

MEDIA POLICY CLASS

START UP PROCESS



STEP 1:

WATCH OUR **ORIENTATION VIDEO** &
DOWNLOAD **THE HANDOUT**



STEP 2:

COMPLETE THE **INTAKE FORM**



STEP 3:

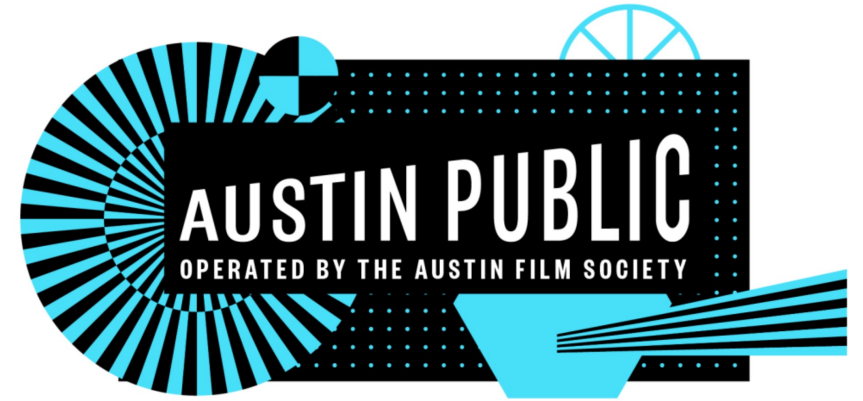
ATTEND A **MEDIA POLICY CLASS**


You are here!

WHAT IS A PRODUCER?

A PERSON THAT:

- ✓ A member of the Producer Program
- ✓ 15 years of age or older
- ✓ Residing within the Austin metropolitan area
- ✓ Certified to use the video production resources at Austin Public, which is optional
- ✓ Sharing at least a portion of the content created with Austin Public's resources onto the Public Access channels and streaming services



WHY DOES THIS CLASS EXIST?

1. Producers are responsible for submitting content to Austin Public

- Producer owns all content created with Austin Public resources.

2. Since it is your content, you are legally responsible for it

- You must understand policies that uphold regulations and laws protecting personal and property rights.

CONTENT DISTRIBUTION

STREAMING PLATFORMS



CABLE TELEVISION



INTERNET & DEVICES



AUSTINFILM.ORG/AUSTIN-PUBLIC/WATCH



APPLE IPHONE IOS APP



ANDROID PHONE APP

DOWNLOADABLE APP

Store Mac iPad iPhone Watch AirPods TV & Home Entertainment Accessories Support

App Store Preview

Open the Mac App Store to buy and download apps.



Austin Public 12+

ATX Community Media Center

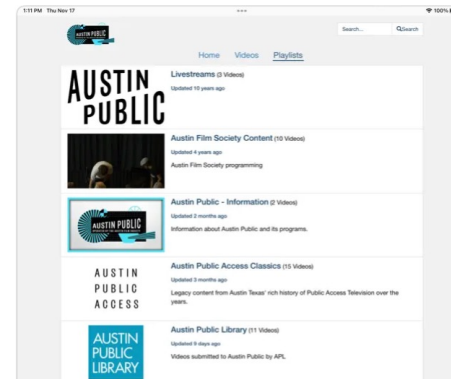
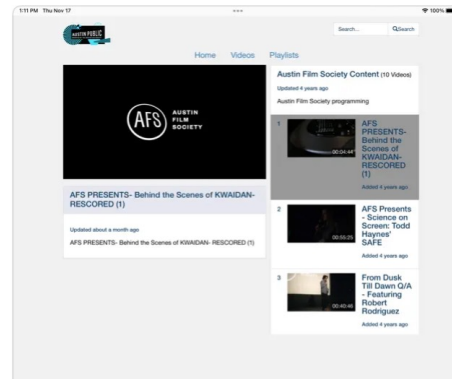
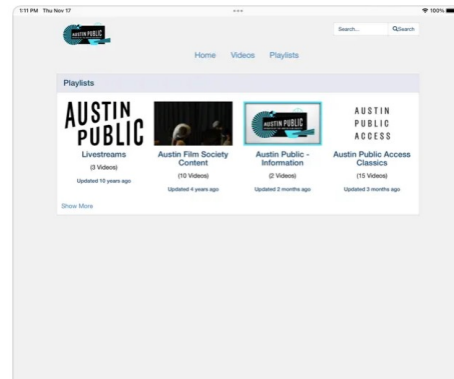
[TelVue Corporation](#)

Designed for iPad

Free

[View in Mac App Store](#)

Screenshots iPad iPhone Apple TV



DOWNLOADABLE APP



Austin Public

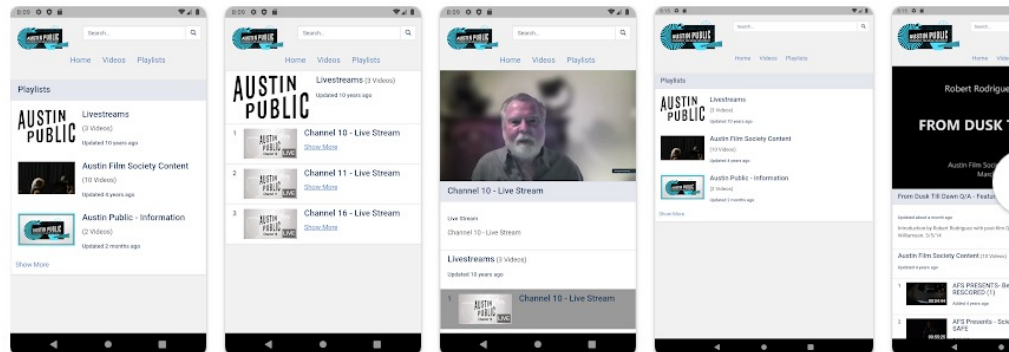
TelVue Corporation

100+ Downloads
Everyone

Install

Share Add to wishlist

You don't have any devices



App support

More by TelVue Corporation



True Blue TV
TelVue Corporation



RVTV - Rogue Valley Television
TelVue Corporation

DOWNLOADABLE APP

Media Policy Class



Deliver to Josh
Austin 78702

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≡ All

Clinic

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Coupons

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Fire Tablet Apps

Fire TV Apps

Games

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**AUSTIN
PUBLIC**

OPERATED BY THE AUSTIN FILM SOCIETY



Austin Public

by [TelVue Corporation](#)
Rated: [Guidance Suggested](#)
★★★★★ ▾ 20 customer ratings

Price: **Free Download**
[Special Offers Available](#)

Sold by: Amazon.com Services LLC
Available instantly

Works with: [Game Controllers](#), [Fire TV Voice Remote](#)

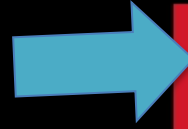
Languages Supported: English

This app needs permission to access:

- Access information about networks
- Access information about Wi-Fi networks

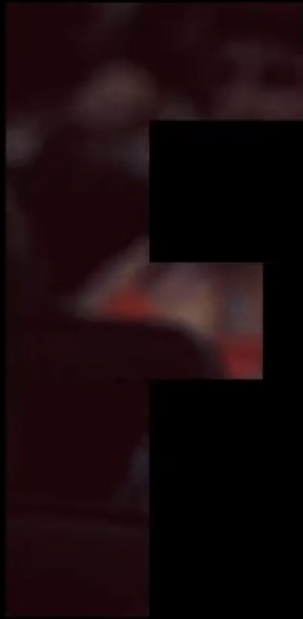
[See all Application Permissions](#)

[Contact Developer](#)

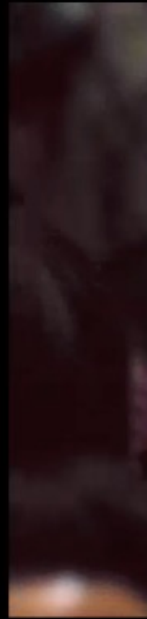


Austin Public ▲
Classes
Tours
Creative Careers

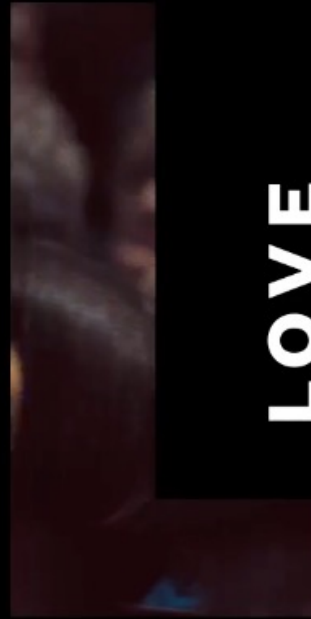
About Austin Public
Become A Producer
Producer Portal Login
Austin Public Resources
Training Videos
Watch



MAKE



WATCH



LOVE





Home

Crew Connect

Producer Program ▾

Classes & Events

Channel Schedules ▾

Helpful Resources



PROJECTS

View All Shows



View All Series



View All Reservations



Create New Project



PRODUCER PORTAL

Media Policy Class

CREATE A NEW PROJECT

A **PROJECT FORM** is required for every project you will be working on as a Producer within the Producer Program. It is the filing system in which you will submit your reservations and show forms and allows AFS staff to track resource use and content submissions for all Projects to which a Producer is associated.

Please fill all the fields below as accurately as possible. We will follow up if we need any further clarification. For questions about this form please reach out to Josh Rodriguez at josh@austinfilm.org

Project Title: *

Project Description: *

Type: *

If "Other", please elaborate on the type of project you are creating:

Will this project involve productions outside the 5 county service area: *

☐ Yes ☐ No ☐ NA

If yes, list your known shooting locations below (**resources are not allowed to leave the state of Texas and please know that this additional form will be required for every equipment reservation that is outside the service area).**

Type: *

✓ Please select...

Narrative Short film - under 40 Minutes

Narrative Feature film - over 40 minutes

Short Documentary - under 40 minutes

Feature Documentary - over 40 minutes

Event

Non-series TV

Nonprofit content

Podcast

Music video

Experimental

Practice for a future project

Other

RESERVATION LENGTHS

- Production gear - **5 days**
- Editing computers and accessories - **10 days**
- Production spaces - **5-hours at a time**
 - 10-hours max per week
- Edit bays & meeting space- **entire day**
 - Walks in welcome for edit bays

48-hours

Time between a return and another checkout.

