



CABLECAST / WEBCAST / RADIO BROADCAST PROGRAMMING POLICY

Producer Rights and Responsibilities

- Producers retain ownership of the content of programs they produce.
- Producers are allowed to use an underwriter's name, logo, street, and /or web location; however, no underwriting credit may exceed 10 seconds in length and must be included in the total calculated program length.
- Producers take full responsibility for the content of the programming submitted for cablecast / webcast / radio broadcast and agree to permit DMA to provide their name and contact information to viewers / listeners / authorities who wish to respond directly to content and / or views expressed in their program.
- Producers are responsible for obtaining all clearances / releases for use of any copyrighted or protected material, including music, video / film, photographs, and on-camera / on-air talent.
- Producers may use music for RadioAccess 102.5 FM and RadioAccess.org covered by DMA's Broadcast licenses.*
- Producers are responsible to archive their work. DMA isn't responsible for lost/corrupt content.

Dakota Media Access (DMA) Rights and Responsibilities

- DMA will not edit or alter the content of material submitted without the permission of the producer.
- DMA reserves the right to cablecast / webcast / radio broadcast any production using its equipment and facilities any number of times or for promotional purposes on its channels, web site, streaming platforms, and/or radio signal.
- DMA reserves the right to label any program with an on-air graphic or an audio message as to its content, or that its content is not representative of the views of DMA, its staff, or board of directors.
- Submitted programs which do not fulfill minimum technical quality standards may be ineligible for scheduling on DMA cablecast / webcast / radio broadcast. Such a program may be withdrawn during an actual cablecast / webcast / radio broadcast if said program is deemed to be of inadequate technical quality.
- Final decisions regarding specific cablecast / webcast / radio broadcast times, dates, channel placement and equipment / facility reservations are made by DMA.

Restrictions

- The DMA channels, web sites, streaming platforms, and/or radio signals may NOT be used to:
 - advertise or promote the sales of products or services;
 - intentionally show business or product names, logos and other symbols for advertising or promotion;
 - promote games of chance for money or prizes, lottery information or advertisement of lotteries or raffles;
 - solicit donations outside of DMA Board of Directors prior approved special events/circumstances; or
 - slander or libel any individual or group.
- Programs containing excessive violence, profanity or explicit sexual images or language as deemed by programming staff, will not be accepted for cablecast / webcast / radio broadcast. Programs will be considered for cablecast / webcast / radio broadcast with every effort to show programming within community standards of decency.
- The use of actual or simulated Emergency Alert System (EAS) and Wireless Emergency Alert (WEA) tones and attention signals outside of genuine alerts, tests, or authorized public service announcements is strictly prohibited by the Federal Communications Commission (FCC). General alarms or other loud noises, including bells, police, fire, or civil defense sirens are also prohibited as they may contribute to false or fraudulent communication of distress and initiate a false activation. Producers are also strongly discouraged from using any sounds heard while driving (e.g. vehicle horns, beeps, traffic) as these sounds can be distracting and potentially dangerous.

*Music broadcast / webstreaming licenses (BMI, ASCAP, SESAC, SoundExchange) are provided by DMA for use on RadioAccess 102.5 FM and RadioAccess.org.