



Madison PEG TV
P. O. Box 248
2031 Village Road
Madison, NH 03849

MADISON TV

OPERATING POLICIES AND PROCEDURES FOR PUBLIC, EDUCATION & GOVERNEMENT (PEG) ACCESS

1. STATEMENT OF PURPOSE

Madison TV exists to promote the basic tenets of public access and prescribe uniform procedures to allow access to the Public, Education, and Government Channel(s) (the “PEG Channel”) intended to:

- a. Provide a medium through which community members can communicate personal ideas and views to the community at large.
- b. Present a wide range of commercial free programming that expresses a diversity of perspectives.
- c. Broadcast town government and school board, commissions and committee public portion of meetings in their entirety (“gavel to gavel”).

2. COMMUNITY PROGRAMMING PHILOSOPHY

- a. The Madison TV office is equipped with providing service and programs that are produced for, by, and about people who live and work within the channel 3 viewing area of Madison.
- b. Madison TV will consider broadcasting any broadcast-ready material provided by people (access users) in accordance with the “PEG Access Agreement”.
- c. Non-Profit and non-for-profit, educational, and municipal organizations may submit Public Service Announcement videos.
- d. Programming time will be made available to access users on a first-come, first served, nondiscriminatory, non-monopolistic basis, in accordance with the procedures contained herein, provided they (a) complete and submit the required documents for access and (b) comply with these policies and regulations.

3. STATEMENT OF NON-DISCRIMINATION

No individual or group living within the Madison TV PEG channel 3 viewing area shall be denied access to broadcasting time on any of the contracted PEG broadcast channels on the basis of race, sex, age, physical disability, religious or political, or sexual orientation.

4. ROLE OF STAFF

Refer to current job descriptions.

5. ACCESS USER ELIGIBILITY

To use the Madison TV PEG station and/or equipment, the user must:

- a. Complete training and/or demonstrate competency in the use of the equipment to the satisfaction of the Madison TV Operations Manager,
- b. Read the “Operating Policies and Procedures for PEG Access”.

6. PROGRAM CONTENT

- a. Policy Statement on Free Speech:

PEG Access is a medium for community expression, provided and managed by Madison TV, in the hope that PEG television users will perceive this as a means to produce a wide variety of programs about their experiences, concerns and interests. Madison TV strongly upholds every individual’s and organization’s right to free speech. Topics of religion and politics are discouraged unless multiple opposing points of view are provided within the program segment.

- b. Producing Election Campaign Videos

Interviews of candidates for local municipal and school districts boards, commissions and committees are encouraged for general community information and enlightenment.

- i. All candidates shall have equal access to appear without favoritism shown to any candidate.
- ii. All political candidates and political organizations supporting a political candidate and/or a ballot initiative or warrant article appearing on the next scheduled town ballot shall receive equal treatment in the access and use of the Madison TV facilities in the production and airing of campaign videos, as long as a Madison resident is involved in the production.

- c. Program Restrictions:

Although Madison TV supports the right of free speech, certain federal and state guidelines apply to programming as outlined in the

- 1998 FCC Fact Sheet (<https://docs.fcc.gov/public/attachments/DOC-347927A1.pdf>),
- New Hampshire RSA 645 (<https://gencourt.state.nh.us/rsa/html/LXII/645/645-mrg.htm>)
- New Hampshire RSA 650 (<https://gencourt.state.nh.us/rsa/html/LXII/650/650-mrg.htm>)

Therefore, the following is prohibited on Madison TV’s contracted PEG channel:

- i. The direct solicitation of duns, except for a non-profit organization.
- ii. Commercial or Fundraising material.
- iii. Indecent, generally offensive, obscene, graphic images, or libelous material
- iv. The direct or indirect unlawful presentation of lottery information.
- v. Copyrighted material without proper authorization.
- vi. Illegal material.

7. COPYRIGHT POLICY

Prior to broadcast, it is the responsibility of the PEG producer to determine whether any approvals and/or clearances (including but not limited by broadcast stations, networks, sponsors, music licensing organizations, copyright owners, and performers representatives) are necessary for the program to be broadcast on Madison TV; and if any clearances and/or approvals are necessary, to obtain them. The PEG television use, in signing the “PEG Access Agreement” form, indemnifies Madison TV and the Town(s) where the program is cablecast against any claims arising out of the unauthorized use of copyright material. The PEG producer shall hold the copyright to his or her program if the Madison TV facility, equipment, and/or staff time is not required to make the program broadcast ready. Madison TV holds the copyright to any program made broadcast-ready through use of the Madison facility, equipment and/or staff time.

