

Filler Identification, Storage and Scheduling Rules

1. Any individual program may be designated as filler.
 - a. Producer checks “filler” box on form when submitting program for cablecast.
 - b. Producer writes in “kill date” for filler usage
 - c. Staff check “filler” category when entering data
 - d. Staff enter “kill date” for filler in notes field
 - i. Kill date is less than two years total
2. Filler are used to fill gaps in the daily schedule. Filler programs are chosen for scheduling based on the following criteria:
 - a. Freshness
 - b. Length
 - c. Total number of replays
 - d. Potentially objectionable content (pot. Obj. plays after midnight on channel 11, and after 11pm on channels 22 and 23)
 - e. Theme block
 - i. If no filler fits scheduling gap, then multiple fillers should be used to fill gap (following above criteria)
3. PCM will manage a limited filler archive consisting of independent producers’ content for the purpose of filling gaps in daily schedules.
 - a. Files are stored as Mpeg 2; VBR 6-8Mbps
 - b. PCM will maintain up to 14 hours –or- 30 distinct programs (whichever is less), not to exceed 40GB of storage, per active producer