

MEDIA POLICY CLASS

- Producer Program Overview
- Personal 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



START UP PROCESS



STEP 1:

WATCH OUR [ORIENTATION VIDEO](#) &
DOWNLOAD [THE HANDOUT](#)



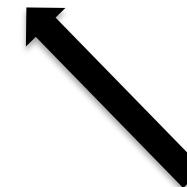
STEP 2:

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.

STREAMING PLATFORMS



CABLE TELEVISION



Spectrum



INTERNET & DEVICES



AUSTINFILM.ORG/AUSTIN-PUBLIC.WATCH



APPLE IPHONE IOS APP



ANDROID PHONE APP



AUSTIN
FILM
SOCIETY

Screenings & Events ▾

Join & Give ▾

Tickets Calendar Search **Donate**

Community Programs ▾

Rentals & Facilities ▾

AUT

TI

CA

SE

AFS Cinema

Austin Public

Austin Studios

Austin Public ▾

Classes

Tours

Creative Careers

About Austin Public

Become A Producer

Producer Portal Login

Austin Public Resources

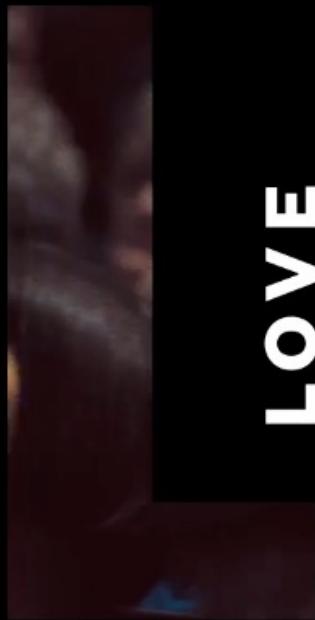
Training Videos

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](#)

AUSTIN
FILM
SOCIETY

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: *

Please select... 

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



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



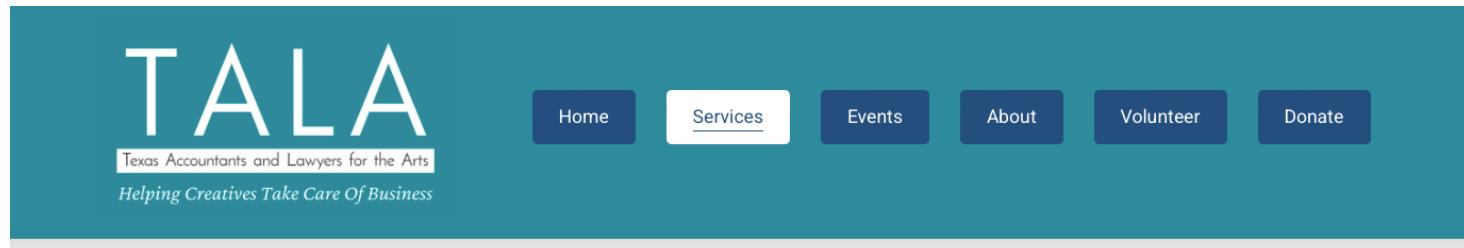
The Texas Film Commission logo, featuring the words "Texas FILM COMMISSION" with "EST 1971" and a sunburst graphic, is overlaid on a scenic landscape of rugged mountains and a river.

	Production Incentives	Film Friendly Texas	Digital Media Friendly Texas	Production Directory	
--	-----------------------	---------------------	------------------------------	----------------------	--

Below the logo, there are five smaller images corresponding to the links: a person in a studio, two people talking, movie posters, a festival marquee, and a car.



AUSTIN
FILM
SOCIETY

The image shows the header of the TALA website. The logo 'TALA' is in large white letters, with 'Texas Accountants and Lawyers for the Arts' in smaller text below it. Below the logo is the tagline 'Helping Creatives Take Care Of Business'. To the right of the logo is a navigation bar with buttons for 'Home', 'Services' (which is underlined), 'Events', 'About', 'Volunteer', and 'Donate'.

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.

INTRODUCTIONS

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

HELLO
my name is...

AUSTIN PUBLIC - ONSITE STAFF

Media Policy Class

DOUG
Operations Director



CHARLES
Engineer &
Facility Manager



JOSH
Access Programs
Manager



DARREANE
Program Associate



Equipment Specialists



JARED



EMRE



GEE



TAYLOR



AUSTIN
FILM
SOCIETY

TOPICS TO COVER

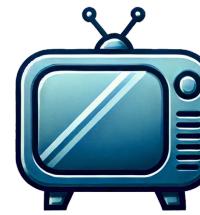
1. Material contrary to the law
2. Immediate danger or damage
3. Obscene material
4. Defamation & Invasion of Privacy
5. Unlawful Copyright
6. Commercialism
7. Solicitation of funds



CRIMINAL



CIVIL



FCC

AUSTIN PUBLIC
SPECIFIC

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...”**

TOPIC 1



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.

TOPIC 1



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

TOPIC 1



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.”**

TOPIC 2



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

TOPIC 2



EXAMPLES ON HOW TO PROTECT YOURSELF:

- ✓ Use disclaimers (parody or satire)
- ✓ Fake/dramatize scenes
- ✓ Consult an expert on your claims
- ✓ Avoid calls to action for harm
- ✓ Conduct thorough research

TOPIC 2



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”**

TOPIC 3



AUSTIN
FILM
SOCIETY



“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.

TOPIC 3



(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;

TOPIC 3



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

TOPIC 3



AUSTIN
FILM
SOCIETY

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.

TOPIC 3



AUSTIN
FILM
SOCIETY



EXAMPLES ON HOW TO PROTECT YOURSELF:

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

TOPIC 3



AUSTIN
FILM
SOCIETY



FEDERAL COMMUNICATIONS COMMISSION OFFICE (FCC):

Obscene content does not have protection under the First Amendment.

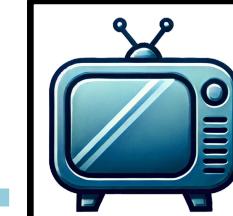
For content to be ruled obscene, it must meet a three-pronged test:

- 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."

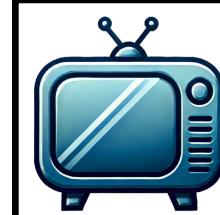
TOPIC 3



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)**

TOPIC 3



Content submitted to Austin Public
cannot contain...

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

TOPIC 4



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

TOPIC 4



OTHER NOTES:

- 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

TOPIC 4



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.)

TOPIC 4



Content submitted to Austin Public
cannot contain...

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

TOPIC 4



LOW PROFILE & PERSONAL USE

NO EXPECTATION OF PRIVACY



OPEN TO PUBLIC



OPEN TO PUBLIC

EXPECTATION OF PRIVACY



PRIVATE EVENT



PRIVATE / INTIMATE ACTIVITY

TOPIC 4



LOW PROFILE & PERSONAL USE

**NO LOCATION
PERMISSION NEEDED**



PUBLIC PROPERTY

LOCATION PERMISSION NEEDED



PRIVATE PROPERTY



PRIVATE PROPERTY



PRIVATE HOME

TOPIC 4



QUESTIONS TO ASK YOURSELF

1. **PEOPLE:** Where am I?... Is it personal or commercial use?... 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 a permit from the city?

TOPIC 4



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

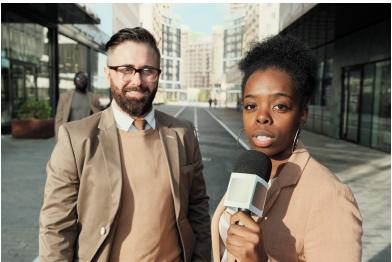


TYPES OF PERMISSION:



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 commercially 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.

TOPIC 4



Content submitted to Austin Public
cannot contain...

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

TOPIC 5



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

TOPIC 5



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

TOPIC 5



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

TOPIC 5



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 a license or permission.
- A documentary includes a full scene from a Hollywood movie without permission or a license.
- 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

TOPIC 4



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
- Comment
- News reporting
- Teaching
- Scholarship
- Research

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

TOPIC 5



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

TOPIC 4



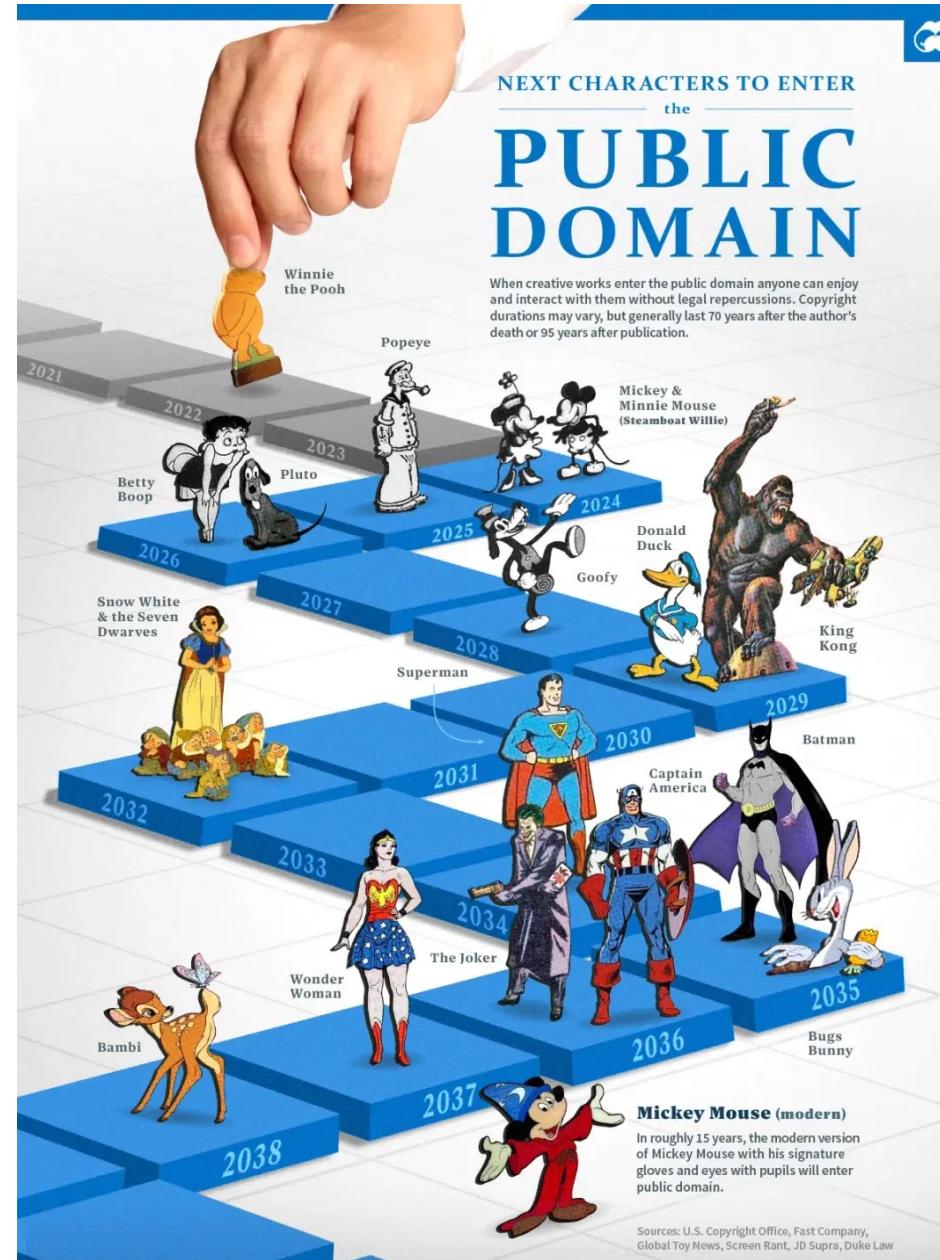
PUBLIC DOMAIN

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

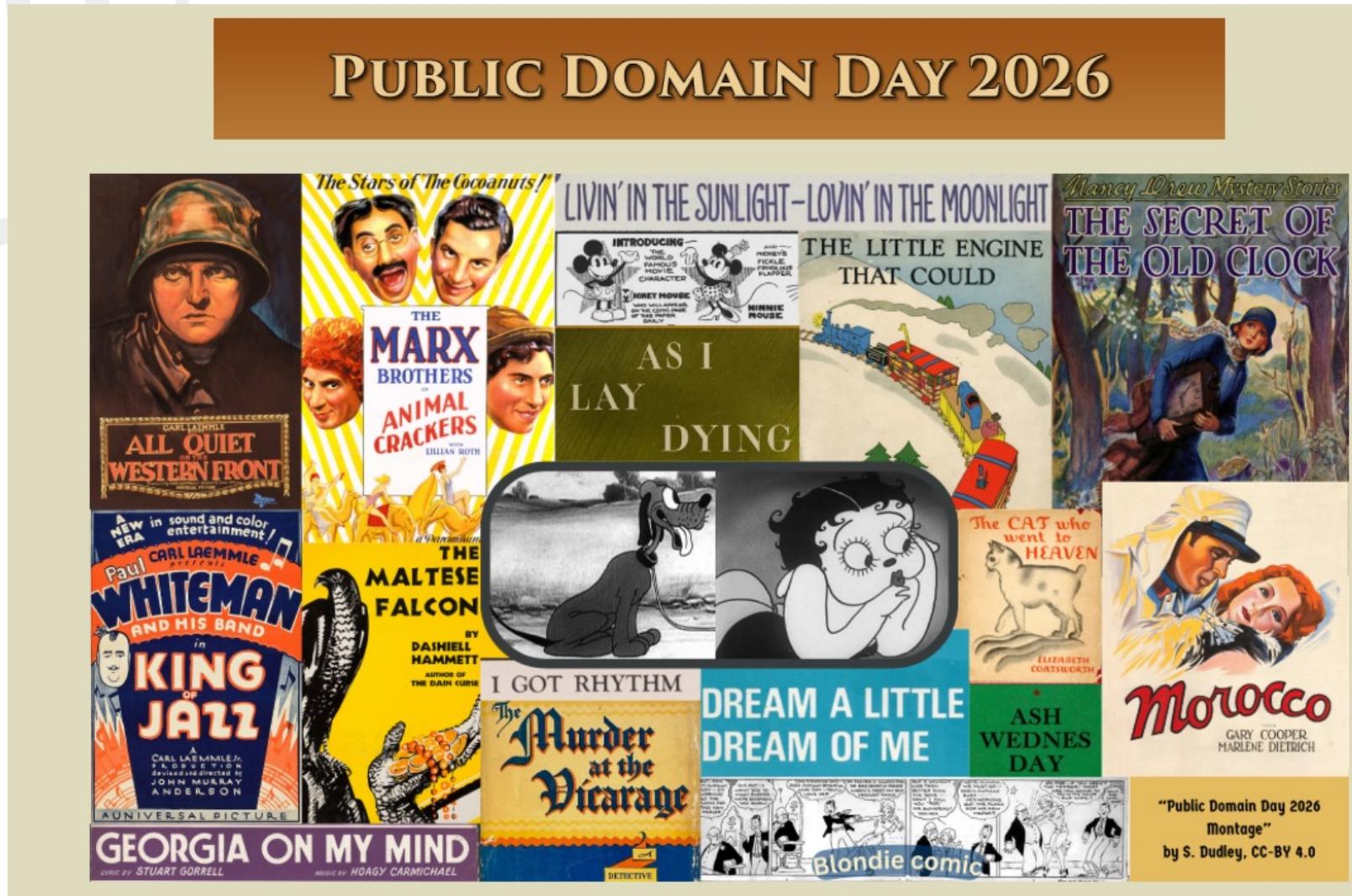




@visualcapitalist

TOPIC 5





Duke Law School
Center for the Study of Public Domain

TOPIC 5

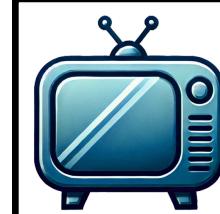


Content submitted to Austin Public
cannot contain...

“Any **solicitation or appeal for funds.”**

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

TOPIC 6



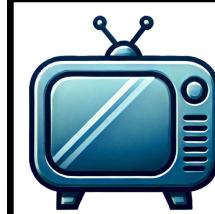
Content submitted to Austin Public
cannot contain...

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

TOPIC 7



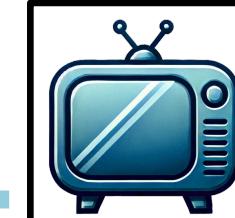
AUSTIN
FILM
SOCIETY



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.

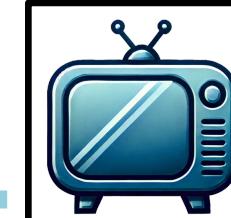
TOPIC 7



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

TOPIC 7

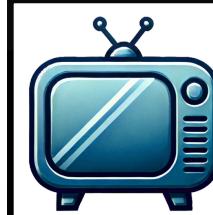


Avoid soliciting funds, showing advertisements and overly promoting products or services.