Gavel to gavel coverage of public meetings is in the public domain and may not be copyrighted.

Madison TV reserves the right to retain a digital copy of any program broadcast on the PEG Madison TV channel(s) for the Madison TV library.

8. TECHNICAL STANDARDS FOR BROADCASTING

Video Standards:

- a) Video must be presented to Madison TV in a format compatible with Madison TV broadcasting equipment.
- b) Edited programs must be labeled on the video media and/or cover with the program’s title, date, and run times.
- c) Video should have 60 seconds of black fill (black or a title slate) at the head of the program.
- d) Credits must include copyright and name of copyright holder
- e) Technical standards may be waived in cases where the program is of an event or a happening that cannot be repeated, i.e., a one-time event. In such cases, the producer must make a special request to the Operations Manager. Madison TV who will add a short disclaimer to the beginning of the program advising the viewers that portions of the following program may contain technical difficulties.

- f) When applicable, the following disclaimer must be included at the beginning and at the end following the show's credits: "The opinions expressed here are the view of the reporter and do not necessarily reflect the view and opinions of Madison TV".

Evaluation Procedures:

- a) Madison TV personnel may evaluate the submitted video to check whether it meets technical quality standards for broadcast.
- b) Video viewing and audio quality must be consistent and of sufficient level to permit adequate reproduction on Madison TV's transmission equipment. Specifically, material constantly submitted with (i.) poor video quality (i.e. bleeding colors, excessive video noise, incorrect white balance, unstable video, washed out colors, insufficient brightness, focus or contrast problems) or (ii.) poor audio quality (i.e. audio level too low, excessive noise, synchronization problems, muddy or muffled sound) may be rejected by Madison TV. In such an event, Madison TV will not authorize the broadcast of future material until the producer or sponsor has submitted at least two (2) sample programs showing the problems have been corrected. Where viewing and audio levels do not meet minimum levels, it will not be accepted for broadcast.

9. GETTING YOUR PROGRAM ON TELEVISION

Every person within the Madison TV channel 3 viewing area has the right to have his or her program submission broadcast at least once on PEG Madison TV channel 3, provided:

- a) The program meets the standards set forth in this document
- b) He or she signs a "PEG Access Agreement Form". PEG access channel time is provided on a first-come, first-served, non-discriminatory basis in accordance with the operating rules. It should be understood, however, that since this is a shared community resource, requested broadcast times may not always be guaranteed. The production manager will make every effort to fit programs submitted for broadcast into the broadcast schedule in a fair and timely manner.

While all requests will be considered, the final decision on whether and when to broadcast a program lies with Madison TV. Any scheduled program may be pre-empted at the discretion of Madison TV by a program of either a special or timely nature. If possible, the PEG television producer will be notified at least forty-eight (48) hours in advance of the rescheduling of his or her program. If technical problems delay the broadcast of a program, the program will be rescheduled for the next comparable slot.

10. COMPLAINTS

The Madison TV Operations Manager will acknowledge receipt of any complaint from a person with respect to access programming within seven days of receiving the complaint, discuss the contents of the complaint with the Madison TV Board, conclude their review of the complaint within 45 days of receipt of the complaint with the Madison TV Board, and advise the complainant of the findings. In notifying the complainant of their decision, they shall include a notice of their right to address the Madison TV Board directly. These operating policies and procedures will be the guide for complaint resolution.

11. INDEMNIFICATION

Any user of PEG access channel time shall indemnify and will hold harmless Madison TV, and the local municipality against and all liability claims arising out of the breach of the “PEG Access Agreement” form.

12. PROCESS TO AMEND POLICIES AND PROCEDURES

The policies and procedures will be reviewed at least annually. The Madison TV board welcomes suggestions from the Board of Selectmen and residents

Approved:

Date: 17 March 2025

By: _____
Signature Print Name

Signature Print Name

Signature Print Name

APPENDIX A – DEFINITIONS

Definitions:

- a) **Access User:** Any party who requests to air materials over the Town’s PEG Channel.
- b) **Commercial:** Advertising and promotional material, including any program disguised as a so-called “Infomercial”, designed to promote the sale of commercial products or services by talking about promoting or praising a product, service, or business, in such a manner as to make people want to buy; as intentionally showing business or product names, logos, or symbols as promotion; as having the intent to make a profit as a result of the telecast.
- c) **Copyright:** the exclusive legal right of publication, duplication, imitation, or sale of literary, musical or artistic work.
- d) **Fundraising:** The direct or indirect presentation of lottery information, games of chance for money or prizes, or similar money-making enterprises or similar schemes excepting those conducted by nonprofit organizations properly licensed by the town and/or state.
- e) **Generally Offensive:** Language of slang, vulgar or colloquial expression which refers, in the context in which it is used, to sexually explicit acts or to human elimination, or abusive language against men or women, ethnic groups, religious groups, sexual orientation, or persons with disabilities.
- f) **Graphic Images:** Images or depictions of human or animal elimination and/or mutilation graphic medical surgical procedures; or abuse against men or women, ethnic groups, religious groups, sexual orientation, or persons with disabilities.
- g) **Illegal:** Any material which violates any local, state or Federal law, or regulation thereof including, but not limited to, FCC Regulations (i.e., slanderous or libelous material).
- h) **Indecent:** “Language or material that, in context, depicts or describes, in terms patently offensive as measured by contemporary community standards for the broadcast medium, sexual or excretory activities or organs” as defined in the 1992 policy statement of the Federal Communications Commission.
- i) **Issue:** A program whose primary purpose is to discuss the activities of an elected or appointed entity and the matters before them or a matter proposed for, or subject to, a ballot vote.
- j) **Libel:** Defamation by publishing or broadcasting information or statements that makes a false claim, expressively stated or implied to be factual, that may harm the reputation of an individual, business, product, group, government or nation and expose the subject public hatred, shame or disgrace.
- k) **PSA – Public Service Announcements** provide information about a non-commercial service in the public interest, and announcements of upcoming public events or safety
- l) **Obscene:** That material which violates the Supreme Court standard as “works which, taken as a whole, appeal to the prurient interest in sex, which portray sexual conduct in a patently offensive way, and which, taken as a whole, do not have serious literary, artistic, political, or scientific value.” or by standards established by any federal, state or local regulation or law applicable to cable television.
- m) **Organization:** The corporate body politic(s) known respectively as the Town of Madison (the “Town”) and the Madison School Board and School Administrative Unit (the “SAU”) and any of its officers or employees acting in an official capacity, and nonprofit corporations, civic, or public interest clubs or associations of citizens who maintain their official place of business within the channel 3 viewing area of Madison with the purpose of serving the community.
- n) **Political:** A program whose primary purpose is to discuss the activities of an individual

elected office holder, a candidate for the same, a group of elected or appointed officials or a political party.

o) **Producer:** A person over the age of 18, or an organization who conceives of a program idea and manages the production of the program utilizing a majority of material which is filmed, videoed, collected, voiced over, captioned, and edited in an original state or is otherwise generated originally and who collects the majority of the materials themselves or under their direction and control. People under the age of eighteen may be a producer provided they obtain a mentor producer over the age of 18 who accepts full responsibility for the content of the program and complete all otherwise required forms and certifications required for access. He or she must have a parent or guardian cosign any required forms.

p) **Series:** A number of shows following one another in a general sequence of the same general format and on the same general subject matter or of the same general theme.

q) **Sponsor:** A person or organization seeking to air materials not obtained from a Producer.

r) **Underwriting:** Donations of cash, venue, or goods or services, given in public interest, that aid in developing or improving programs where credit for sponsorship does not exceed 1% of the total time of the program and is used as part of the credits as a statement of fact and not editorial praise. The direct solicitation of funds for any and all purposes (excluding assisting established community-based and nonprofit charitable organizations in their fund-raising activities) are prohibited. Underwritten programs shall designate a producer who shall be subject to the same requirements (including, without limitation, the execution of a PEG Access Agreement) and enjoy the same rights, and privileges, as producers and sponsors of other programming.

s) **Violence:** Extreme acts of violence against people, animals or property; or depictions of extreme violent acts in dramatic and/or poetic manners.



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PEG ACCESS AGREEMENT

The undersigned applies as a Producer _____ or Sponsor _____ to show a program on Channel 3, the Madison Public, Education and Government (PEG) Channel. I have read, understand and agree to uphold the requirements of program content and video quality as outlined in the Operations Policies and Procedures of Madison TV for the use of this channel.

Name of Person or Organization: _____

Responsible Party if Different: _____

Address: _____

Telephone: _____

Email Address: _____

Name of Program: _____

Subject Matter: _____

Anticipated Length of Program: _____

Please note any specific instructions here: (ex. if material has expiration date)

Producer/Sponsor Signature: _____ Date: ___/___/___

(If producer/sponsor is a minor, a parent or legal guardian signature is required)

Signature: _____ Date: ___/___/___

Address: _____ Phone: _____

For Office Use Only:

Date Received: ___/___/___ Received by: _____

Preview Date: ___/___/___ Accepted: Yes ___ No ___

If No, reason for rejection: _____

Date 1st Broadcast: ___/___/___

Notes: