

Dakota Media Access (DMA)

COMMUNITY ACCESS PROGRAMMING POLICIES

DMA recognizes that the underlining premise of public access television is to allow citizens to use the medium to exercise their First Amendment rights. A potential user of DMA acknowledges that he or she takes full responsibility for the content of the programming submitted to be cablecast/web cast and agrees to permit DMA to provide his or her name and phone number as included on the required "Request for Cablecast/Web Cast" form to viewers who wish to respond directly to content and/or views expressed in his or her program.

1. The DMA channels and/or web site may NOT be used to:
 - advertise or promote the sales of products or services; describe or praise a product, service or business which encourages purchase; 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.
 - slander or libel any individual or group.
2. Programs will be considered for cablecast/web cast with every effort to show programming within community standard of decency. Programs containing explicit sexual interaction or designed to arouse sexual desire should not be submitted for cablecast/web cast. DMA may also restrict programs which it deems to be excessively violent.
3. DMA will not edit or alter in any way the content of material submitted without the permission of the producer. DMA reserves the absolute right to label any program with an on air graphic as to its content, or that its content is not representative of the views of DMA, its staff or board of directors.
4. The community producer is responsible for obtaining all clearances from the owner for use of any copyrighted or protected material, including music licensing organizations, program distributors and any other persons necessary to authorize transmission of program material on the access channels and its web site. The community producer is responsible for securing all personal appearance talent releases and ensuring that the cablecasting/web casting of the program does not violate the rights of a third party.
5. Community producers may seek funding for their programs from private and/or public sources. You are allowed to use an underwriter's name, logo, official slogan, their address and/or web page URL. No underwriting credit may exceed 10 seconds in length and must be included in the total calculated program LENGTH as indicated on the "Request for Cablecast/Web Cast" form. It may appear once before the program starts and once after the program ends, but not within the body of the program. DMA accepts no liability for any disputes you may have with your underwriters.
6. The community producer retains ownership of the content of any program produced with DMA equipment or facilities and is entitled to one free DVD dub of the program. DMA reserves the right to cablecast/web cast any program produced using its equipment and facilities any number of times or for promotional purposes on its channels and or web site. It is the producer's responsibility to coordinate with DMA the return of any tape stock.
7. Submitted programs which do not fulfill minimum technical quality standards, namely: 1) audio levels are consistent; 2) no audio hum or distortion exists; 3) video is free from graininess; 4) edits are clean; 5) contains 10 seconds of black immediately preceding the program; 6) tape/disc is properly labeled; may be ineligible for scheduling on any DMA operated access channel or web cast. Such a program may be withdrawn during an actual cablecast or web cast if said program is deemed to be of inadequate technical quality by DMA staff.
8. Final decisions regarding specific cablecast/web cast times, dates and channel placement are made by DMA programming staff. DMA reserves the right to cablecast/web cast any program more than once.