Resources may not be reserved back-to-back.

PICK UP AND RETURN ON TIME!!

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AUSTIN PUBLIC

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**FOR INFO ON OUR CURRENT OPERATIONS
PLEASE GO [HERE](#).**

Please contact [Charles Wright](#) for questions about equipment drop off and live shows/series. Please contact [Elias Posada](#) for questions regarding classes and producer program.

AUSTIN PUBLIC

LEGAL & ETHICS RESOURCES

Media Policy Class



Screenings & Events ▾

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Tickets

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WATCH AUSTIN PUBLIC



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[Training Videos](#)

AUSTIN PUBLIC 10 AUSTIN PUBLIC 11 AUSTIN PUBLIC 16



AUSTIN PUBLIC 10 AUSTIN PUBLIC 11 AUSTIN PUBLIC 16

Tuesday 08/16/2022

Time	Program	Duration
12:00 AM	Cooking Good: ckgdrarebit002	00:58:44



WEBSITE

Media Policy Class



Screenings & Events ▾

Join & Give ▾

Tickets

Calendar

Search

Donate

Community Programs ▾

Rentals & Facilities ▾

AFS Cinema

Austin Public

Austin Studios

Artist Development ▾

About ▾



About Austin Public

Become A Producer

Austin Public Resources

Watch Austin Public

Weekly Series

Producer Portal Login

Training Videos & Other Resources

Producer Program Orientation

HELPFUL RESOURCES

**PRODUCER PROGRAM POLICIES
AND PROCEDURES:** ▾

PRODUCTION INSURANCE: ▾

**AUSTIN FILM COMMISSION
RESOURCES:** ▾





[Screenings & Events](#) ▲

[Join & Give](#) ▼

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[About](#) ▼

[Screenings](#)

[Classes & Events](#)

[2025 Texas Film Awards](#)

[Texas Film Hall Of Fame](#)

[Gift Cards](#)

[Calendar](#)

CLASSES & EVENTS

Thu, Jun 26
6:30 PM - 9:30
PM

INTRO TO CAMERA RIG AND STABILIZERS

[In-Person](#)

[Resource Certification](#)

Fri, Jun 27
3:00 PM - 6:45
PM

PRODUCER PROGRAM: FOCUS FRIDAYS @ AUSTIN PUBLIC

[In-Person](#)

Mon, Jun 23
6:30 PM - 9:30
PM

PRE-PRODUCTION PLANNING

[In-Person](#)

[Continuing Education](#)

Tue, Jun 24
2:30 PM - 3:30
PM

AUSTIN PUBLIC STUDIO CREW CERTIFICATION

[In-Person](#)

Sun, Jun 29
3:30 PM - 6:30
PM

INTERMEDIATE HANDS-ON LIGHTING WORKSHOP

[In-Person](#)

[Continuing Education](#)

Mon, Jun 30
6:00 PM - 9:30
PM

INTRO TO SONY FX CAMERA LINE: FUNCTIONS AND FUNDAMENTALS

[In-Person](#)

[Resource Certification](#)

Tue, Jun 24
5:45 PM - 9:45
PM

POST-PRODUCTION PROFESSIONAL WORKFLOW

[In-Person](#)

[Continuing Education](#)

Tue, Jun 24 -
Wed, Jun 25

INTRO TO PRO-TOOLS FOR FILM

[In-Person](#)

[Continuing Education](#)

LEGAL & ETHICS RESOURCES

Media Policy Class



Austin Film Commission

Austin Is A Leading Destination For Film, Television & Commercial Production.



Permits & Regulations



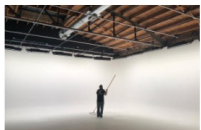
Locations



Incentives & Grants



Production Directory



Studio Facilities



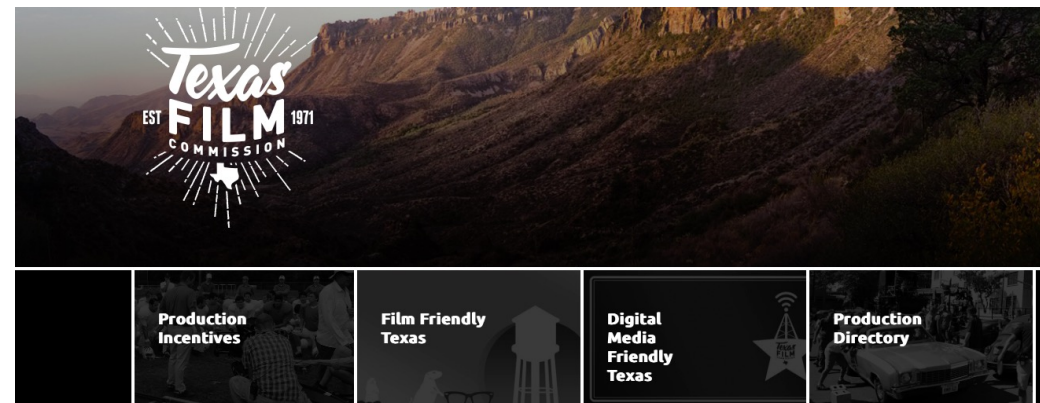
Film Tourism Guide



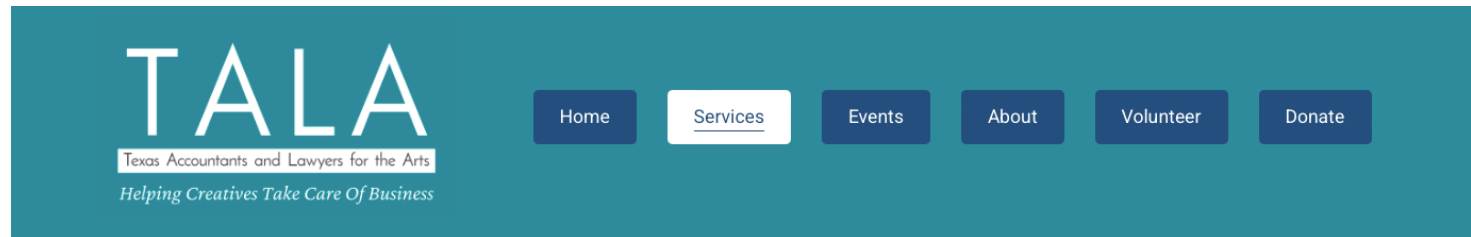
Made In Austin



Festivals



AUSTIN
FILM
SOCIETY



Artist & Nonprofit Membership

Professional Assistance for Artists, Creatives, and Nonprofit Organizations

TALA provides Texas artists and arts organizations with legal and accounting assistance to enable them to maximize their potential, shape our cultural landscape, and contribute to the creative economy.

TALA offers free legal and accounting services to artists, craftspeople, and arts-centered nonprofit organizations from all creative disciplines, including visual arts, music, film and television, new media, writing and journalism, fashion design, theater, dance, and performing arts.

To qualify for membership in TALA's pro bono matching program, individual artists and nonprofit organizations must meet financial eligibility.

Individual artists must make less than 300% of Federal Poverty Guidelines. [View Income qualifications.](#)

Nonprofits must have an annual budget of less than \$200,000.

LEGAL & ETHICS RESOURCES

Media Policy Class



DOCUMENTARY
PRODUCERS
ALLIANCE

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[Log In](#)

COMMUNITIES THAT CREATE TOGETHER, LEAD TOGETHER

Ethics Resource Library

Search The
Library

A SINGLE, SEARCHABLE, LIBRARY FOR ETHICAL INQUIRY

As documentary filmmakers, we are often understaffed, under-resourced, and without proper human resources support. Navigating questions of ethics can feel like walking through a dark forest without a compass.



TOPIC 2



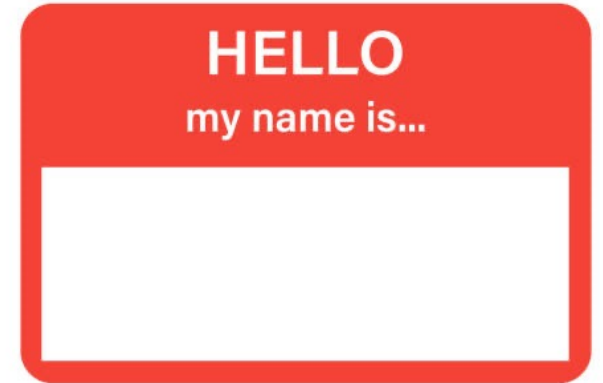
INTRODUCTION

- Intros
- Overview of CRIMINAL topics
- BREAK – 5 minutes
- Overview of CIVIL topics
- BREAK – 5 minutes
- Overview FCC topics
- 10 question test
- Review AFS's Warranties Agreement
- Producer Program next steps & FAQ
- Optional - AFTER CLASS – tour of facility



INTRODUCTIONS

- Your name?
- How long in the Austin area? (where did you come from?)
- Area of creative interest?
- What brought you to Austin Public?



OPERATIONS STAFF

Media Policy Class

DOUG
General
Manager



CHARLES
Station
Engineer



JOSH
Assistant
Manager



DARREANE
Community Media
Coordinator



Equipment Specialists



JARED



GEE



EMRE

TOPICS TO COVER

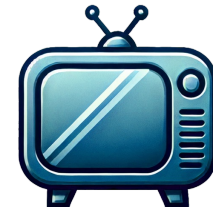
-  1. **Material contrary to the law**
-  2. **Immediate danger or damage**
-   3. **Obscene material**
-  4. **Defamation & Invasion of Privacy**
-  5. **Unlawful Copyright**
-  6. **Commercialism**
-  7. **Solicitation of funds**



CRIMINAL



CIVIL



FCC



BEFORE WE JUMP IN...

1. AUSTIN PUBLIC IS **NONCOMMERCIAL**

WHAT IT MEANS

- The Producer Program, managed by a nonprofit (AFS) under a contract with the City of Austin, is **not** intended for conducting trade or commerce or promoting products and services

2. AUSTIN PUBLIC IS **CONTENT NEUTRAL**

WHAT IT MEANS

- We do not censor or restrict subject matter of different viewpoints
- We **do not** prescreen content before it airs

Content submitted to Austin Public
cannot contain...

