

Dallas iMedia Network Member/User Manual Contents

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Overview and Mission

Dallas iMedia Network serves the greater Dallas area with a strong emphasis on community involvement. It is important to the organization to embrace a wide diversity of cultures. There are many avenues for member participation: we encourage you to get involved!

Dallas iMedia Network, Inc. is a private non-profit corporation established to administer, manage and facilitate the operation of community access television services and programming for the residents of Dallas. Dallas iMedia Network (Dallas iMedia/iMedia) operates as a membership organization.

Mission Statement: Giving voice to all the people of Greater Dallas by serving as the center for community media.

Dallas iMedia Network operates as a contractor to the City of Dallas. Funded in part by its contract with the City of Dallas, Dallas iMedia Network also seeks funds from individual donors, private corporations, and community grants for the administration of its programs.

Dallas iMedia Channel Line-Up

Watch Dallas iMedia Network for a great view of the city! iMedia channels are available on the Time Warner cable system in Dallas; the Verizon Fios system in Richardson and Collin County; and through streaming delivery on iMedia's website, www.dallasimedia.net. Each theme-oriented channel attracts a target audience:

Channel 95 – Time Warner Cable
Channel 44 – Verizon Fios

Dallas iMedia Network
Arts, entertainment and public affairs programming

Channel 99 – Time Warner Cable
Channel 43 – Verizon Fios

Dallas iMedia Interfaith Channel
Religious and spiritual programming—talk programs, worship services, music and drama

Channel 96 – Time Warner Cable
Channel 45 – Verizon Fios

Dallas iMedia Youth Channel
Programs produced by and for youth

Operations

Dallas iMedia Network, Inc. is governed by a Board of Directors.

Guidelines insure maximum use of the facilities and equipment. These principles are designed to encourage the broadest possible diversity of participation in community programming activities.

Under the supervision of the President/CEO, Dallas iMedia participates in significant community projects. These projects may have priority over the use of all equipment and facilities.

Law prohibits any individual or entity from deriving any financial benefit from the 501(c)(3) status of Dallas iMedia Network, Inc.

The organization does not refuse service on the basis of race, creed, color or sexual preference.

Dallas iMedia Network, Inc. reserves the right to suspend, revoke or deny membership or services to individuals or groups in accordance with Dallas iMedia user guidelines and operational standards.

Membership

City of Dallas residents and non-residents 18 years of age or older, organizations and businesses may become a member of Dallas iMedia Network, Inc. A minor may become a member if an adult parent or custodian assumes legal responsibility by making all necessary applications, or the minor is involved through a sponsoring organization or school taking responsibility.

Annual nonrefundable dues are required for all levels of membership. All members must complete a free orientation session and sign a Statement of Compliance agreeing to abide by Dallas iMedia Network user rules. Memberships are valid for a full calendar year. An affiliate producing team member's membership expiration date coincides with that of their sponsoring umbrella organization or entity.

Individuals, organizations and affiliate members must provide written documentation proving residency in the City of Dallas. This physical address must be listed on the membership application. A Post Office box number may be requested as a mailing address as long as the documented physical address is on file. Members joining as City of Dallas residents must notify Dallas iMedia upon moving outside the city, and must change status to nonresident by submitting upgrade fees pro-rated for length of membership year remaining.

An individual member may produce programs featuring a particular organization, entity, club or group not more than two times within a one-year period. The entity or organization featured must join Dallas iMedia to pursue continued showcase on iMedia channels through programs produced by the individual or the organization's own production team.

Affiliate producing team members under an organization or business, may only produce programs about their sponsoring organization and its work, but may crew on any other programs. Organizations may replace affiliate members by notifying Dallas iMedia in writing, and submitting necessary applications and payment for a new affiliate member.

Member/User Code of Conduct

Dallas iMedia Network strives to maintain a productive and harmonious working environment for its members and guests. In this environment, members are viewed as responsible citizens who utilize their skills and the provided resources for the benefit of the community. Access and expression are fundamental to this privilege to learn and develop. However, to assure continuance of such a productive environment, appropriate behavior in Dallas iMedia facilities and in the larger community is required.

Prohibited Conduct: The following misconduct is subject to the probation or suspension of Dallas iMedia services, or termination of Dallas iMedia membership:

1. intentionally causing physical harm to any person on Dallas iMedia premises or at Dallas iMedia sponsored events or remote location productions
2. unauthorized use, possession or storage of any weapon on Dallas iMedia premises or at Dallas iMedia sponsored events
3. intentionally interfering with normal Dallas iMedia operations
4. use or possession of alcohol or illegal drugs on Dallas iMedia premises or remote production locations, or operating Dallas iMedia equipment under the influence of alcohol or illegal drugs
5. maliciously or knowingly spreading false reports about Dallas iMedia the organization, its board of directors, employees or members
6. use of threatening or abusive language or harassing conduct toward any person on Dallas iMedia premises or at iMedia sponsored events or remote shoot locations
7. theft of property on Dallas iMedia premises or at iMedia sponsored events or remote shoot locations
8. unauthorized use of Dallas iMedia equipment, facilities or services
9. unauthorized presence on or use of Dallas iMedia premises
10. failure to comply with the direction of Dallas iMedia personnel acting in the performance of their duties
11. misrepresentation of one's self as an employee or agent of Dallas iMedia Network or engaging in any business transactions as such
12. making false or misleading statements in applications

13. engagement in conduct that is prejudicial to the interests or purposes of the corporation
14. charging a fee for guests' or audience members' appearance on a community television program produced through free use of Dallas iMedia equipment or facilities
15. paying a Dallas iMedia volunteer member for crewing on a community television program produced through free use of Dallas iMedia equipment or facilities
16. receiving compensation for producing or serving as a crew member on a community television program produced through free use of Dallas iMedia equipment or facilities; or
17. any breach of guidelines noted in this Member/User Manual.

A member will be provided with written notice upon a determination by Dallas iMedia to refuse services, or to suspend or terminate membership. See "Resolution of Disputes."

Training & Certification

Dallas iMedia Network conducts a series of training sessions open to members and non-members on a first-come, first-served registration basis.

Class fees and pre-registration are required in advance for all training sessions. Member free use of iMedia equipment is not available to anyone who has not been officially certified by Dallas iMedia Network.

If a member/non-member does not attend a class, it is his/her responsibility to notify the production staff to re-schedule. Re-scheduling of classes is not automatic. Users/members must notify Dallas iMedia of class cancellation two business days in advance of the class to qualify for rescheduling, otherwise rescheduling fee \$10.00 will apply.

Fee-based test-out certification may be offered for certain Dallas iMedia training classes.

User re-certification may be required for use of new equipment or facilities, or for non-use of any equipment over a period of one year. Training fees will apply for retraining.

Production Rules

The following rules apply to all equipment/facilities use:

1. Equipment and facility use is reserved by certified members on a first come, first served basis. Members may not reserve equipment or facilities for another member, or check out and/or return equipment for another member.

2. The Dallas iMedia member who signs for equipment/facility use or playback time slots will be the user of record and will be held responsible for any loss of, or damage to, any Dallas iMedia equipment and facilities when such loss or damage does not result from normal wear. If the member is an affiliate producing team member, the umbrella organization shall be held responsible. In a case where more than one member is involved in a production, the member causing damage will be liable for damage or loss, as well as the user of record.
3. Dallas iMedia Network offers equipment/facilities use for members through scheduled appointment only, and according to established sessions.
4. No one under 18 may utilize Dallas iMedia equipment or facilities without a written statement of responsibility signed by a parent or legal guardian for each equipment use, when the minor is the Dallas iMedia individual member/user of record. If the minor is a student affiliate with a school or organization that is an iMedia member/user group, the school/organization takes responsibility for the minor/student's user of iMedia equipment.
5. A member requesting equipment and facilities must secure, 5 days prior to the production's cablecast, written evidence that all necessary approvals, licenses, copyright clearances, establishment, organizer, and any other clearances for the production have been obtained. These include, but are not limited to, approvals by broadcast stations, networks, sponsors, copyright owners, performers' representatives and persons referred to in the program material. Model or talent releases must be secured at the time of production for all persons appearing in the program. Members should post signage at remote production locations to let the public know they are being videotaped.
6. Equipment should be reserved at least seven days in advance, but not more than 30 days in advance.
7. Dallas iMedia Network is to be informed of all cancelled equipment/facilities reservations and receive requests for changes in check out/return times at least 24 hours in advance. Failure to do so may result in the revocation of privileges to use Dallas iMedia facilities and equipment. If a user does not keep a designated reservation for equipment/facility use, and does not call to cancel the reservation, it will be considered a "no show." If a user is more than 1 hour late for a studio or edit suite reservation and has not called the production department to give notice of late arrival, the reservation will be noted as a "no show" and the reserved equipment/facility use is cancelled. If a user accumulates three no-shows within a 60-day period, without notice to staff members, the user will be placed on suspension from use of Dallas iMedia equipment for 30 days. Please see "Portable Field Production Equipment" section for specific details regarding use of portable systems.
8. Dallas iMedia cannot guarantee equipment/facilities or staff facilitation availability when members arrive earlier than scheduled for equipment/facilities use or equipment check-in/check-out. Members should call in advance to inquire if early arrival equipment/staff assistance is available.

