



# Community TV Guidelines



## Instruction and Equipment:

1. Video equipment class registration and catalog listing is through School District #283's Community Education Program. Administration of the Community TV department, channels, staff, equipment and facilities is by the City of St. Louis Park.
2. Reservation, checkout and use of video production equipment and facilities is limited to people who live, work or attend school in the City of St. Louis Park, and are registered with the Community TV office, having received verifiable training and demonstrated proficiency in equipment operation.  
Staff and members affiliated with, and planning to produce for, a St. Louis Park-based organization, and organizations whose client base is significantly composed of St. Louis Park residents, may qualify.
3. Reservation and use of equipment and facilities is handled by Community TV staff, and is subject to scheduling reflecting availability, prior project completion and eligibility. Terms and conditions of equipment checkout are specified on reservation/checkout forms.
4. Video production priorities are St. Louis Park topics, Community TV projects and subjects of interest to eligible users.
5. Community TV instruction/equipment guidelines have been established by the City of St. Louis Park.

## Community Television Channels Programming

Programs must be submitted by adults who complete a playback application form to accompany their video recording. If submitted by a minor, the minor's parent/legal guardian's signature on the form acknowledges responsibility for compliance with Community TV channels programming guidelines.

Those who live, work or attend school in St. Louis Park are eligible to submit programs.

Nonresident applicants also submit a nonresident eligibility form.

**Non-original programs must be submitted, in-person, at the City Hall Community TV office, by appointment.**

**Regular, original series programming may be submitted by the eligible producer, by arrangement with staff.**

**Up to four titles, covering up to eight weeks of playback, may be submitted at one time.**

Programs are produced using Community TV video equipment by those who live, work or attend school in the City, produced by Community TV staff, or submitted by City staff for playback.

When Program module capacity is exceeded by Program Playback Applications, priority (in the following order) will be given to those applicants who live, work or attend school in the City of St. Louis Park, MN

Community TV's Public Service Announcements (PSAs) between programs service displays St. Louis Park and state/county information, edited by staff. PSAs may be submitted by eligible adults.

## Video Recording Format Requirements

Using an automated playback system, a program module consists of DVDs and **video server files** scheduled by staff, on TV15 and TV96.

1. Any tapes submitted for playback must be S-VHS or VHS cassettes, recorded at the 2 hour (SP) mode.  
Format: There must be at least 10 seconds of video black immediately prior to the start of the program, and one minute of video black at the end of the program. Single programs, which start near the head of the tape, are preferred. Tapes with a copy-protection signal or copy prohibition identification cannot be accepted. All submitted tapes may copied to DVD+RW for playback on Community TV, **or the DVD mpeg file copied to a video server for playback.**

2. Tapes must be labeled with the following typed or printed information:

\* Name of the program series, episode titles and numbers.

\* Audio format: channel of audio to be selected because of soundtrack/LTC/SAP or video inserts affecting HiFi audio track.

\* Program length: accurate total running time of the program.

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3. All tapes submitted must meet the following signal quality requirements:

Audio signal: no consecutive minutes of audio program exceeding 2 VU (volume units.) Generally, the program must not have a distorted audio signal, compared to the average audio signal quality of the other programs on the channels.

Video signal: The image must be stable. There must not be any periods of erased signal.

There must not be any periods of frame rolling beyond an edit point.

There must not be any frame tearing exceeding 5% of total running time.

Any tracking error must be correctable at a single setting.

Signal deficiencies: Tapes with poor signal quality may be refused for playback -- the applicant may submit a better quality copy for playback.

Video tape quality: The tape must not shed oxide and/or clog the heads of the playback machines.

The tape must not have damaged sections (creases or splices) which cause more than 1/3 of the frame to be distorted.

Unformatted tapes may be declined, returned for formatting, or formatted as time allows. You may submit a maximum of five tapes.

