

UT TELEVISION BYLAWS

1. OVERVIEW

UT Television is the product of a partnership between The University of Tennessee and Comcast Communications. UTTV will provide 24-7 programming to Comcast's digital subscriber audience. The programming will also be available on Comcast's Video-On-Demand Menu, allowing the viewer to be in control of when he/she sees it.

1.1 UT Television has as its objectives—

- ∞ To demonstrate the University's mission of teaching, research and public service through original programming; and
- ∞ To provide learning opportunities for students and provide them with an outlet for their creative work
- ∞ To support and enhance the university's image.

Operating and equipment costs for UTTV including programming, production and maintenance are covered by video production and underwriting.

2. PROGRAMMING SOURCES

UT Television acquires programming from three primary sources: UT Video and Photography Center, students/faculty/staff and free-to-air satellite. All programming must meet standards and criteria established by UTTV.

2.1 **VPC:** VPC Staff will produce three types of programs—University Life, University Image and Community Focus.

A. University Life programs demonstrate the university's mission of teaching, research and public service. Their objective is to provide the public with a view of the myriad activities, events and issues that make up campus life.

B. University Image productions support and enhance the University's image.

C. Community Focus programs demonstrate the depth of the University's support of non-profit organizations and community projects in Knoxville and the surrounding area.

2.2 **Students/Faculty/Staff:** Existing programming sources for UTTV include the School of Journalism and Electronic Media (JEM) and The Volunteer Channel (TVC). In addition, UTTV advocates

independent productions by students, faculty and staff (see Guidelines in Section 3).

A. JEM: UTTV is a vehicle by which JEM students and faculty can get exposure for their video productions. As part of their JEM experience, students will have the opportunity to create programming, work on production crews, and even host shows that can air on UTTV. All JEM programming will be considered for air as it becomes available. In addition, VPC and JEM may work together to create new or conform existing studio and field production courses that not only provide students with relevant, hands-on production experience but also serve as reliable sources of programming for UT Television.

B. The Volunteer Channel: TVC is a club organization that produces programming for a campus cable channel. All TVC productions will be considered for air on UTTV-Comcast Cable.

C. Independent Productions: UTTV will accept ideas for program proposals and actual video submissions produced by students (college or high school), at UT and in the Knoxville area (see Guidelines in Section 3)

2.3. Free-to-Air Satellite: UTTV airs several free-to-air satellite networks in various time blocks. These networks produce programming in areas of research, education, culture, arts and entertainment.

3. PROGRAMMING PROPOSALS, GUIDELINES AND STANDARDS

UTTV encourages faculty, staff and students to create and produce programming for air on UTTV. Submitting a proposal is a simple, three step process.

1. Review the production guidelines (see Section 3.1) and production assistance information (see Section 3.2), then complete a program proposal and submit it to the General Manager by e-mail, campus mail, or regular mail. Proposal forms are online at the UTTV web site, or can be found at the UTTV office:

UT Television
Suite 91 Communications Building
Knoxville, TN 37996
(865) 974-3449

2. The General Manager and other Public Relations staff will review your program proposal.

3. A decision will be reached to:

- ∞ Approve the project
- ∞ Modify the original concept
- ∞ Decline the proposal

If a program proposal is not approved for production, don't be discouraged! Proposals are evaluated on a case-by-case basis, and while one might not meet with UTTV's programming objectives, another might.

3.1 Production Guidelines

Production. The more careful your planning, the more likely your production is to be included in the UTTV lineup - and the easier and more enjoyable your experience will be.

UTTV's program proposal form assists you in this process by asking you essential questions about your program: concept, length, number of episodes, etc.

Permission. There are some situations that require producers to obtain written permission before they videotape people or locations.

- ∞ A **Talent Release** is required for everyone who appears in a UTTV produced program. This includes anyone whose voice is used, whether recorded for voice over (V/O) or over the telephone. The only exceptions are news or interview programs. Producers will be expected to provide copies of talent release forms to the General Manager of UTTV. You can obtain talent releases on the UTTV web site, or from the General Manager.
- ∞ A **Location Release** is required before videotaping on private property. This includes dorm rooms and faculty offices. Releases are not needed to videotape in areas that are open to all students. Location releases can be obtained on the UTTV web site, or from the General Manager.
- ∞ **Copyright** is a form of protection provided by the laws of the United States to the authors of "original works of authorship," including literary, dramatic, musical, artistic, and certain other intellectual works. This protection is available to both published and unpublished works. The area of copyright law that typically affects video productions to the greatest extent is synchronization rights. If a video producer decides to use music in his/her production, either performed, or ripped from a CD or other recording, when the music

is attached to video...synchronization rights are necessary. Permission from the song's publisher(s) and record label must be granted, and this often involves monetary payment. Payments can range from \$0 to thousands of dollars depending on the song or recording. This cost is the responsibility of the video program producer. UTTV requires written documentation showing the producer has been given all required copyright permissions and licenses.

There are organizations that exist to help producers secure clearance for music rights. They charge for their services, but often give discounts to students. Here are two contacts:

- ∞ Clearance Quest (615) 298-2463
- ∞ Creative License (212) 741-6703

The UT Video and Photography Center (UTTV's production partner) owns 2 music libraries (OmniMusic and Network Music) and has full performance and synchronization rights licenses to use cuts from these libraries in video productions for UTTV. These libraries are available for use by independent video producers wishing to create programming for air exclusively on UTTV. Music cuts from these libraries can be auditioned online at their respective web sites.

If you're not familiar with copyright laws:

- ∞ Learn more at www.copyright.gov
- ∞ All copyright laws apply in full to UTTV, even though it is part of an education institution
- ∞ Remember that UTTV does not allow the use of copyrighted material without the express permission of the copyright holder - this includes music, photographs, written material, video clips, etc. If in doubt, check with the General Manager.

3.2 Production Assistance. It's the responsibility of each producer to arrange for the production (shooting and editing) of the proposed program. UTTV will provide guidelines that will help you meet the high production standards UTTV encourages from all producers.

There are five ways your program can be produced:

- ∞ You can provide shooting and editing facilities of your own

- ∞ You can work with The Volunteer Channel (TVC) – the campus student production organization
- ∞ You can work with UT Video and Photography Center – a campus-based production facility (fee-based)
- ∞ You can work with local production houses (fee-based)
- ∞ In a limited number of cases, and with the prior approval of the General Manager, UTTV can assist with production. Assistance of this kind is limited and UTTV will not assume any costs associated with a production - tape, travel, DVDs, actors, equipment rentals or fees - without specific prior approval of the General Manager.

3.3 Standards. All programming must meet standards and criteria established by UT Television. UTTV strives to maintain the highest professional standards in program production, content, and television operations. All producers are expected to ensure that the content represents issues fairly, is accurate, and is produced in good taste. UTTV will adhere to all standing university policies.

All content should comply with the following standards:

- ∞ Materials submitted for distribution on UTTV should be of high ethical standards
- ∞ UTTV will not distribute obscene or indecent material that is patently offensive. Defamatory content made in a maliciously false context intended to ridicule or degrade persons, departments, programs, or entities will not be shown
- ∞ All programming providers must have permission to use copyrighted material, and are responsible for all payments associated with such use.