“Any material which **violates any local, state, or federal laws, rules, or regulations...”**



Avoid showing **illegal activity** unless you can claim “newsworthiness”, or it constitutes the reason for your content.

Examples:

- Gambling (in Texas)
- Drug use, underage drinking
- Trespassing
- Theft
- Destruction of property

PLEASE NOTE: You may fake/dramatize breaking the law for narrative work.




EXAMPLES ON HOW TO PROTECT YOURSELF:







- ✓ When in doubt, cut it out
- ✓ Do not encourage or facilitate crimes
- ✓ Blur faces if possible / protect identities
- ✓ Work with legal counsel to assess your risk



AS SEEN ON TV & IN THE NEWS:

 **NBC NEWS**






Online prankster Heston Cobb arrested in Arizona after viral stunts disrupted local businesses

SHARE & SAVE —      

CULTURE & TRENDS

Online prankster Heston Cobb arrested in Arizona after viral stunts disrupted local businesses

In one video, a man can be heard telling employees at a Chipotle in Tempe that he was called in to "clean house" because portion sizes have been "lacking."

    |  SAVE

Create your free profile or log in to save this article

July 25, 2025, 3:41 PM CDT / Updated July 25, 2025, 7:42 PM CDT

By Rebecca Cohen

An Arizona social media prankster was arrested after a number of his viral stunts disrupted local businesses, officials said.

The Tempe Police Department arrested Heston Cobb, 21, on Thursday after he was linked to social media accounts that posted videos of the pranks and identified him as the leader of the group involved.

Cobb was booked on one count of third-degree burglary, two counts of criminal impersonation, five counts of disorderly conduct and five counts of criminal trespass.



AUSTIN
FILM
SOCIETY

TOPIC 1





QUESTIONS

Content submitted to Austin Public
cannot contain...

**“Any material which has a reasonable probability
of creating **an immediate danger or damage** to
property, creating an injury to people, or creating
public nuisance.”**



Avoid “weaponizing” the channels.

Examples:

- Content that incites vandalism or violence
- Call to action to negatively target people or companies
- Fake news show that may cause civil unrest
- Broadcasting false emergencies
- Tutorials for illegal activity

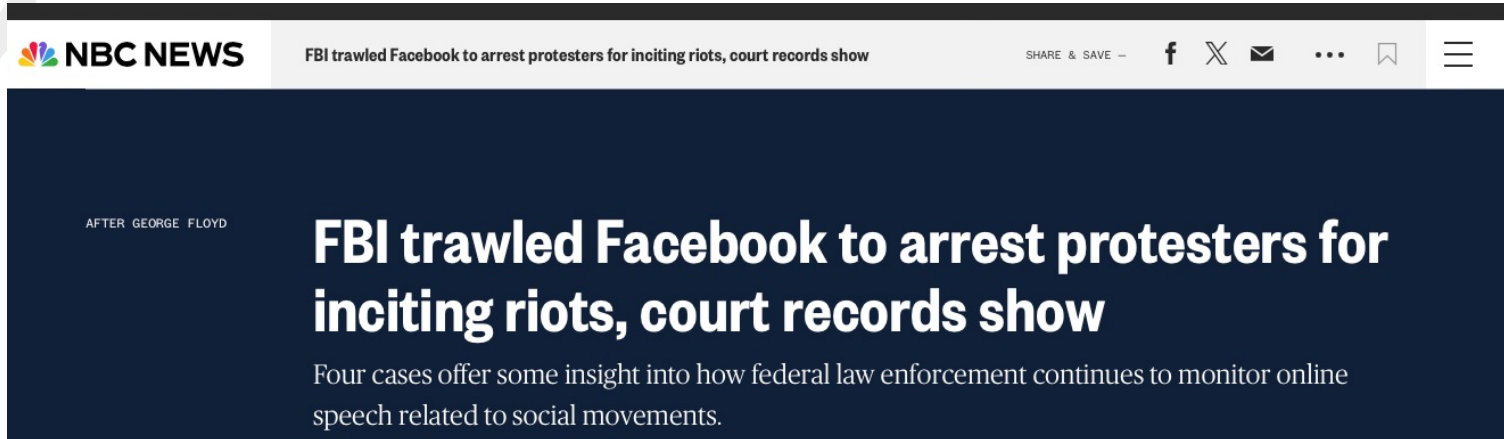


EXAMPLES ON HOW TO PROTECT YOURSELF:

- ✓ Don't do anything I just mentioned!
- ✓ Use disclaimers (parody or satire)
- ✓ Fake/dramatize scenes
- ✓ Consult an expert on your claims
- ✓ Avoid calls to action for harm
- ✓ Conduct thorough research



AS SEEN ON TV & IN THE NEWS:



NBC NEWS

FBI trawled Facebook to arrest protesters for inciting riots, court records show

SHARE & SAVE — f X e ... B

AFTER GEORGE FLOYD

FBI trawled Facebook to arrest protesters for inciting riots, court records show

Four cases offer some insight into how federal law enforcement continues to monitor online speech related to social movements.

f X e | B SAVE

Create your free profile or log in to save this article

June 19, 2020, 10:12 AM CDT / Updated June 19, 2020, 3:26 PM CDT

By Cyrus Farivar and Olivia Solon

On May 27, just two days after George Floyd died at the hands of the Minneapolis Police Department, an activist from St. Louis decided to drive the 540 miles north to the Twin Cities to participate in the protests there.

“We promise to do our very best to be safe and not do anything to get arrested,” Mike Avery [wrote](#) on Facebook.

Three days later, [the FBI arrested Avery](#) for encouraging rioting across a handful of Facebook posts, according to his lawyer, Marleen Suarez. FBI agents had been reading his and other protesters’ social media posts [looking for “potential flashpoints for violence,”](#) according to police records.



AS SEEN ON TV & IN THE NEWS:

Austin American-Statesman
SERVING OUR COMMUNITY SINCE 1871

Advertise Obituaries eNewspaper Legals

Fact-check: Don't drink chloroquine fish-tank cleaner to stop coronavirus. It might kill you.

Bill McCarthy, PolitiFact.com

Published 9:35 a.m. CT March 26, 2020



Do not drink chloroquine fish-tank cleaner to stop the coronavirus, as some news sites have suggested. It might kill you.
[JAY JANNER/AMERICAN-STATESMAN] *Austin American-Statesman*





QUESTIONS

Content submitted to Austin Public
cannot contain...

**“Any material which is in violation of
Subchapter B: *Obscenity*, of Chapter 43 of the
Texas Penal Code”**

“**Obscene**” under the Texas law means material or a performance that:

(A) the average person, applying contemporary community standards, would find that taken as a whole appeals to the prurient interest in sex;

Prurient: having or encouraging an excessive interest in sexual matters, often in a way that is considered shameful, morbid, or inappropriate.

In the legal context (such as a state’s obscenity law), it refers to content that arouses an unhealthy, degrading, or lewd interest in sex, rather than normal or artistic depictions of sexuality.



(B) depict or describe sexual conduct in a "patently offensive" way:

- (i) patently offensive representations or descriptions of ultimate sexual acts, normal or perverted, actual or simulated, including sexual intercourse, sodomy, and sexual bestiality; or...
- (i) patently offensive representations or descriptions of masturbation, excretory functions, sadism, masochism, lewd exhibition of the genitals, the male or female genitals in a state of sexual stimulation or arousal, covered male genitals in a discernibly turgid state or a device designed and marketed as useful primarily for stimulation of the human genital organs;



(C) taken as a whole, lacks serious literary, artistic, political, and scientific value.



Avoid showing **obscene content!**

Examples:

- See section (B)
- Pushing the boundaries of explicit sexual acts that a court would deem wholly without redeeming social value.

EXAMPLES ON HOW TO PROTECT YOURSELF:

- ✓ When in doubt, cut it out
- ✓ Blur body parts
- ✓ Consult a lawyer
- ✓ Know how to defend your choices



AS SEEN ON TV & IN THE NEWS:



[OUR WORK +](#)

[LEGAL RESOURCES +](#)

[FREE PRESS TOPICS +](#)

[WHO WE ARE +](#)

[GET INVOLVED +](#)

— CONTENT RESTRICTIONS

Court upholds conviction of cable team charged with obscenity

Court upholds conviction of cable team charged with obscenity11/06/95 TEXAS--The U.S. Court of Appeals in Austin (3rd Cir.) in late...

November 6, 1995

Court upholds conviction of cable team charged with obscenity

11/06/95

TEXAS--The U.S. Court of Appeals in Austin (3rd Cir.) in late October rejected arguments by a cable television public-access show producer and host that obscenity convictions related to their show should be overturned because of the program's educational value.

A lower court found that a program that aired a video promoting safe sex between homosexuals was offensive and obscene.

The program's producer, Terrel Denise Johnson, and host, Gareth Rees, were sentenced to a year of probation and 200 hours of community service in April 1994, after they aired a short film clip titled "Midnight Snack" during the second hour of their call-in cable show, "Infosex." The film featured two men using condoms while engaged in graphic sexual acts.

TOPIC 3



FEDERAL COMMUNICATIONS COMMISSION OFFICE (FCC):

Obscene content does not have protection under the First Amendment.

For content to be ruled obscene, it must meet a three-pronged test:

- a. **Prurient Interest** – The average person, applying contemporary community standards, would find that the work appeals to a shameful or morbid interest in sex.
- b. **Patently Offensive** – The work depicts or describes sexual conduct in an obviously offensive way, as defined by state law.
- c. **Lacks Serious Value** – The work, taken as a whole, lacks serious literary, artistic, political, or scientific value.

HOWEVER,

Indecent content is allowed at certain times and "portrays sexual or excretory organs or activities in a way that does not meet the three-prong test for obscenity."

TOPIC 3



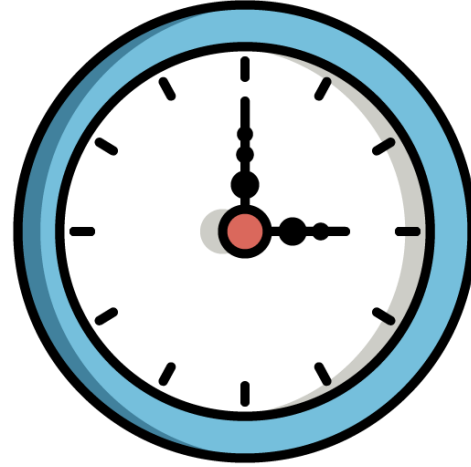
We restrict cablecasting time for **indecent content** to avoid exposure to children:

- Profanity, adult situations and/or sexually suggestive – **airs anytime (with warning label)**
- Extreme gore, sexually explicit and/or nudity – **airs after midnight (until 5am)**





QUESTIONS



5-MINUTE BREAK

Content submitted to Austin Public
cannot contain...