9. All personal property, props or equipment brought on the premises of Dallas iMedia Network or to a production location are the sole responsibility of the person(s) bringing them.
10. Dallas iMedia Network equipment is authorized for use within the greater Dallas area. Use of equipment in cities outside the Dallas Metroplex requires written authorization by the Vice President of Operations.
11. Use of equipment must be completed before the same equipment may be reserved again. Reservations for equipment and facilities are limited to one of each type per person and per project at any given time for studio, portable equipment or editing. See "Production Truck" for truck booking requirements.
12. All member use of Dallas iMedia Network equipment and facilities is for producing a finished program for cablecast on Dallas iMedia Network. Through free use of iMedia equipment and facilities members may not use Dallas iMedia Network equipment and facilities as a production house to produce materials for commercial syndication and/or distribution; submission to independent broadcast stations or cable channels; private use; or financial gain. See "Use of Dallas iMedia Programming – page 17" for additional information.
13. Members may not charge for or receive compensation for producing or serving as a crew member on a community television program produced through free use of Dallas iMedia equipment or facilities.
14. Member producers are required to complete programs for cablecast. Individuals or organizations may only have five unfinished programs or episodes of a program awaiting completion at any time in order to book additional portable equipment or studio.
15. Upon booking equipment or facility use for a production, member producers maintain all responsibility for all aspects of the production including crewing and editing. Staff members are only available to work in crew capacity for members' productions during their work hours if it is a Dallas iMedia fee-based production or service.
16. Dallas iMedia Network retains the right to restrict the use of any videotape footage/programs produced through the use of Dallas iMedia equipment or facilities.
17. All productions must end with a tag including the following statement of indemnification:

"This program does not necessarily reflect the opinion or views of
Dallas iMedia Network, Inc."

followed by statement below:

Produced through the facilities of
Dallas iMedia Network, Inc.
by (User Name)

Copyright 200_
Dallas iMedia Network, Inc.

followed by:

Dallas iMedia Network Logo

19. All live and taped productions must be submitted for playback to Dallas iMedia Network, Inc.
20. The length of finished programs should be 28:00 or 58:00. Longer programs are acceptable in half-hour increments. The proper timing for longer programs must still allow for iMedia's insertion of channel ID or information on the channel prior to the next program's timeslot. Example: A 3-hour program should be completed at 2 hours, 58 minutes. If multiple tape reels are used, the last reel must leave the 2:00 space required. If any program length is shorter than required, it is the responsibility of the producer to add material for a scheduled playback time slot. Video shorts may be produced, but will be cablecast as fill, or may be bundled with other short programs to complete programming timeslots.
21. If a phrase such as "Produced by ABC Productions" is used in any programming, that organization or group identified as the producer must be a Dallas area member of Dallas iMedia Network, Inc. or must pay fees required for out of area programming producers utilizing iMedia channels.
22. Members are responsible for their children as well as any guests present at Dallas iMedia facilities. Children must be supervised. If children become unmanageable, Dallas iMedia staff will reschedule the member's appointment.
23. No food or drinks are allowed in Dallas iMedia's studio and control room, edit suites, production truck, portable equipment area, master control area or training lab.
24. Dallas iMedia is a smoke-free facility.

In addition to the above stated production rules, the following rules apply specifically to the various types of equipment/facilities noted:

Studio:

1. A "Studio Production Booking Outline" must be submitted to iMedia production staff for each studio use, taped or live production, 3 days prior to the production date. A booking for use of the studio will be accepted in advance of the paperwork, but the studio production will be cancelled if paperwork is not submitted with appropriate information in time stated above.
2. Studio production facilities may be reserved for an established three-hour session which will include set-up and strike. Shortened time periods are available for live productions. All time periods are regulated by staff.

3. Studio productions are required to have an adequate number of iMedia certified crew members in order to proceed with the production. Taped studio productions require no less than 4 crew members and live studio productions require no less than 5 crew members.
4. Studio bookings should result in a finished program that is submitted to Dallas iMedia staff at the end of the scheduled studio use. With staff approval and with participation of a certified editor, studio programs may be edited in post production. The taped studio program must be completed and submitted within two weeks of the taping date, or the member producer will not be allowed to book any Dallas iMedia equipment/facilities other than editing to complete the program.
5. Live studio timeslots are exclusively available for programs with community call-ins or time-dated material. Live studio sessions are secured through submission of appropriate paperwork for live timeslot agreements, requesting either a recurring series studio timeslot or single program timeslot. Member producers will be required to complete prescribed number of taped studio productions before live studio productions will be approved. Live studio timeslot requests must be approved in writing by the Vice President of Operations.
6. Live studio productions may be scheduled through the Vice President of Operations. Live time periods are scheduled according to the program length, i.e. 28- minute or 58-minute increments. Additional time for set-up and strike will be determined according to the number of programs in succession for a live production session.
7. Live studio programs must be videotaped and submitted to the program scheduler for playback.
8. To assist viewers watching a repeat playback, live studio productions must include graphics noting the live taping date if showing a phone number for call-ins.
9. Dallas iMedia member producers may request a special recurring weekly, bi-weekly or monthly studio taping session for a series by completing the appropriate request form with submission to, and agreement by the Vice President of Operations. Due to heavier evening studio requests and for equitable use, these recurring studio bookings for taping are available only for morning and afternoon studio sessions and for no more than a prescribed 13-week period at a time. With special pre-arranged series studio bookings, member producers acknowledge Dallas iMedia's priority for use if needed for special events or tapings. Dallas iMedia will provide as much notice as possible if the need to cancel a pre-arranged booking becomes necessary. Member producer's cancellation or non-use of the pre-secured studio sessions more than twice in the time period, or failure to submit paperwork or completed studio programs as required for studio productions, will result in cancellation of the recurring studio use agreement. Member producers may then book studios for each use individually according to Dallas iMedia guidelines.
10. Dallas iMedia studios may be booked for production rehearsals or practices no more than six days in advance.

11. On line editing is permitted only when there are no studio production requests, and when reserved less than seven days in advance. On line edits will be cancelled whenever there is an urgent request by Dallas iMedia for studio use. There is no minimum notice for cancellation of on line edit appointments. Editors will be notified as soon as possible of the need to re schedule any on line edit bookings.
12. The number of people in a studio before, during and after any production is limited by safety and fire code rules. This number includes the crew, performers and spectators, and must be approved by staff. The member producer/user of record is required to supervise anyone present for their production.
13. The member/user of record booking the studio is responsible for clean up of the studio including: removal of all set pieces and additional chairs; return of such Dallas iMedia items to storage with proper placement; return of microphones used to staff facilitator; proper placement of cables and cameras used; and sweeping of studio floors. Failure to comply with clean up of studios will result in a \$25.00 fee.

Portable Field Production Equipment

1. Dallas iMedia Network portable production equipment is checked in and out during regular business hours only. Portable equipment is normally checked out for up to 48 hours per checkout, or for weekend Friday to Monday use.
2. For proper management of public use of equipment and in consideration of staff assignments to assist members, users must adhere to appointments set for check out/return of portable equipment systems and accessories. Users that arrive late for equipment check-out may have to wait until staff is available to facilitate the check-out, are not guaranteed check-out, and are subject to late pick-up occurrence suspension (see #3 below). Users that do not return portable equipment at the appointed date and time, will be subject to a \$5.00 per half-hour fee for every half-hour the equipment is late. A half-hour grace period will be applied, and the user may have to wait until staff is available to facilitate the check out or return process. If a user calls 24 hours in advance of a check out or return time to request an adjustment in the time there will be no late fees due.
3. At a user's third occurrence in 60 days of late pick-up or return of portable equipment, without 24 hours notice to request an appointment change, the user will be suspended from booking portable equipment for 60 days.
4. Portable equipment bookings are for one system per person and per project.
5. Portable equipment users are required to complete and sign an equipment check out form: a copy is provided. Upon return, the user will be supplied with a form indicating equipment condition. The user of record is financially responsible for missing or damaged equipment.
6. Users are not allowed to transfer their portable equipment reservations to other users, and may not allow other members to use the equipment for separate productions while checked-out for their own program use.

7. Post production bookings may be scheduled for programs produced with portable equipment.

Production Truck

Dallas iMedia Network's production truck is available for fee-based use. The production truck is intended for use in programming applications that cannot be accommodated through use of other Dallas iMedia facilities/equipment. The vehicle will be driven to the site by an employee of Dallas iMedia, and a Dallas iMedia staff member will be present at all times during a production truck shoot. Producer may request professional staff crew to work on productions as fee-based production services, or may secure a crew. The producer/client takes financial responsibility for any and all equipment damage or loss when utilizing crew/personnel for production other than Dallas iMedia contracted personnel.

Technical Standards

1. All program submissions must be on Dallas iMedia current formats, DVD (-R) DVCam, Mini-DV, or Beta SP. Master tapes and source tapes must be no more than two years old.
2. Master tapes must be of good quality, with no damage or excessive dropouts, and may not contain physical splices or tape damage.
3. Program/tape content must be as follows:
 - a. 60 seconds color bars and 0 dB tone
 - b. 30 seconds color sync black
 - c. Program material: 28:00 or 58:00 or other half-hour increments (time should include indemnification statement, producer/date identification statement and Dallas iMedia logo as required.)
 - d. 60 seconds color sync black following end of program
4. There must be only one show per tape.
5. All audio on channels one and two must be available. Both channels are played back simultaneously.
6. Control track must start within 60 seconds of the physical beginning of the tape and must run from the header through run out.
7. Active video will be between 7.5 and 100 IRE.

8. Chrominance shall not exceed 80%.
9. Sync and blanking portions of the video shall be R.S. 170 standard.
10. Time base stability must be sufficient to pass through processing equipment.
11. Tape must be properly labeled:
 - a. Program title (also series number if applicable)
 - b. Cue time (minutes and seconds)
 - c. Run time (minutes and seconds)
 - d. Name of producer, or organization
 - e. Production date
12. Tapes not meeting the above Dallas iMedia standards may be rejected and not cablecast. Upon tape rejection, Dallas iMedia members may confer with staff for verification of the technical problem.

Dubbing

A "Dallas iMedia Duplication Request Form" must be completed and submitted for all dubbing requests. All dub requests require pre-payment.

Fees are assessed for all dubs made through the facilities of Dallas iMedia Network, Inc. (Member utilization of Dallas iMedia's dubbing station for transfer of roll-in footage for use on a Dallas iMedia program is exempt from dubbing fees—See "Transfer Station" below.)

A member producer's personal/archival copy of an in-house produced program is available for a fee. Dubs of out-of-house programs or additional copies for a producer or guest are available for a dubbing fee per hour plus the cost of the duplication format requested. Postage for mailing dubs will be additional.

Multiple copies of programs may be acquired at reduced rates through Dallas iMedia.

Duplication of in-house Dallas iMedia productions may not be used for members' profit.

Studio and editing bookings are not to be used for dubbing.

Transfer Station

The purpose of Dallas iMedia's transfer station is for transfer of source footage to digital format for editing or rolling-in to Dallas iMedia programs. This dub station must be booked for use, and is a self-service station with no charge for use.

Roll-in footage on formats not supported by the transfer station, or footage duplicated to any other format or for any other purpose must be processed by staff through the Master Control Department and is subject to Dallas iMedia duplication fees.

This transfer station is not to be used to make producer or guest copies of programming and will not dub to DVD.

Program Content

Dallas iMedia Network, Inc. has designed its policies and facilities to encourage quality and creative community programming, and information services.

The corporation's existence is dependent on continuing support from the community that appreciates its value and service. Therefore, obscene matter is not deemed suitable for cablecasting on public access channels. Obscene matter may contain material that appeals to prurient interests; or may depict sexual conduct; or may otherwise lack serious literary, artistic, political or scientific value.

1. Dallas iMedia Network, programming must comply with all laws, including but not limited to Texas Penal Code Sec. 43.21, et. seq. (obscenity).
2. These rules are adopted by Dallas iMedia Network, Inc. and prohibit:
 - a. The direct or indirect promotion of lottery or other gambling activities.
 - b. Material designed to promote the sale of commercial products or services. This rule shall not be interpreted to prohibit (1) informational programs utilizing commercial products, naming brands, product features and approximate prices for the purpose of instruction, (2) programs providing professional advice or information, or (3) programs featuring information of nonprofit organizational event dates, names of attraction and locations. Specific prices of products, store names, store logos, addresses, and phone numbers, or prices of admission may not be mentioned or included in the body of a program. Phone numbers and websites of non-profit organizations or numbers where more information can be attained may be mentioned. Profit-making business representatives appearing on programs may reference a phone number or website for more information on the subject matter. This reference, verbal or through graphics, may only be included once in the body of the program for no more than 10 seconds. Store names may be acknowledged in closing graphics (see Program Content #4.)
 - c. The participation by the corporation, directly or indirectly, in any candidate's political campaign; either on behalf of or in opposition to that candidate. This rule shall not be interpreted to prohibit political candidate forums and public debates or the appearance of political candidates on public affairs programming. Campaign materials produced out-of-house may not be used.
 - d. The direct solicitation of funds for any and all purposes other than the fund-raising efforts of Dallas Community Television, Inc. itself.

- e. Material which constitutes libel, slander, invasion of privacy or publicity rights, unfair competition, violation of trademark or copyright; or which violates any local, state or federal law, rule, ordinance, statute, or Dallas iMedia Network Inc.'s articles or bylaws.
- f. Materials which require appropriate rights from broadcast stations, networks, sponsors, music licensing organizations, performers' representatives, copyright holders and any other persons as may be necessary for cablecast unless the user presents written authorization for the use of such materials.

WARNING: Member producers are responsible for any libel, slander, and copyright infringement in their programming.

- 3. Programs that wish to identify supporters' in kind contributions (i.e. videotape, sets, etc.) may give recognition in the closing program credits. Supporters' names, addresses, phone numbers, websites and/or logos may be used. Each credit may appear for a maximum of 10 seconds. All such credits must be registered on Dallas iMedia Supporter Forms and approved by the Dallas iMedia staff before being included in any program. Example:

Thanks to:
ABC Donuts
1111 Smith Street
Dallas, Texas
214-631-0000
www.abcdonuts.com

- 4. Producers that secure funding for programming production costs above in-kind support for items used in the programming will be assessed fees for market value of utilizing Dallas iMedia equipment/facilities, and may identify sponsors according to Dallas iMedia guidelines. See "Program Sponsorship."
- 5. Members must be aware that an identification may already be trade-marked. The use of a trademarked identification is an infringement of trademark law.
- 6. Business names may not be used in the title of a program unless the business is a Dallas iMedia member or the business is a Dallas iMedia program sponsor at required level.
- 7. Programs must contain at least 30% of local content, not just local graphics or graphic tags, for submission as a local program by a city of Dallas or iMedia service area member. Music videos or other video content may be included in the show if appropriate clearances/permissions are secured and 30% local content is included with any out-of-house footage submitted by city of Dallas and area members. See "Out-of-House/Out-of-Area Programming"
- 8. Programs may identify a non-member guest's business affiliation and phone number or website for more information on the subject discussed in the program. This reference, verbal or through graphics, may only be included once in the body of the program for no more than 10 seconds. A non-member nonprofit organization or business guest's phone number or website may be referenced in the body of the program two times in the body of the program for no more than 10 seconds each

time. Member nonprofit organizations may give reference to phone numbers and websites throughout the body of the program. Member businesses or clubs may give reference to phone number or websites for more information up to three times in the body of the program for no more than 10 seconds each, and in close of show.

9. Producers are requested to notify Dallas iMedia staff of any program content that may be adult-oriented or controversial.
10. A user or member of Dallas iMedia Network, Inc. channels, equipment or facilities shall indemnify and agree to hold harmless Dallas iMedia Network, Inc. against any and all liability arising out of such use or breach of the Statement of Compliance. This indemnification shall not be an admission of liability nor shall it be for the benefit of third parties.

Violations of these rules may subject the user to immediate forfeiture of the privilege of using Dallas iMedia Network, Inc. channels, equipment and facilities.

Program Sponsorships

Members may secure business sponsor funding above in-kind donations for their community television programs with Dallas iMedia approval and according to Dallas iMedia guidelines. Members should contact Vice President of Sales and Marketing for more information. Program sponsors may receive recognition in the body or close of the member program in 30 second spots according to level of funding and to established intervals. Business sponsor spots are not direct advertisements and have no "call to action." The sponsors spots may include business name, logo, website, address, phone, and established tag line. Dallas iMedia's "Program Support Levels" is available for details. When business sponsorship is acquired by members producing programs through free use of iMedia equipment and distribution network, shared revenue requirement calls for Dallas iMedia to retain 60% of the business sponsor amount and 40% will be shared with the iMedia member. Business sponsors will submit sponsor donations directly to Dallas iMedia Network. When business sponsorship is acquired by members utilizing iMedia fee-based production services, the shared revenue will apply to dollar amounts above the member's iMedia production costs. With fee-based service arrangements, Dallas iMedia will retain 40% of the business sponsor amount above production costs for use of iMedia's distribution network for business messaging. 60% of sponsor dollars above production costs will be provided to the iMedia member/producer.

Scheduling a Timeslot

Programs will be cablecast on Dallas iMedia Network channels. Time slots may be requested on iMedia's cable channels 95, 99, and 96.

A completed Playback Request Form must be submitted to obtain a program time slot. The member signing the Playback Request Form becomes the user of record and takes responsibility for the contents of the program. The member may request a schedule of the playback of the program.