4. DVDs may be submitted. Your DVD must not have any adhesive label. Your DVD may have a maximum of one title. Each title must have the program start within the first ten seconds of the recording. DVDs with any "preroll" of color bars & tone, slate, countdown are discouraged, and your program can only appear after this real-time preroll has finished, and may require your program to end early, at the 29 or 59 minute mark. **DVDs with format problems may be declined for playback.** Your DVD must be "autoplay" format, or have a simple title "root" menu, not an interactive title menu. You may submit a maximum of five DVDs.

5. Our automated playback system displays information between programming. This information identifies the program which finished playing, and the next program to appear. For this reason, a 60 minute program will have only the first 59 minutes played; a 30 minute will have only the first 29 minutes played. All DVD program timings start at the beginning of the title.

### **Programming Guidelines**

1. No lottery information, obscenity (by community standards), advertising/solicitation of funds, or misinformation is allowed in Community TV channels programming.

2. A person submitting a program which contains, graphic, objectionable and/or offensive segments, more suited to coincide with the cable operator's adult programming hours (10pm-4am) is responsible for informing Community TV about such program content.

3. All Community TV channels programming is scheduled by staff, reflecting availability determined by staff. A video program not produced in SLP, or by the submitter, may be scheduled no more than twice in 12 months. Program series episodes may be scheduled no more than twice in two months.

4. Applicants submitting programming to Community TV accept responsibility for the program content and responsibility for real or perceived copyright violations.

5. Applicants who arrange for a scheduled program time or program series time, must supply the program recording(s) prior to the first day of the program module in which it is scheduled. **Currently, program modules start at 7pm on Tuesdays and Fridays.**

6. Applicants are responsible for timely distribution and pickup of video recordings, and Community TV shall incur no expense in these matters.

7. A person submitting programming agrees to comply with Community TV's guidelines. Failure to comply may result in loss of scheduled program time on the channels and/or equipment/facility user opportunities.

8. Community TV equipment shall be used for production of programs for playback on Community TV and not for profit-making or revenue-generating functions.

**9. Cable TV channels are simultaneously streamed as internet video channels on [www.ParkTV.org](http://www.ParkTV.org) and [www.stlouispark.org](http://www.stlouispark.org). Eligible adults submitting programs affirm that these additional playbacks do not conflict with any program copyright restrictions.**

10. The guidelines for Community TV channels operation are approved by the City of St. Louis Park, MN.

Cable TV Office @ City Hall    5005 Minnetonka Boulevard    St. Louis Park, MN 55416  
jmchugh@stlouispark.org    952-924-2528    <http://parktv.org>

v.040815



SLP City Hall Community TV15/96 5005 Minnetonka Blvd SLP, MN 55416 voice-952-924-2528 fax-952-924-2175

## *SLP Community TV Program Series Guidelines*

1. Series editions are scheduled at a regular time in three (Tues-Wed-Thursday) day or four (Fri-Sat-Sun-Monday) day modules on Community TV cable tv channels.
2. The editions are 59 minutes or less in length. Editions longer than 59 minutes cannot be assigned a regular time on a 24-hour programmed Community TV channel. "Half-hour" programs may not exceed 29 minutes in length.
3. Scheduling by Community TV assigns a priority to series produced in SLP, or submitted by a SLP organization. A non-SLP edition may be scheduled up to twice each year, if so requested on the program playback application. Eligibility for submitting programs is established in SLP Community TV Program Guidelines.
4. Deadlines for edition submitting:  
Series scheduled for a 3 day module may have their edition(s) and properly completed playback application(s) submitted to Community TV, by an eligible adult, prior to Monday 2pm.  
Series scheduled for a 4 day module may have their edition(s) and properly completed playback application(s) submitted to Community TV, by an eligible adult, prior to Thursday 2pm.  
A national holiday or other event may require an earlier deadline.  
Community TV office hours are spread through morning, afternoon and evenings during the workweek.  
Eligible submitters contact Community TV for an appointment to submit programs during office hours, or by approved arrangement.  
Submissions must be "in person" to Community TV, Community TVs designee, or by approved prior arrangement.  
The eligible adult is responsible for knowing their deadline, and meeting or staying ahead of their deadline.  
Series missing their deadline cannot be guaranteed a regular time on a Community TV channel.
5. Series needing a specific playback sequence or repeat, may indicate this, and request it on their playback application.
6. Series may keep a maximum of 5 episodes, either ready for play or ready for pick-up, at Community TV. The eligible adult submitting the episodes is responsible for both proper submission and timely pick-up.
7. Series must meet the signal quality, format and content program guidelines established by Community TV. Episode recordings which do not meet Community TV guidelines must be replaced by episode recordings which do meet guidelines.
8. Recordings with problems or recordings which are late may cause an eligible adult to request a substitute or repeat episode. These requests may be made via fax or email, for episode recordings at Community TV which already have been submitted with a properly completed playback application.

