



Cable25 Local Origination Standards Concerning Use of Local Origination Cable25 Effective as of 1/01/23

The Chicago Department of Business Affairs and Consumer Protection (BACP) hereby sets forth its standards concerning use of Cable Channel 25. The following standards shall apply on and after December 1, 2022.

Cable25 is a City of Chicago municipal cable channel dedicated to the creation and promotion of quality programming by producers who reside in, and undertake production in, the City of Chicago, to facilitate the creative artistic energies of these local producers.

For questions, please call Cable25 at 312.744.6516 or visit Chicago.gov/Cable25.

I. General Standards

1. To be acceptable for Cable25, programming must be produced by Chicago residents or business entities located within the city limits.
2. Long format shows may be submitted in TRT, 28:30 or 29:00-, or 58:00-minute segments. Infomercials may be submitted in 29:00-minute segments. Commercials or Public Service Announcements (PSAs) may be submitted in, 30 seconds, 60 seconds, or 120 seconds.
3. No more than 6 minutes of commercials shall be permitted for each 30 minutes of non-infomercial programming.
4. Obscene programming will not be accepted. To be obscene, material must meet a three-part test: (1) an average person, applying contemporary community standards, must find that the material, as a whole, appeals to the prurient interest; (2) the material must depict or describe, in a patently offensive way, sexual conduct specifically defined by applicable law; and (3) the material, taken as a whole, must lack serious literary, artistic, political, or scientific value. See *Miller v. California*, 413 U.S. 15 (1973).
5. Programming that would carry a rating above PG (Parental Guidance) may only be aired between the hours of 11:00 p.m. and 12:00 a.m. The FCC has defined PG broadcast as "language or material that, in context, depicts or describes, in terms patently offensive as measured by contemporary community standards for the broadcast medium, sexual or excretory activities or organs." See *Action for Children's Television v. FCC*, 58 F.3d 654, 657 (D.C. Cir. 1995); *Infinity Broadcasting Corp. of Pennsylvania*, 2 FCC Rcd 2705 (1987).

6. Programs that graphically depict violence or illegal use of drugs or that contain profane language may only be aired between the hours of 10:00 p.m. and 12:00 a.m.
7. For programs containing portions not produced by local producers, e.g., music videos, government-produced or government-sponsored tourist videos, etc., a minimum of 30% of the non-commercial portion of the time slot shall be produced by a local producer. Programs containing material NOT produced by the producer, e.g., music videos, must also be submitted with proof of usage rights. Any program that contains copywritten and/or unlicensed material will be denied submission without proof of usage rights. This means, NO YouTube video ripping and NO usage of unauthorized audio or video.
8. Programs produced in whole or in part at the Chicago Access Corporation (commonly known as "Public Access" or "Cable Access") will not be accepted for playback on Cable25.
9. Except where approved by Cable25 Coordinator of Studio Operations, no non-series or non-original programs will be rebroadcast without the prior approval. A repeat program means a program containing at least 50% of material that is repeated from a previous program or programs.
10. No commercials known to the submitting producer to be used as part of a bait and switch technique are permitted.
11. Cable25 producers must solicit their own advertisers/sponsors. In doing so, the producer is responsible for identifying potential advertisers/sponsors, making presentations to advertisers/sponsors, providing any appropriate documentation, and not misrepresenting the Producer's program, Cable25, or the Producer's relationship with Cable25.
12. Cable25 Producers must comply with section 2-156-040 of the Municipal Code of Chicago ("Offering, receiving and soliciting gifts or favors"), and with all other applicable provisions of Chapter 2-156 of the Municipal Code ("Governmental Ethics.").

II. Scheduling Standards

1. Time slots will be awarded on a first-come, first-served basis. If Cable25 receives multiple requests for the same available time slot or overlapping time slots, the decision will be made by lottery.
2. New producer's programs will be given an initial thirteen-week time slot on Cable25. Factors that will determine renewal the program airing in the time slot are adherence to Cable25 production standards and station guidelines.
3. A weekly program series may only rerun, be resubmitted, or consist of previously re-edited series content four times within one year. A bi-weekly series may only rerun, be resubmitted, or consist of previously re-edit series content two times within a year. Segments may not be repackaged with a different title. A producer may continue to use a slot if these Standards are followed.

4. If producers fail to adhere to Cable25 production standards and guidelines their programs will be replaced with programming that adheres to the Cable25 Production Standards and Guidelines.

III. Program Submission Standards

1. Any producer wishing to have his or her program aired on Cable25 must first submit a complete episode of the program including commercials. Producers can not submit a demo or sizzle reel for review to be considered for a time slot. Cable25 will review the program for compliance with these standards.

2. A producer must completely fill out, sign, and return to Cable25 a "Submission Form" before the producer's program will be considered for cablecast. It is mandatory that you completely fill out and return the Submission Form with your program.

3. A producer must carefully read the Standards, sign, and submit the "Standards Acknowledgment Form" (Page 5) and adhere to the Standards. It is mandatory that you completely fill out and return the Standards Acknowledgment Form with your program. Failure to adhere to the Standards will result in pause and/or removal of programming. If programming is removed, producer must re-initiate the submission process for reconsideration.

4. A program must be submitted in its entirety and must include all commercials and credits. All commercials must be packaged within the program as submitted.

5. Programs must be delivered no later than 24 hours before airtime. If you have special circumstances that prevent you from meeting this requirement, arrangements must be made with the master control operator. Any program not meeting this requirement without prior arrangements being made may not air.

6. It is highly recommended, but not mandatory, that a backup program not containing time-sensitive subject matter be available in case of problems with programs scheduled to air.

7. Programs will be accepted from 8:00 a.m. to 4:00 p.m., Monday through Friday. Submit programs as "mp4 or .mov" files to cable25@cityofchicago.org. Programs can't be accepted on designated City of Chicago Holidays. Visit Chicago.gov/Cable or call Cable25 at 312.744.6516 for more information.

8. Please note that experience does not secure an approved submission.

IV. Production/Technical Standards

General

1. Programs must be produced on broadcast-quality equipment.

2. Programs must be at least two-camera productions or one-camera productions that are tightly edited to give an overall effect comparable to a two-camera production.

3. If other production elements such as film clips, slides, photos, and audio bites are incorporated into a program or spots, they must be of comparable production quality and content as the other major elements of the program or spots.

Video

1. Must be formatted in NTSC 720x480 as either a “.mp4 or.mov” file. All programs must be set to 29.97 frames per second.

2. All programs must end exactly on 28:30 or 29:00 for half hour programs or 58:00 for one-hour programs. 100% of the commercial breaks belong to you; make sure they are filled.

3. Programs must be delivered to Cable25 master control by transmitting the completed program to cable25@cityofchicago.org. Please note all shows must be submitted digitally through a file sharing service such as Dropbox, File Mail, Google Mail, WeTransfer, etc.

Audio

1. Programs and spots must be recorded at -12db. Producers must have microphone placement that will ensure that the production has clear, non-distorted audio of sufficient volume. If music is used, the music must be integrated with other audio to provide a balanced sound mix.

2. Producers are responsible for securing broadcast licensing rights for music used in their productions.

3. There must be audio on **both channels**. Audio can be either stereo or dual channel monaural.

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Acknowledgement of Receipt

I, _____ (first and last name), hereby acknowledge the receipt of Cable 25's updated Local Origination Standards and commit to adhere to said standards.

Signed: _____

Date: _____