.
- 10 seconds of black after description
- Program begins, fade in from black
- Program ends with credits, fade out to black
- Shows may include underwriting at the start or end of the program. Logos only for 10 seconds. No voice over, business mailing address, phone or fax number, or web address may be included with underwriting acknowledgements.
- Stable control track throughout.
- Video and audio tracks well synchronized to avoid lip-synch problems.

Media Quality: The program DVD must have good audio and video quality. When a question of adequate content quality arises, the LPTV staff will decide whether or not the program meets the quality standards.

- DVD's submitted should ideally be recorded at the lowest compression rate.
- No menus.
- Must have zero or very low noise content.
- Must have no color smearing.
- Horizontal stability (sync) in all modes.
- Free from break-up, glitch, noise, snow or dropouts, creases, or damage.
- Clear, audible and understandable sound track with equal volume level on two channels.
- Program must be delivered in a jewel case, jacket, sleeve, or box to protect from dust and dirt that can damage LPTV equipment.
- Program must be properly labeled.
- Do not submit Program Masters.

Labeling: DVD

- Program Title
- Producer or Organization name and phone number
- TRT (total running time – hour : minutes : seconds)
- Episode or program number or subtitle
- Date program was made
- Any other optional information
- Scotch-taped and/or sticker labels will not be accepted
- DVDs must be delivered in jewel cases, boxes or sleeves to protect, from dust and scratches

Cases: Jewel cases or sleeves must be clearly labeled with the same identifying information as the DVDs. Clear cases or sleeve where a clearly labeled DVD is visible is also acceptable.

Editing: All programs must be professionally edited on a nonlinear editing system.

- Camera or VCR edits made by turning the camera (or VCR) off and on while shooting are not acceptable.
- LPTV does not air programming that is unprofessionally mastered because it introduces glitches, breakups and/or snow, and lowers picture quality resulting in transmission problems.

Total Running Time: LPTV accepts programs in two lengths.

- Programs for half-hour time slots must be from 25 to a maximum of 28 ½ minutes long.
- Programs for hour long time slots must be 55 to a maximum of 58 ½ minutes long.
- Ideally shows will be the standard lengths of 28:00 to 58:00 minutes.



City of La Puente – La Puente TV (LPTV) Notice Request Application

15900 E. Main Street • La Puente, CA 91744

Name: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone (Day): _____ (Evening): _____ Fax: _____

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Notice Information

Start Date: _____ Stop Date: _____

Should human or technical error result in the cablecast of incorrect information over the channel, the City of La Puente, its officers and agents shall not be liable for the inaccuracy of the information. I have read, understand, and agree to policies and process governing LPTV community notices.

Applicant's Signature

Date