## ***A non-commercial video program cannot contain***

- 1) Statements of Quality (sales pitches for a product, price)
- 2) A call to action (to buy the product)
- 3) Specific address and phone numbers of sponsors (except for comments)
- 4) Lottery Information (Chance, Prize, Consideration)

# SLP Community TV FAQ

## Frequently Asked Questions

Q: What does your department offer?

A: Answers about Cable TV, here in St. Louis Park; monthly training in video equipment operation, through Community Education; free equipment use to eligible people, which must result in a tv program to play on the community cable tv channel; public service announcements for eligible organizations, on our channels' Community Public Service Announcements display; and video-audio equipment and production consulting and referrals.

Q: When are you open...where are you?

A: Monday through Friday 9am-5pm. Additional hours: Tue.Wed.Thursday 1pm-9pm. St. Louis Park City Hall, 5005 Minnetonka Blvd., SLP, MN 55416. Enter the first floor by the double doors from the parking lot, inquire at the front counter. 952-924-2528, jmchugh@stlouispark.org We often have appointments out of the building. To assure good service, please call to confirm availability or make an appointment. Our home page is [www.ParkTV.org](http://www.ParkTV.org)

Q: What equipment and facilities are available?

A: Mini DVC, D8mm, S-VHS/VHS format record and playback. S-VHS Linear editing. Non-Linear editing on Adobe Premiere Elements. Picture/object copystand. Tripods, lighting and audio equipment are also available to add to your camcorder. All at City Hall, 5005 Minnetonka Blvd.

We can use the SLP Senior High School TV Studio on Tuesday-Wednesday-Thursday, 4-8pm if reserved in advance, after pre-planning your production. While the tv studio is available for Community TV use, the nature of a multi-camera taping requires a crew. Given enough lead time, members of your organization can be trained as a crew. Equipment/facility use, for eligible persons, is allowed after training or successful testing. Or, you can record with a single camera, planning to edit afterwards. Contact us, as above, for more information.

Q: I have a program (or series) to show. May I show it?

A: Eligible persons may produce or submit a properly formatted VHS tape or DVD. Contact us, as above, for more information. Community TV15/96 is seen only in St. Louis Park, MN, by 13,000+ cable tv homes.

You can reach a wider audience on the Twin Cities Area Regional Cable Channel 6, Metropolitan Cable Network (MCN) @ 612-339-3221. Visit <http://mcn6.org>

Q: We have a big event coming up. Can you record it?

A: Big events, suitable for multi-camera production, are planned in advance by ParkTV16. ParkTV16 is part of the City Hall Cable TV Office. We have a four-camera van and employees to produce programs. Sufficient advance notice is necessary. **Call ParkTV16 @ 952-924-2635** and ask for more information. While the van and the tv studio are available for Community TV use, the nature of a multi-camera taping requires a crew. Given enough lead time, members of your organization can be trained as a crew.

Q: How do I get to use your video equipment?

A: You must either take a Community Education video equipment class, or, if you have been trained elsewhere, pass a free proficiency test. Then, if you live, work or attend school in SLP, or want to produce a program for an SLP organization to which you belong, there is no charge for use of equipment. Multiple checkouts for a single program require a program production plan. A program must be completed and played, free of charge, on TV15/96.

**Civic Channel 17** is programmed by the City of St. Louis Park, and shares the City Hall TV Office with Community TV. Watch live and replayed City Council, E.D.A. and School Board meetings; live election returns and Candidates Forums; City-topic programs on Police, Fire, Recreation and other departments; public affairs programs on topics like recycling, chemical health awareness, senior interests or public health. When programming is not running, City bulletins are displayed. For more information call Reg Dunlap at 952-924-2660.

**Channel 14** is programming about the St. Louis Park Schools, ISD283, and features programs with students. **ParkTV14 is programmed by your City Hall Cable TV office. For more information call 952-924-2635.**

**Channel 16** is programmed by ParkTV16, covering high school sports and a wide range of community events. ParkTV16 goes on location or tapes in a tv studio. If you have an interest in working as a tv production crew member, ParkTV16 trains volunteers. **Call ParkTV16 @ 952-924-2635** and ask for more information.



# Community TV Channel Playback Application

First Floor, City Hall, 5005 Minnetonka Blvd. SLP, MN 55416 952-924-2528 jmchugh@stlouispark.org www.parktv.org

Please print all information, completing all boxed blanks

**Series Name:**

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**Program #: Title:**

**Length:**



**Scheduling request**

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\_\_\_ Some program content may not be suitable for children. This program should be played during TV96 adult program hours.

\_\_\_ This (these) program(s) may be excerpted as examples to promote Community TV programming.

Received \_\_\_\_\_ Timed \_\_\_\_\_ Formatted \_\_\_\_\_ Previewed \_\_\_\_\_ Labeled \_\_\_\_\_

Scheduled \_\_\_\_\_

## Statement of Responsibilities & Compliance:

In submitting this program, I acknowledge my responsibility for program content of this videotape and I acknowledge that:

1. No lottery information, obscenity (by community standards), advertising/solicitation of funds, or misinformation is allowed in Community TV programming.
2. Applicants submitting programming for Community TV accept all responsibility for real or perceived copyright violations.
3. A person submitting programming agrees to accept Community TV's programming guidelines. A copy of the guidelines is available upon request.
4. The program is not for commercial purposes.
5. I accept responsibility for all claims arising out of the cablecasting of the program I am presenting and agree to indemnify and hold harmless Community TV, its directors, officers and staff, the City of St. Louis Park, its Commissioners and staff against any such claims arising out of the program I am presenting or any breach of this statement of compliance.
6. If playback applicant is under 18 years old, an application must be completed by his/her parent or legal guardian, for responsibility and compliance.
7. An eligible applicant who doesn't live in SLP, MN must complete and submit a non-resident eligibility form.
8. ParkTV.org cable tv channels are simultaneously streamed as internet video channels. Eligible adults submitting programs affirm that these additional playbacks do not conflict with any program copyright restrictions.
9. Non-original programs must be submitted, in-person, at City Hall Community TV, by appointment. Regular, original series programming may be submitted by the eligible producer, by arrangement with staff. Up to four titles, for up to eight weeks of playback, may be submitted at one time. Titles may be either a SD MPEG2 video file (720x480) using mpeg 1 layer II (mp2) audio; a SD video DVD with no menu (auto-play) or a VHS or SVHS SP-mode cassette, with contents accurately labeled. All media must be free of copy-prohibition signals and/or identification. Any pre-roll <10 sec.

Please print all information, completing all boxed blanks

**Applicant Name:**

**Email:**

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**Address:**

**Zip Code:**

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**Home Phone:**

**Work Phone:**

**Organization:**

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**Applicant Signature:**

**Today's Date:**

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# *NonResident Eligibility for SLP Community TV15/96*

#1. I Work in St. Louis Park, MN:

Business, Address, Phone #, **Email**, Reference

#2. I Attend School in St. Louis Park, MN:

School & Address, Phone #, **Email**, Reference

#3. I'm a Member of a St. Louis Park, MN Community Organization,  
for which I want to produce a program:

Organization & Address, Phone #, **Email**, Reference

Print the applicable eligibility category number in the blank provided,  
and print within the box lines the information required for that category.

# _____

Print to complete the information required, within the box lines

My Name/Address/City/Zip Code/Telephone #s, Email, Signature, Date


Date: \_\_\_\_\_ TV15/96: \_\_\_\_\_ NONRESEL.DOC 040815