1. All tapes must be properly labeled. This includes a program title, series number (if applicable), production date, cue time, run time and producer's name.
2. Program time slots are scheduled on a first come, first served basis. If requests for time, exceed channel availability on a requested date, priority will be given to first time users.
3. Users are assured of one playback per program. All playback will be at the discretion of Dallas iMedia Network, Inc. with priority given to local programs created by City of Dallas resident individuals or entities.
4. Due to Dallas iMedia's limited storage space, members may not submit more than four episodes of a program at a time in 30 days. Members who wish to submit more than four episodes of a program at a time will be charged a fee of \$5.00 per tape.
5. To keep its schedule lineup current, Dallas iMedia encourages submission of new programs. Programs may only be re-submitted for two years.
6. Any tape two years of age or older must be dubbed to a new master tape.
7. Programs may be reviewed to assist in scheduling for playback.
8. There are four 13 week time slots in each year, beginning on January 1 and occurring each quarter. Users of record producing series programming may acquire a regular time slot for a 13-week time period. Live or taped programming may be cablecast weekly, bi weekly or monthly for the duration of the 13 week agreement. Members assigned a time slot after a 13-week period has begun, will be assured of that time slot for the remaining weeks left in that 13-week period. At the end of any 13-week period, users of record must renew an agreement for the next 13-week period. First-time users will be given preference at renewal time. When multiple requests by new users occurs for the same time slot, a drawing will determine the award of the time slot.
9. Users who do not provide live or taped programming to meet the 13 week agreement will forfeit the time slot(s). The time will be made available to other users.
10. When a 13-week live programming agreement has been made, previously cablecast programming may not be submitted more than two times in place of a scheduled live program.
11. Renewal requests for regular time slots for member programs will not be considered until 80% of the current schedule has been successfully cablecast.
12. Simulcasting is not allowed for live or tape playback.
13. To assure a requested playback time slot, videotapes should be submitted by Mondays at noon, two weeks before a scheduled cablecast.
14. Programs violating program content rules will be terminated in progress and may cause the member producer and crew members to forfeit all privileges of using Dallas iMedia Network, Inc. channels, equipment and facilities.

15. Programs must meet the technical standards necessary for transmission to the cable system. Staff assistance is available.
16. Master videotapes or DVD submissions may only remain in Dallas iMedia's traffic library for 30 days after playback completion. If not retrieved by the producer, tapes or DVDs will be stored for an additional 30 days, then recycled or discarded.
17. Members requesting tape or DVD return by mail after playback must provide packaging with postage, and will be charged a handling fee of \$5.00 per package. Dallas iMedia is not responsible for lost or damaged tapes or DVDs returned by mail.

Use of Dallas iMedia Programming

All programs/footage produced through member's free use of iMedia studio or any iMedia equipment/software becomes the property of Dallas iMedia Network. A release from Dallas iMedia is required prior to any use of the videotape footage/programming. Fees may apply. Members may request release by completing a "Program Use Release Form."

All member use of Dallas iMedia Network equipment and facilities is for producing a finished program for cablecast on Dallas iMedia Network. Through free use of Dallas iMedia equipment and facilities, members may not use Dallas iMedia equipment and facilities as a production house to produce materials for marketing tools, commercial syndication and/or distribution; submission to independent broadcast stations or cable channels; private use; or financial gain. Fee-based production services are available for members that do wish to pursue additional distribution, commercial projects, etc.

Programming produced by members through Dallas iMedia facilities may be submitted to other media outlets, festivals or contests, only upon receipt of release permission from Dallas iMedia. Depending on the use requested, a noncompensation release or compensation release will be issued. Members using videotape footage/programming without permission will be subject to revocation of membership and privileges to use Dallas iMedia facilities and equipment.

Members may be allowed to use up to 6 minutes of footage from programs to post promos/sample of their iMedia programs on Youtube, Facebook, or other posting sites. Appropriate credit, "produced through the facilities of Dallas iMedia Network.." or iMedia logo should be included in these video segments/promos.

Multiple copies of Dallas iMedia programming may not be distributed without permission of Dallas iMedia, and may be subject to fees for such distribution if a program or portions of the program, made possible through free use of Dallas iMedia equipment and facilities, is sold or distributed for receipt of advertising or distribution revenues, or in any way produces financial gain. This does not prohibit acquiring program copies for hosts' and guests' personal use. Dallas iMedia offers duplication services to members and non-members at competitive market rates.