“Any material that is **defamatory or
unlawfully disparaging”**



Defamation is defined as something that....

1. Was printed or written (Libel) or spoken or verbal (slander)
2. Was a false statement of fact about a person or entity
3. Caused harm or damage to that person or entity
4. Was done out of:
 - NEGLIGENCE - careless, sloppy or lack of research = bad
 - MALICE - conscious and intentional wrongdoing = worse



OTHER NOTES:

- One 3rd party hearing or reading the statement is enough to be sued
- Public figures and officials typically must prove "malice"
- **Satire** is protected under the First Amendment if a reasonable person recognizes it as satire, not fact
 - Satire uses exaggeration, irony, humor, and allegory for political and social commentary



Avoid false, malicious, or reckless statements, baseless accusations, unverified claims, or misrepresenting the truth.

Examples:

- A documentary wrongly identifies a business owner as being involved in organized crime, using misleading editing. As a result, the business loses clients.
- On a reality TV show, a contestant falsely states that another contestant is a sex offender. The allegation is broadcast nationally and damages the person's reputation.
- A podcast host publicly shames a filmmaker, falsely claiming they plagiarized their last script. The accusation spreads in the film community and harms future opportunities.



PLEASE NOTE: In the U.S., defamation alone doesn't typically result in jail, but related criminal actions such as false police reports, harassment, or incitement could lead to criminal charges and imprisonment.

TOPIC 4

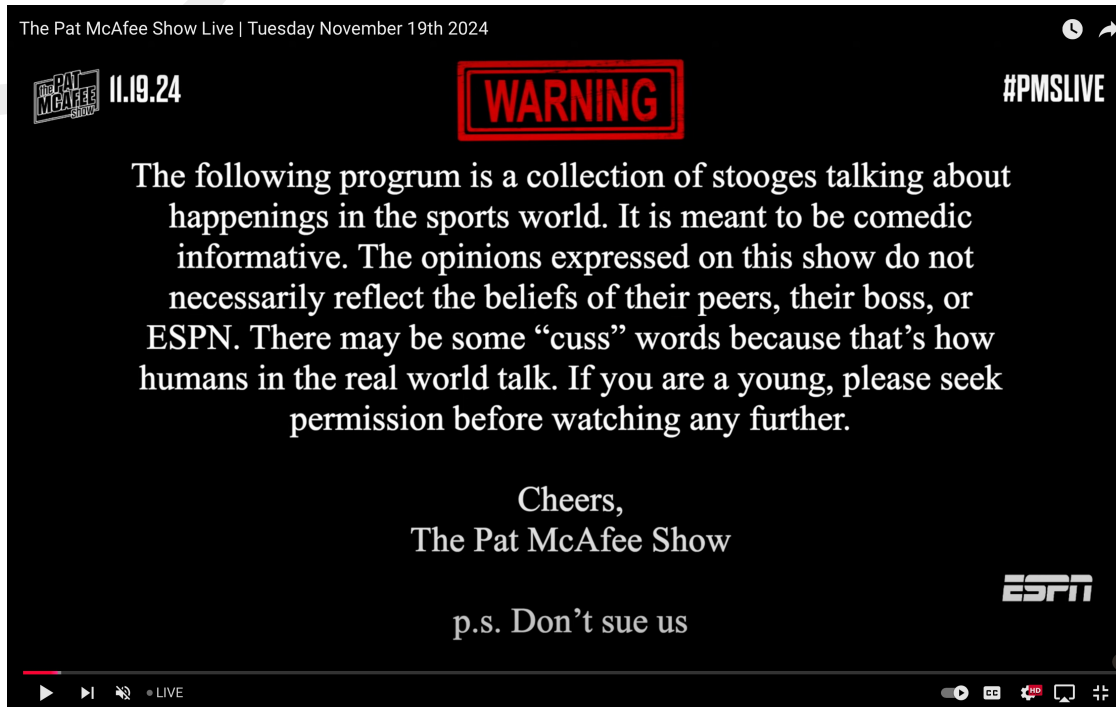


EXAMPLES ON HOW TO PROTECT YOURSELF:

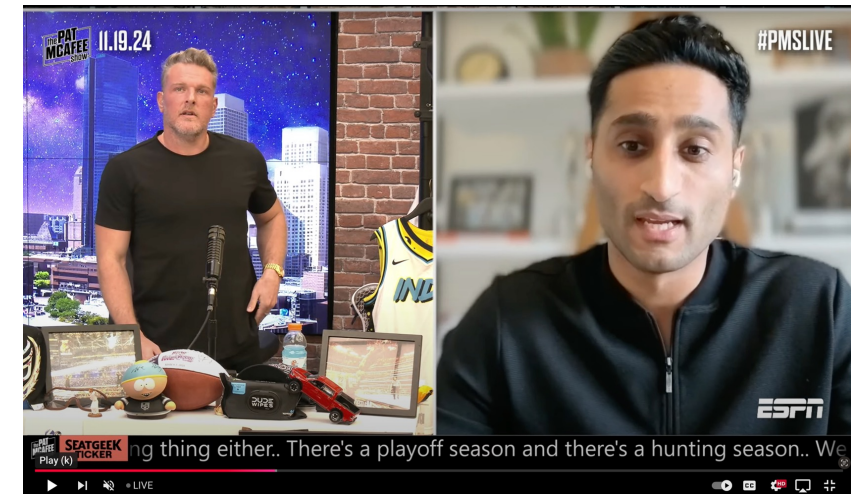
- ✓ When in doubt, cut it out
- ✓ Stick to the truth
- ✓ Clearly differentiate between opinion and fact
- ✓ Document your research and cite sources
- ✓ Place liability language in your talent releases
- ✓ Use disclaimers (for educational or entertainment purposes, Satire, etc.)



AS SEEN ON TV & IN THE NEWS:



The Pat McAfee Show Live



AS SEEN ON TV & IN THE NEWS:

MENU Q *Hollywood*
REPORTER

READ NEXT: Jake Johnson Asked Friends to Be Brutally Honest About Directorial Debut 'Self Reliance'

SUBSCRIBE

Netflix Wins Defamation Suit Over 'Making a Murderer'

The judge concluded that the suit didn't raise statements that could "even potentially be defamatory."

BY WINSTON CHO MARCH 15, 2023 3:08PM



Netflix's 'Making a Murderer' NETFLIX



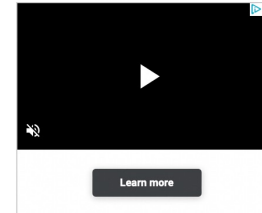
Listen to this article



Netflix won't have to face a defamation suit brought by a retired police officer who said the docuseries *Making a Murderer* defamed him by accusing him of planting evidence.

In a ruling granting summary judgment in favor of Netflix on Friday, Judge Brett Ludwig found that the First Amendment "does not guarantee a public figure" like plaintiff Andrew Colborn the "role of protagonist in popular discourse" and "protects the media's ability to cast him in a much less flattering light."

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WEEKLY NEWSLETTER

Unique expertise on how the law impacts Hollywood pros, projects and processes

EMAIL

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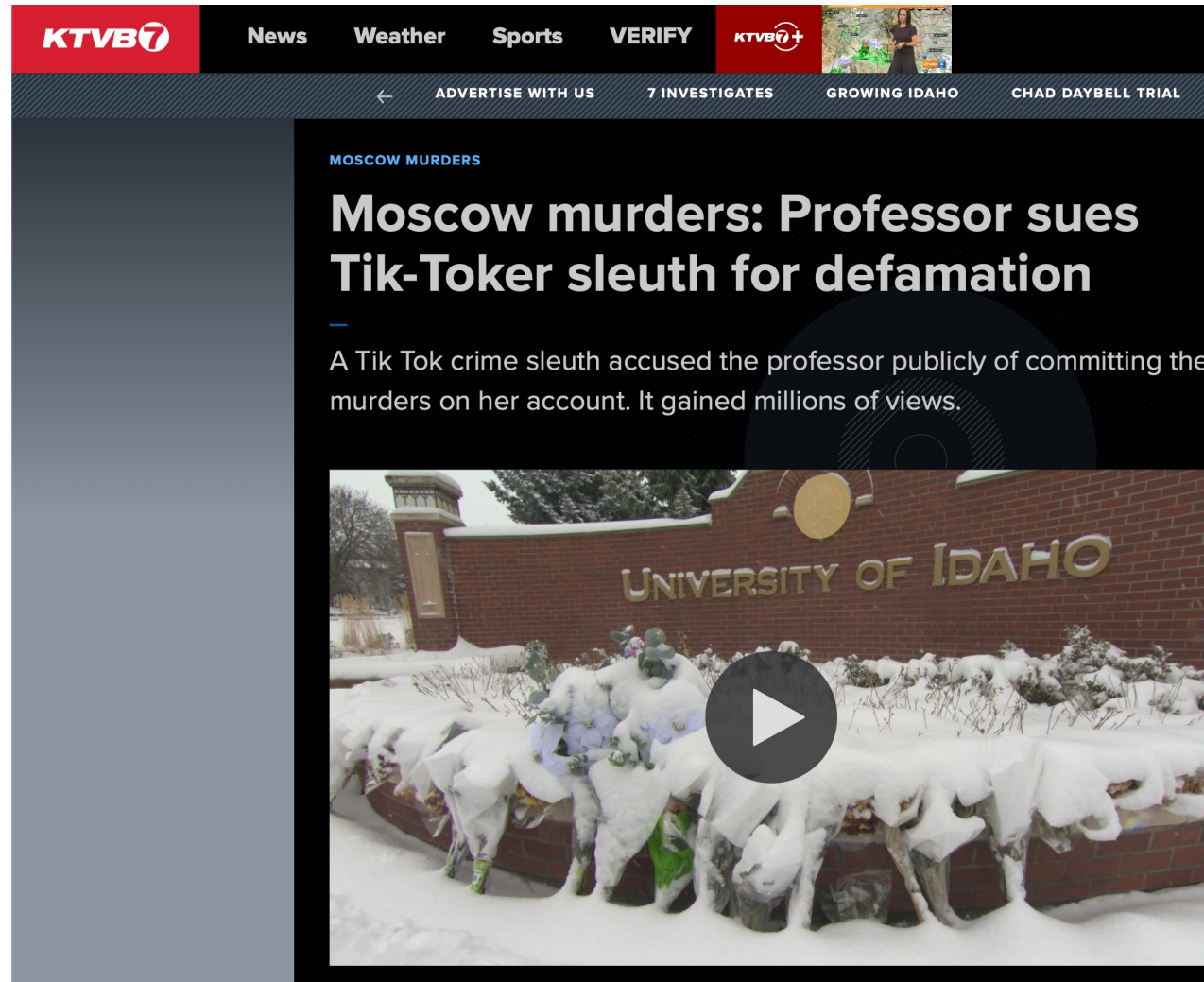


TOPIC 4



AUSTIN
FILM
SOCIETY

AS SEEN ON TV & IN THE NEWS:





QUESTIONS

Content submitted to Austin Public
cannot contain...