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

TOPIC 6/7



EXAMPLES ON HOW TO PROTECT YOURSELF:

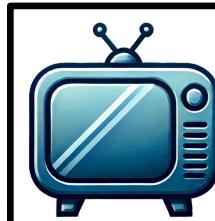
- ✓ When in doubt, cut it out
- ✓ Avoid direct promotion of businesses, products, or services
- ✓ Avoid intentional product placement
- ✓ Educate us, don't sell us

TOPIC 6/7



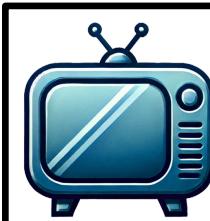
CAN I HAVE SPONSORS?

- 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

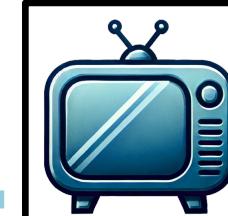
FCC Guidelines

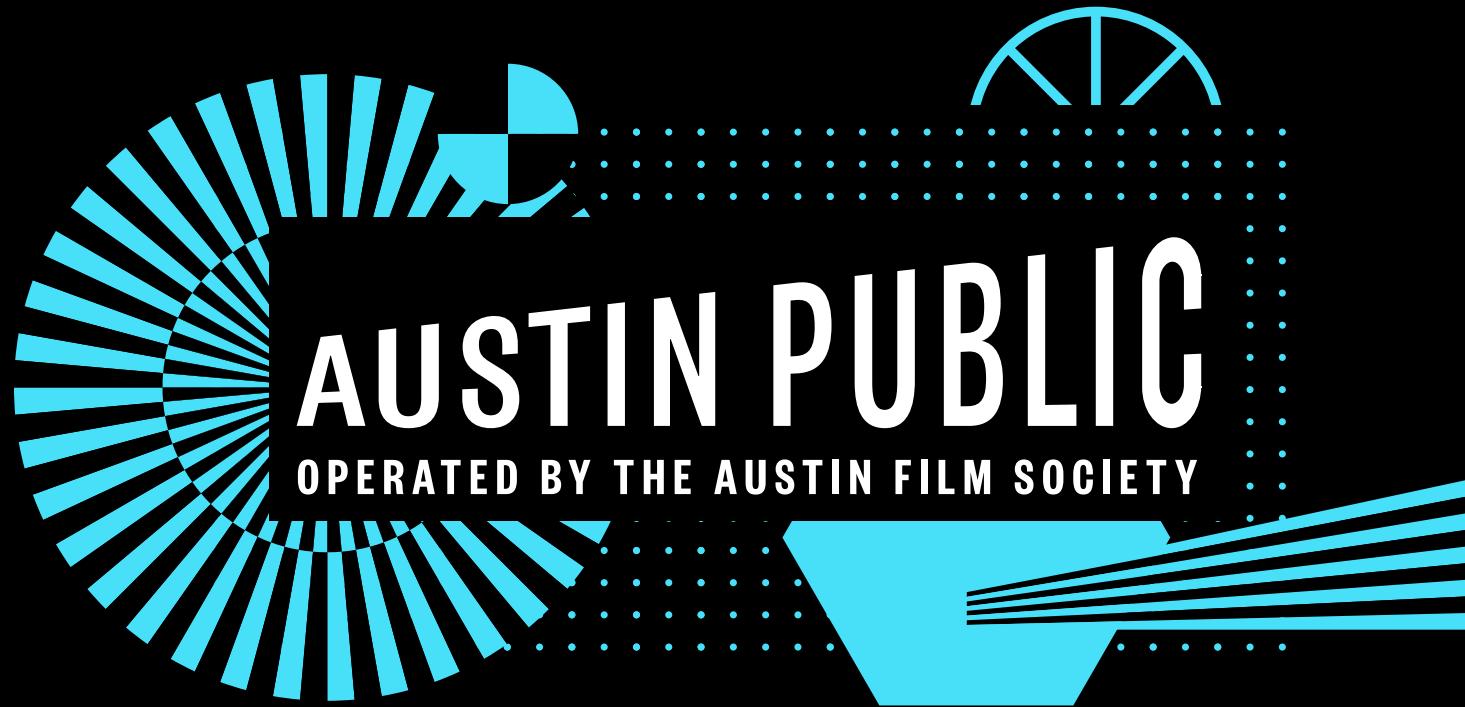
DON'TS

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

TOPIC 7





SUBMITTING CONTENT

AFS Producer Program



AUSTIN
FILM
SOCIETY

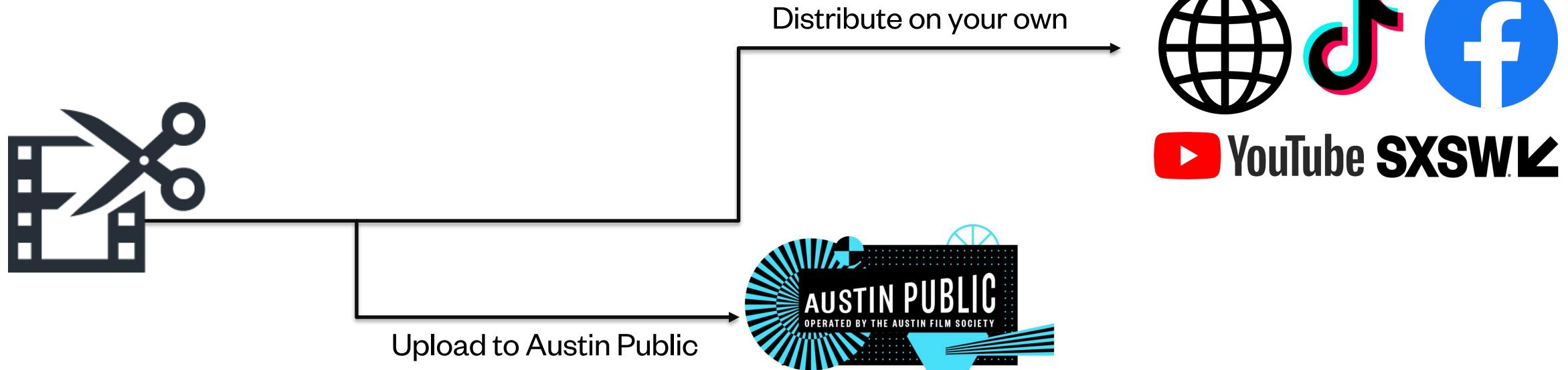
SUBMITTING CONTENT



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: *

Series Title:

Show Description: *

Show Type: *

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 or streaming services)

Air Date Request

Air Time Request:

Channel Preference:

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: *

Digital File Name (for Pre-recorded shows):

Show Category (choose the best representation):

Show Notes for our programmer:

SUBMITTING CONTENT

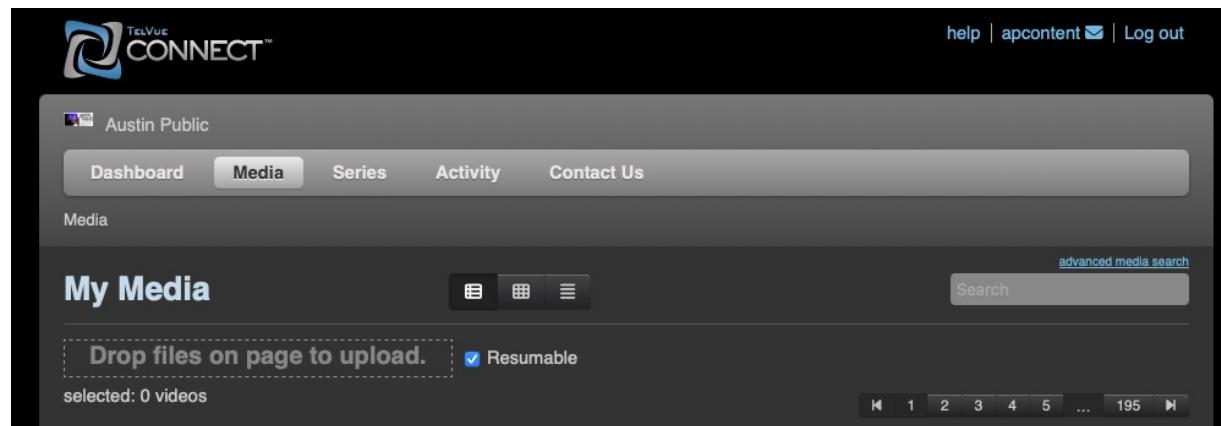
FILE UPLOADING

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.



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!!

CONTACT US

WHAT'S NEXT:

- Look for email from Austinpublic@austinfilm.org
- Fill out intake form (if you haven't yet)
- Gain access for one month free
- Take Resource Certification Classes
- Sign up for Subscription after first free month ends

HOW TO CONTACT:

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