Media Services/Fee-Based Productions

Members may secure Dallas iMedia's fee-based production services for staff crew member assistance, or complete production of their iMedia community television programs or other video production projects. Equipment/studio rental is also available for members. The member owns the content when fee-based production is secured.

Members and non-members may secure Dallas iMedia's fee-based production services for programs, training videos, PSAs, commercials or other video projects, and have exclusive rights for use/distribution of that production.

Contact Vice President of Sales and Marketing for a fee-based production proposal.

Out-of-House/Out-of-Area Programming

An out of house program is produced without the use of Dallas iMedia Network equipment or facilities. If accepted, rules for scheduling a time slot and program content apply.

1. Out-of-house programs may only be submitted by the owner/producer of the program. If the out-of-house program is created/owned by a Dallas iMedia member in the city of Dallas or Dallas iMedia membership service area, cablecasting is made available according to program content and scheduling guidelines for member users. Acquiring rights or permission to use an out-of-area program or program series does not constitute ownership/creation of a program. Dallas iMedia Network area members are not allowed to "sponsor" out-of-area programs for cablecast on Dallas iMedia Network. A Dallas iMedia member entity, organization or church may not submit programming for a sister or related entity, organization or church as their own local submission. The programming may be submitted with appropriate out-of-area fees/applications. See #2 below.
2. Out-of-area produced programs may be submitted by the out of area owner/producer with payment of Dallas iMedia's out-of-area playback/server fees per half-hour or per hour playback. Payment for the timeslot order must be received in advance of requested playback dates and must be accompanied by prescribed paperwork. Dallas iMedia Network reserves the right to refuse out-of-area programming.
3. Each program submitted must be accompanied by a Playback Request Form describing the program content, and must meet Dallas iMedia Network, Inc. technical standards and required applications.
4. Program content must comply with all current Policy and Standards provisions. Making false or misleading statements or submitting programs in violation of content requirements will be grounds for forfeiture of privileges to use Dallas iMedia Network, Inc. channels, equipment or facilities.
5. Dallas iMedia Network has the right to acquire out-of-house or out-of-area programming to enhance its community programming schedules as determined

by the President/CEO, Director of Network Programming or Vice President of Sales and Marketing.

Community Bulletin Board

The Community Bulletin Board presents messages announcing events and services of non-profit organizations, clubs and businesses. Any non-profit organization may request its message to be displayed with priority given to organizations located in the City of Dallas. Appropriate submission and applicable fees may apply. Entities other than nonprofit organizations may utilize the Community Bulletin Board for established fees to publicize community events, meetings or job postings.

All messages will be displayed on the channel on a first come, first served basis. Community Bulletin Board messages may be seen between programming on all three Dallas iMedia channels, and through special cablecasts at specific viewing times.

Messages cannot promote illegal activities, whether directly or indirectly, and may not include information or promote meetings or events that violate any local, state or federal law.

Dallas iMedia Network reserves the right to refuse or remove Community Bulletin Board messages.

Resolution of Disputes

Dallas iMedia Network is dedicated to providing quality service and assistance to its members and the community. If a dispute or disagreement occurs, every effort will be made to resolve it quickly and satisfactorily.

Initially, members should attempt to resolve the problem directly with any Dallas iMedia personnel involved. If the problem continues, the following grievance process is suggested.

1. The member should request in writing a meeting with the department manager and state the problems or issue.
2. The department manager will schedule a meeting to discuss the problem within two weeks of receiving the member's request for a meeting.
3. A decision from the department manager will be communicated to the member at the conclusion of the meeting, or in writing, within one week following the meeting.
4. The member may appeal the decision of the department manager in writing to the President/CEO of Dallas iMedia within seven days of the decision.
5. The President/CEO will schedule a meeting within two weeks from receiving the member's request to discuss the problem.

6. The President/CEO will communicate to the member a written decision within one week of the meeting.
7. The member may appeal the decision of the President/CEO in writing to the Chairperson of the Dallas iMedia Network Board of Directors within two weeks after having received it. If the member appeals the decision, the Chairperson of the Board and the Executive Committee will review the written grievance within three weeks of its receipt. Based upon their review of the grievance, the Chairperson and Executive Committee may or may not (1) request an appearance of the member, (2) name a grievance committee of the Board of Directors to review the appeal, or (3) request further written information. The member will be notified in writing of the decision.

In all cases, the President/CEO shall immediately take whatever action is deemed appropriate to protect Dallas iMedia Network, Inc. and Dallas iMedia Network's best interest.

These rules and requirements are subject to review and change by the Board of Directors of Dallas iMedia Network, Inc. This document supersedes all previous documents.

May 1, 2007