**“Any material that constitutes invasion or
violation of any person’s right of **privacy**”**



NO EXPECTATION OF PRIVACY



OPEN TO PUBLIC
PUBLIC PROPERTY



OPEN TO PUBLIC
PRIVATE PROPERTY

EXPECTATION OF PRIVACY



PRIVATE EVENT
PRIVATE PROPERTY



PERSONAL ACTIVITY
PRIVATE PROPERTY



QUESTIONS TO ASK YOURSELF

1. **PEOPLE:** What's the situation?... do I need permission?... What rights do I need from them?
2. **PLACES:** Where am I?... Do I need permission from the location?... Do I need permits?



YOU NEED PERMISSION TO:

- 1. Use a person's name or likeness for business or economic purposes:**
 - Without permission you cannot benefit commercially from someone else's identity
- 2. Put out in public something that places a person in a false light:**
 - Without permission you must use your content within the context in which it was created
- 3. Publicly disclose embarrassing and/or private facts:**
 - Without permission you cannot share Info that is not ordinarily publicly available and/or someone would consider private
- 4. Intrude on a person's solitude:**
 - Without permission you cannot record in an area where reasonable people would expect to be private or engaged in intimate activity

TOPIC 4



TYPES OF PERMISSION:



IN PUBLIC / BACKGROUND / PASSING THROUGH

- **Implied consent**
- **Posted signage**
 - “By entering the area, you consent to being filmed”
 - Include contact information and intended use of the footage



CASUAL INTERACTIONS

- **Verbal consent**
 - Ask for permission on camera so there's a record of consent
 - Have them spell out their name
 - Include intended use of the footage



FEATURED INDIVIDUALS

- **Written release or agreement**
 - Title & purpose, grant of rights, usage & timeframe, liability & waiver
 - Signee contact info and signature, production contact info
 - Compensation?, confidentiality?, copyright permission?

TOPIC 4



OTHER NOTES:

- You can record anything visible to the naked eye from a public space when there's no reasonable expectation of privacy
- Make sure to get legal guardian permission when recording minors
- Make sure to get location permission from the correct person
- Our rights to privacy are for our entire body (not just our face)
- Newsworthiness is a defense



TOPIC 4



Avoid **filming people without permission (when needed)** and **exposing sensitive personal information.**

Examples:

- Using a video of a person drinking a soda in a documentary about alcoholism
- Placing a hidden camera in your vacation rental
- A documentary about tax evasion reveals a private citizen's home address and financial records without consent
- Recording another gym's public activities for b-roll to promote your new gym



PLEASE NOTE: In the U.S., **invasion of privacy is usually a civil matter**, but certain actions like illegal surveillance, unauthorized recording, stalking, revenge porn, or identity theft can lead to criminal charges and jail time.

TOPIC 4



EXAMPLES ON HOW TO PROTECT YOURSELF:

- ✓ When in doubt, cut it out
- ✓ Get permission, when needed
- ✓ Know public vs. private spaces
- ✓ Blur or censor sensitive information
- ✓ Understand state and federal laws for drones, surveillance, recording conversations, etc.



AS SEEN ON TV & IN THE NEWS:

2. Braun v. Flynt (1984)



In 1984, a woman who worked in an amusement park showing off the skills of “Ralph the Diving Pig” found herself, horrifyingly, alongside the pig in a pool on the pages of *Chic* magazine— a Flynt fetish production under the *Hustler* umbrella. She did not consent to being used in a sex magazine, nor was there anything sexual in the nature of the Diving Pig spectacle— the owners of the copyright of her photo were told the magazine was a “fashion” one with no lurid overtones. She won the lawsuit, ultimately receiving something approximating \$30,000 in damages.

TOPIC 4



AS SEEN ON TV & IN THE NEWS:

Meghan Markle wins invasion of privacy case against UK tabloid

Updated: Feb. 11, 2021, 2:29 p.m. | Published: Feb. 11, 2021, 2:29 p.m.



Advertisement

LONDON (AP) — A newspaper invaded the Duchess of Sussex's privacy by publishing a personal letter to her estranged father, a British judge ruled Thursday, in a major victory for the royal in her campaign against what she sees as media intrusion.

The former American actress Meghan Markle, 39, sued publisher Associated Newspapers for invasion of privacy and copyright infringement over five February 2019 articles in the Mail on Sunday and on the MailOnline website that published large portions of a letter she wrote to her father after her 2018 wedding to Prince Harry.

TOPIC 4



AS SEEN ON TV & IN THE NEWS:

ERIN ANDREWS RECEIVES \$55 MILLION AWARD IN INVASION OF PRIVACY CASE

MARCH 11, 2016 BY NATHAN BENJAMIN

The lawsuit arises out of an incident at the Marriott Hotel in Nashville, where Ms. Andrews was secretly filmed while undressing in 2008, during the time she worked for ESPN.

The jury determined 51 percent fault on Michael David Barrett, the man who filmed Ms. Andrews, who also served 2.5 years in federal prison after pleading guilty to interstate stalking. West End Hotel Partners, the hotel owner, and Windsor Capital Group, the hotel management company, are responsible for the other 49 percent.



TOPIC 4





QUESTIONS

Content submitted to Austin Public
cannot contain...

**“Any unlawful use of copyrighted material
or any other proprietary property.”**



COPYRIGHT PROTECTS

- Original work fixed in a tangible media
 - Photos, videos, articles, illustrations, cartoons, music, lyrics, software, websites, compilations of works
- You create it, you own it

TOPIC 5



COPYRIGHT DOES NOT PROTECT

- Ideas
- Facts, unoriginal compilations of facts
- Titles of books, songs, movies, etc.
- U.S. Government works
Examples: NASA images, CDC guides and posters, press releases, speeches, congressional reports, etc.
- Public domain works



LEGAL USES OF COPYRIGHT

- **Permission**
 - From the copyright holder
 - Get it in writing (see emailed template)
- **License**
 - Purchased for a fee from the copyright holder/entity or website
 - Royalty Free, Limited Use, Extended Use, etc.
 - License Agreements with copyright owner



OTHER NOTES

- Noncommercial use doesn't exempt you from copyright laws
- You own your work without registration but must register it to sue for infringement
- AI-generated content is only copyrightable if it includes significant human input
- Intellectual property agreements are essential for independent projects



Avoid using copyrighted material without written permission or a license (if not claiming fair use)

Examples:

- A podcast inserts long clips from an audiobook without permission, instead of using short, fair-use excerpts for critique or commentary.
- A documentary includes a full scene from a Hollywood movie without permission or a license, and its fair use argument lost in court after a lawsuit.
- A web series creator uses footage from ESPN and uploads it into their own sports recap show without authorization.
- A local TV station airs a popular song during a commercial break without paying for the broadcast license.



PLEASE NOTE: In the U.S., Copyright law is typically a civil matter because it primarily deals with disputes over ownership and financial harm, but it can become criminal if the infringement is willful, large-scale, or involves piracy for profit.

TOPIC 5

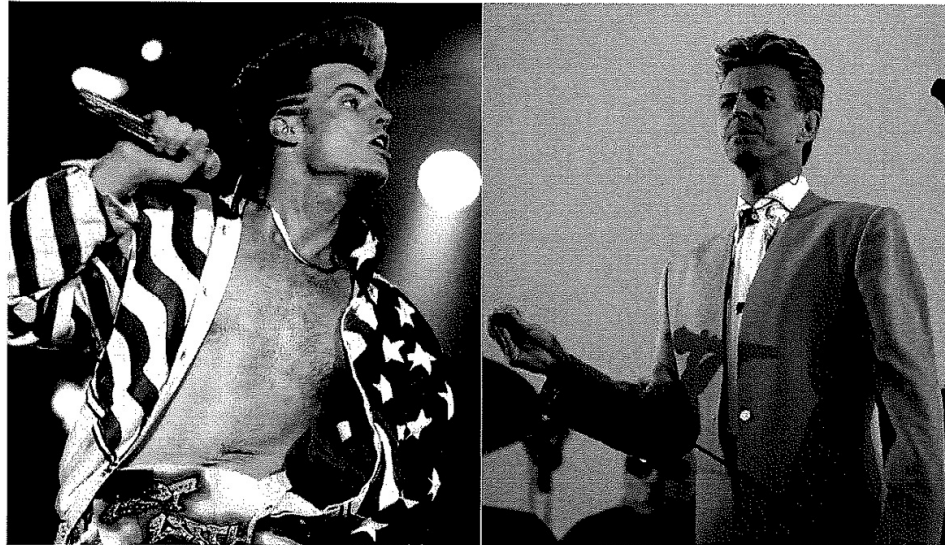


EXAMPLES ON HOW TO PROTECT YOURSELF:

- ✓ Get written permission or license
- ✓ Register your work
- ✓ Read through the Terms of Use for purchased assets
- ✓ Credit the original creator
- ✓ Require Intellectual property agreements on your projects



AS SEEN ON TV & IN THE NEWS:



Vanilla Ice vs. Queen and David Bowie (1990)

"Ice Ice Baby," by Vanilla Ice (1989) vs. "Under Pressure," by Queen, David Bowie (1981)

The Case: To anyone with functional eardrums, it's clear that Vanilla Ice's pop-rap crossover hit sampled the bass line to the 1981 Queen/Bowie collaboration "Under Pressure." But Ice famously insisted that the two melodies are distinct because he added a beat between notes. Ice later claimed that this rationale was merely a joke. Representatives for Queen and Bowie weren't laughing and threatened a copyright infringement suit.

The Verdict: The case was settled out of court, costing Ice an undisclosed sum and earning him a not-insignificant amount of public scorn. Bowie and members of Queen all received songwriting credits on the track.

TOPIC 5



AS SEEN ON TV & IN THE NEWS:

Netflix Settles Copyright Lawsuit Over 'Unofficial Bridgerton Musical'

By Gene Maddaus ▾



Courtesy of Igor Kasyanyuk

TOPIC 5





QUESTIONS

FAIR USE

The doctrine that brief excerpts of copyright material may, under certain circumstances, be used **without the need for permission from or payment (license) to the copyright holder.**

- Criticism
- Teaching
- Comment
- Scholarship
- News reporting
- Research

NOTE: In the United States, **parody is protected by the First Amendment** as a form of expression under Fair Use.



FAIR USE

There are **four factors** that must be considered in deciding whether a use constitutes a fair use. A copyright infringement case, like Defamation and Privacy cases, would be seen by a Judge.

1. The **purpose** and **character** of your use, including whether such use is of a commercial nature or is for non-profit educational purposes.
2. The **nature** of the copyrighted work; is it more factual or fictional?
3. The **amount** and **substantiality** of the portion used in relation to the copyrighted work as a whole (there is no legal limit on the amount).
4. The **effect** of the use upon the potential market for or value of the copyrighted work.

TOPIC 5

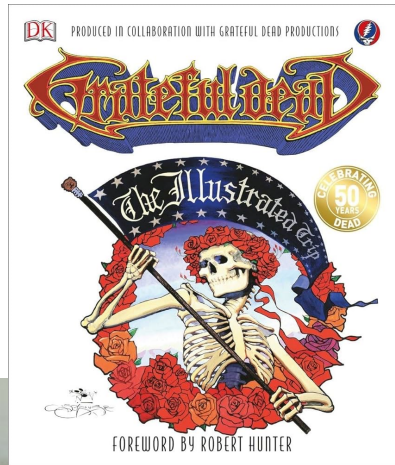


EXAMPLES THAT COULD BE PERMISSIBLE:

- ✓ A comedy skit mimicking a famous movie scene to poke fun at its clichés
- ✓ A news show using a short clip from a political speech or viral video while reporting on its impact
- ✓ A YouTube movie critic includes short clips from a film to analyze its cinematography, plot, or acting
- ✓ A documentary on 9/11 includes short clips from news broadcasts to provide historical context
- ✓ A filmmaker uses a few seconds of a famous speech in a project about civil rights history
- ✓ Using famous cartoon clips to demonstrate different types of animation



AS SEEN ON TV & IN THE NEWS:



Bill Graham Archives v. Dorling Kindersley Ltd.

Citation. Bill Graham Archives v. Dorling Kindersley Ltd., 448 F.3d 605, 78 U.S.P.Q.2D (BNA) 1764, Copy. L. Rep. (CCH) P29,179, 34 Media L. Rep. 1782 (2d Cir. N.Y. May 9, 2006)

Law Students: Don't know your *Studybuddy Pro* login? [Register here](#)

Brief Fact Summary.

Bill Graham Archives, LLC (Plaintiff) owned the copyright in images on Grateful Dead event posters and tickets, and contended that Dorling Kindersley Ltd. (Defendant) infringed its copyright by publishing seven of the images in reduced size in a book on the history of the Grateful Dead.

Synopsis of Rule of Law.

Under the copyright law, a book publisher's appropriation of copyrighted poster and ticket images in a biographical book in reduced-size format is a protected "fair use," where the balance of the statutory fair use factors favors the publisher.

TOPIC 5



AS SEEN ON TV & IN THE NEWS:

2. The Associated Press vs. Fairey



Photograph: Mannie Garcia – 2006 (via [The New York Times](#)); Poster: Shephard Fairey – 2008 (via [Wikipedia](#))

Case

Famous street artist Shephard Fairey created the Hope poster during President Obama's first run for presidential election in 2008. The design rapidly became a symbol for Obama's campaign, technically independent of the campaign but with its approval.

In January 2009, the photograph on which Fairey allegedly based the design was revealed by the Associated Press as one shot by AP freelancer Mannie Garcia — with the AP demanding compensation for its use in Fairey's work. Fairey responded with the defense of fair use, claiming his work didn't reduce the value of the original photograph.

Outcome

The artist and the AP press came to a private settlement in January 2011, part of which included a split in the profits for the work.

TOPIC 5





QUESTIONS

PUBLIC DOMAIN

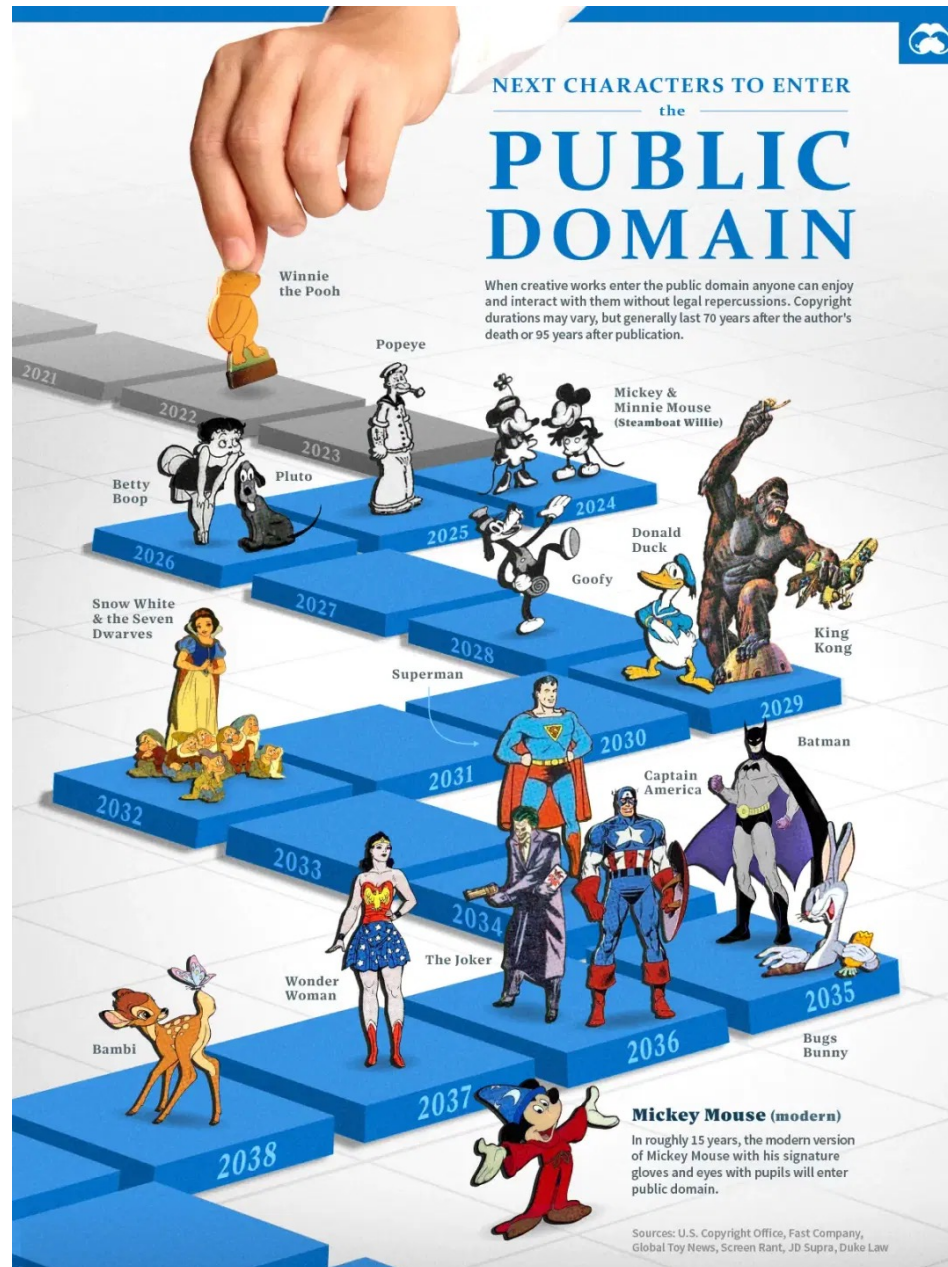
Consists of all the creative work to which no exclusive intellectual property rights apply. Those rights may have expired, been forfeited, expressly waived, or may be inapplicable.

- For works **made for hire and anonymous works**, the duration of copyright is...
 - 95 years from first publication or...
 - 120 years from creation, whichever is shorter
- For **non-corporate work (published or unpublished)** the duration of copyright is...
 - Author's life plus 70 years
- Other creative work may be public domain if copyright was not renewed
- you can make a public domain proclamation publicly for your own content

TOPIC 5



COPYRIGHT LAWS



@visualcapitalist

TOPIC 5



From 1929



Duke Law School
Center for the Study of Public Domain

TOPIC 5



COPYRIGHT LAWS

2023

Winnie-The-Pooh will be just one of many new works entering the Public Domain starting January 1st, 2022



Winnie the Pooh enters public domain — and goes psycho

A controversial new film sees Pooh on a murderous rampage.

By The Associated Press | Feb. 15, 2023



2024

Mickey Mouse, Tigger and more; Notable works entering the public domain in 2024

By Lisa Riccio
January 1, 2024 / 1:00 AM EST / CBS News



CBS NEWS

HOW PIECES OF MEDIA ENTER THE PUBLIC DOMAIN

STEAMBOAT WILLIE AND OTHER WORKS LOSE COPYRIGHT PROTECTIONS

→ THE UPLIFT: STREAMING FRIDAYS @ 5:30AM ET

'Steamboat Willie' Horror Film Set After Mickey Mouse Copyright Ends

Horror News



2025



First look at “raunchy and gory” Popeye horror movie

NOVEMBER 18, 2024 BY [GARY COLLINSON](#)



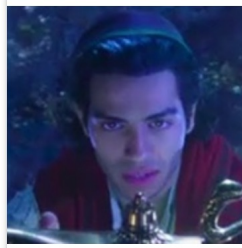
TOPIC 5



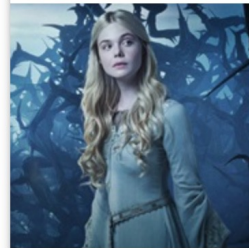
EXAMPLES OF PUBLIC DOMAIN CHARACTERS



Davy Crockett



Aladdin



Sleeping Beauty



Romeo



Juliet



Oliver Twist



Huckleberry Finn



Pinocchio



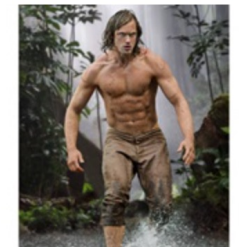
Captain Hook



Sweeney Todd



Dracula



Tarzan



Zorro



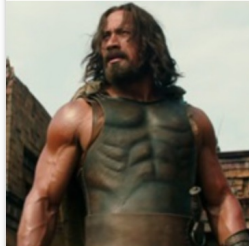
Sherlock Holmes



Robin Hood



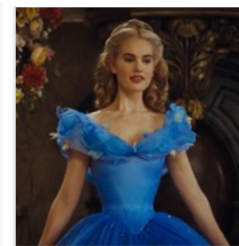
Headless Horseman



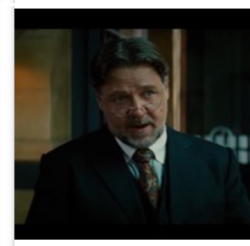
Hercules



Ebenezer Scrooge



Cinderella



Dr Jekyll

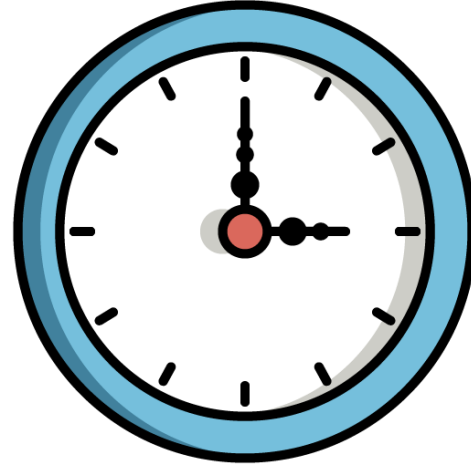


Mr Hyde





QUESTIONS



5-MINUTE BREAK

Content submitted to Austin Public
cannot contain...

“Any solicitation or appeal for funds.”

****Exception for 501(c)3 Non-profit Corporations****



AUSTIN
FILM
SOCIETY

TOPIC 6



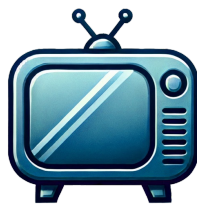
Content submitted to Austin Public
cannot contain...

“Any **advertising or material that promotes
any commercial product or service.”**



BUT WHY?

- The FCC prohibits the use of Public, Education and Government (PEG) channels for commercial advertising to ensure these channels serve public interests rather than corporate profits.
- Stations that violate this policy risk losing their access to funding and facilities. These funds pay for all Producer equipment and facility upgrades.



SHOWING PRODUCTS AND BRANDS IS OK

- They should only be included or referenced in a manner that is reasonably related to their necessary use within the content.
- Producers must **avoid promotional product placement** in Austin Public-submitted content.
- Be careful not to **tarnish** a brand or you open yourself up to a lawsuit



Avoid soliciting funds, showing advertisements and overly promoting products or services.

Examples:

- A call to action like: “Come buy our product today for \$9.99!”
- A self-help coach runs a show that mainly markets their paid seminars
- A cooking show affiliated with HEB where the host sells HEB T-Shirts to raise money for the show.
- A fitness instructor produces a workout program that spends a large portion of the show selling their private training services



AS SEEN ON TV & IN THE NEWS:

**SIGN UP TODAY!
FIRST LESSON FREE.**

**BEGINNERS - ADVANCED
\$65/HOUR**

\$45/FORTY-FIVE MINUTES

\$35/THIRTY-FIVE MINUTES

[REDACTED] GUITAR LESSONS

[REDACTED]@gmail.com

M0:00H

M7:39H



AUSTIN
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SOCIETY

TOPIC 6/7



EXAMPLES ON HOW TO PROTECT YOURSELF:

- ✓ When in doubt, cut it out
- ✓ Avoid direct promotion of businesses, products, or services
- ✓ Avoid intentional product placement
- ✓ Educate us, don't sell us



ACCEPTABLE SHOWS ON AUSTIN PUBLIC

Local Business History Segment

A producer makes a documentary on the history of barber shops in East Austin, featuring interviews with current barbers. The focus is cultural and historical, not “come get your hair cut at Joe’s Barber Shop.”

Community Workshop Coverage

Filming a nonprofit’s financial literacy workshop where a local credit union participates. The emphasis is on the tips shared (budgeting, saving, avoiding debt) rather than advertising the credit union’s products.

Artist Spotlight

A program showcasing a local painter’s creative process while showing how they create murals, talking about their inspirations, and exploring community art. The content is about the art and the cultural impact, not selling prints or booking commissions.

Health & Wellness Talk

A yoga instructor shares breathing techniques and stretches people can do at home. They can mention they run a local studio (“I teach at XYZ Yoga Studio”) but can’t turn it into “Sign up for my class, here’s the price.”

Restaurant Culture Feature

A food show that explores Tex-Mex history in Austin, filming inside restaurants to show how dishes are prepared. Producers can identify the restaurant (“we’re at Juan in a Million”) but not focus on the menu to promote their weekday specials.

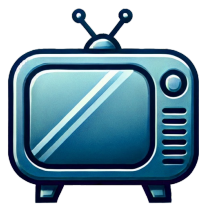




QUESTIONS

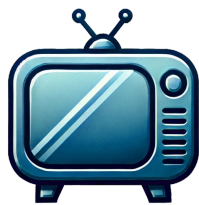
CAN I HAVE SPONSORS?

- YES! Donations and partnerships with a **sponsor** are perfectly fine
- Adhere to the non-commercialism policies previously discussed
- Avoid intentional product placement



CAN I RAISE MONEY FOR MY CONTENT?

- YES! Those who contribute financially to support the production of your show are called **Program Underwriters**
 - **All** underwriters need to be acknowledged
 - Underwriter credits (“Pods”) are used to identify underwriters
 - A credit “pod” is **shown at beginning and end of program**



UNDERWRITING HANDOUT SENT IN EMAIL

UNDERWRITING GUIDELINES

Everything you need to know about Program Underwriting:

All entities contributing to a program/series on public television must be acknowledged. Those who **contribute financially**, by providing funds for the production, are called **program underwriters**. The FCC requires that they be identified in relation to the programs funded.

The purpose of underwriter credits is to identify the entities that have provided funding for the production. Identification is limited to name, location, business purpose. Established corporate slogans may be used to identify the funder.

Program/Underwriter Announcements:

- Maximum Credit Pod = 60 seconds
- Maximum individual credit = 15 seconds

Underwriters must be identified at the beginning and the conclusion of a program. The underwriting announcements (a/k/a “the pod”) may not be more than 60 seconds in length, made up of individual credits, for each funder, up to 15 seconds long. No single underwriter may receive more than a 15-second credit.

Underwriting pods may include:

DO'S

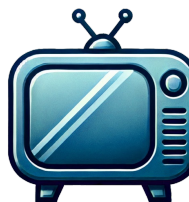
- Your company's name
- Location and contact information, including Web site address
- Up to three or four product lines or services
- Company mascots,
- Identifiable symbols and animated logos
- A recognized spokesperson's voice and instrumental music as background
- Your company's slogan or tagline, as long as it meets FCC guidelines
- Products in or out of their packaging, or consumers or employees instead of products

FCC Guidelines

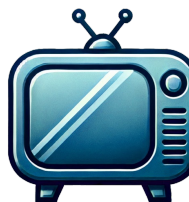
DON'TS

According to FCC regulation, underwriting pods may **not** include:

- Calls to action (“Come in today and take a test drive”)
- Superlative description or qualitative claim about the company, its products, or its services (“The best service in the industry” or “The most intelligent car ever built”)
- Direct comparison with other companies, their products or services
- Price or value information (“7.7% interest rate available now” and “affordable,” “discount,” or “free”)
- Inducements to buy, sell, rent, or lease “Six months free service when you buy” or “lifetime guarantee”)
- Endorsements (“recommended by 4 out of 5 doctors”)
- Demonstrations of consumer satisfaction



AS SEEN ON TV & IN THE NEWS:





QUESTIONS

TOPICS COVERED

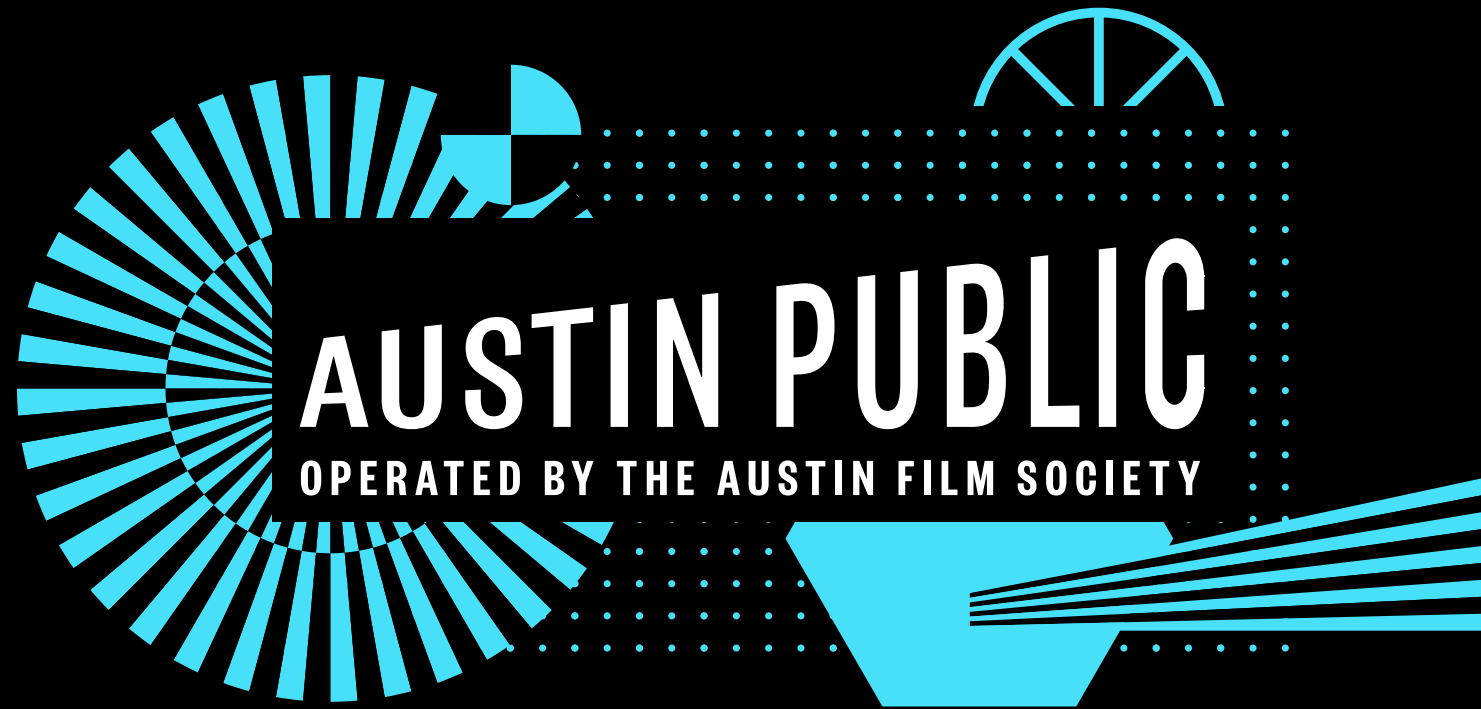
- 1. Material contrary to the law**
- 2. Immediate danger or damage**
- 3. Obscene material**
- 4. Defamation & Invasion of Privacy**
- 5. Unlawful Copyright**
- 6. Solicitation of funds**
- 7. Commercialism**

REVIEW CONTRACT

TAKE TEST



AUSTIN
FILM
SOCIETY



SUBMITTING CONTENT

AFS Producer Program



AUSTIN
FILM
SOCIETY

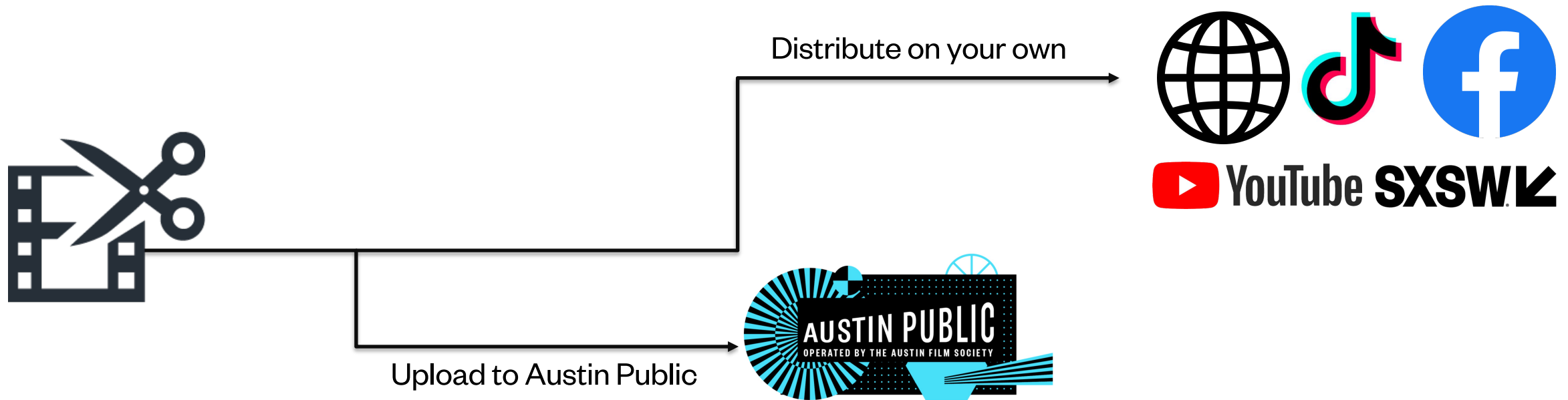
SUBMITTING CONTENT



AUSTIN
FILM
SOCIETY

Producer Content Policy :

Producers are responsible for submitting content (in its entirety or a portion) created with Austin Public resources to air on Austin Public's distribution platform before distributed through other platforms. **Producer owns all content created with Austin Public resources.**



SUBMITTING CONTENT

1. Online Streaming on www.austinfilm.org
2. Video On Demand embedded on www.austinfilm.org
3. Apple TV, Roku & Amazon Fire TV apps (search “Austin Public”)
4. iPhone and Android Apps (search “Austin Public”)
5. Spectrum - channel 10, 11 & 16
6. Astound (Grande Communications) - channel 10, 11 & 16
7. AT&T Uverse - channel 99 (all Austin PEG channels)



SUBMITTING CONTENT

Independent Shows (No extra Cost)

- Any length
- Will air at programming department's discretion or a Producer can request an airdate.

Series (minimal fee for a Series)

- A show that airs on the same day, time and channel for 4 months.
- Total run time of 28:30, 58:30, 1:28:30 or 1:58:30
- Price ranges from \$10-\$25 for the 4-month Series
- The three Series Seasons:
 - Summer Season June 1 to September 30
 - Fall & Winter Season October 1 to January 31
 - Spring Season February 1 to May 30

AUSTIN PUBLIC



AUSTIN
FILM
SOCIETY

SUBMITTING CONTENT

File Requirements

- At least a 10-frame fade in and out from black
- 10-seconds, static tag at the end of your show with a name and form of contact
- We air content in 1920x1080 HD @ 29.97 fps

Naming Your File

- For a series of content, use the same naming convention
- Doug's Music Show Episode #1 = DMS001.mov
 - OR you could put detail in the middle = DMSthebandname001.mov

Play Count

- Guaranteed a minimum of 3 airings (will air more than that)
- If not rated "Adult" then it will be posted to VOD based on category given
- Content rotated out every 3+ months
- You can tell us to delete files after 3 airings

SUBMITTING CONTENT

CREATE A SHOW

Show Name: *

Show Name: Episode Name

Series Title:

Show Description: *

Show Type: *

Please select...

Production Area: *

☐

Local

☐

Out of Area

First time on airing Austin Public? *

☐

First Time

☐

Aired Before

Does this contain any mature or adult Content? *

☐

None

☐

Mature Content (profane or sexually suggestive language and/or violence)

☐

Adult Content (Sexually explicit language, extreme gore and/or nudity)

Does this contain any obscene content as defined by the State of Texas? *

☐

No

☐

Yes (if so, it cannot air on our channels ore streaming services)

Air Date Request

Air Time Request:

HH:MM AM/PM

Channel Preference:

Please select...



Channel 10 is typically politics, current events, news shows, etc. Channel 11 is typically inspirational content. Channel 16 is typically entertainment, music, sports, film, etc.

Digital File or Live Show Duration: *

HH:MM:SS

Digital File Name (for Pre-recorded shows):

FILEpisode001.mov

Show Category (choose the best representation):

Please select...



Show Notes for our programmer:

SUBMITTING CONTENT

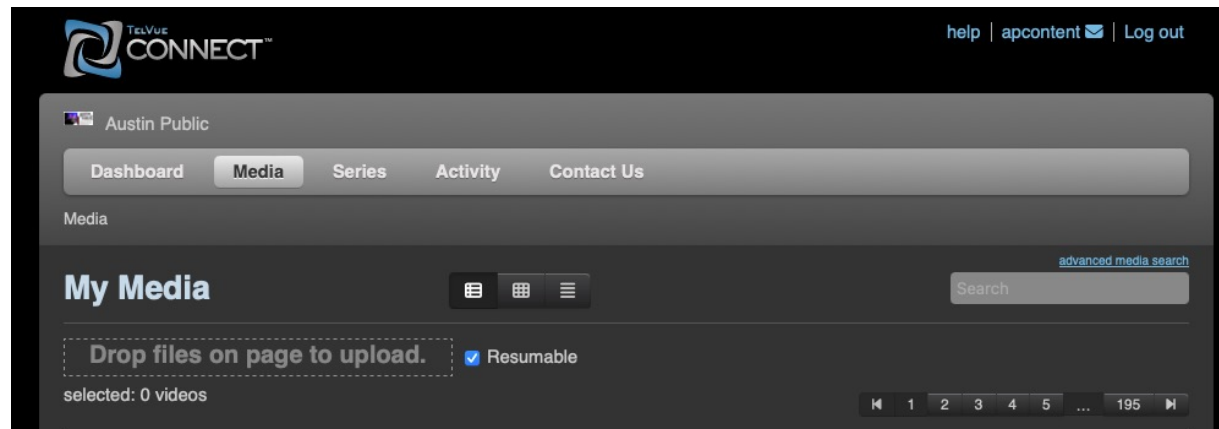
FILE UPLOADING

Step 1. Got to: <https://connect.telvue.com/media/all>

Step 2: Login: (User: apcontent , Password: APcontent)

Step 3. Drop your file into where it says: "drop files on page to upload"

You can also drop off your file onsite at Austin Public. Please remember that we air content in Full HD (1920x1080) with a frame rate of 29.97fps. Your file will be converted on upload.



CONTACT US



NEXT STEPS VIDEO

HOW TO CONTACT:

- EQUIPMENT ROOM: [\(512\) 322-0145](tel:5123220145), EXT 3241
- ADMIN/COORDINATOR: [\(512\) 322-0145](tel:5123220145), EXT 3235
- charles@austinfilm.org (Content Programmer)
- equipment@austinfilm.org (Reservations)
 - josh@austinfilm.org
- austinpublic@austinfilm.org (Program Questions)