

Individual Program Scheduling Rules

Clearance:

1. Submitter has been cleared for submission of programs (by EFS) which means producer has membership and has completed process with EFS.

Project (data collecting):

1. Project record exists – find the Project record.
 - a. Is the program new or a re-submit?
 - i. New = create new program record
 - ii. Resub = activate existing program record (to maintain reporting data integrity).

Scheduling Checks:

1. Technical Standards
 - a. Visual inspection of file for technical quality.
 - i. Pass = program gets scheduled.
 - ii. Fail = producer notification.
2. Copyright Clearance
 - a. Check for copyright clearance.
 - i. Producer provides evidence of copyright clearance for any content not owned by producer.
3. Resubmission
 - a. Has this program been previously submitted for cablecast at PCM?
 - i. Yes = schedule on channels 22 and 23 only
 - ii. No = scheduled on channels 11, 22 and 23
4. Local or Foreign Program
 - a. Where was this program produced? (three choices: PCM, Portland area, Other)
 - i. PCM = Scheduled on channels 11, 22 and 23
 - ii. Portland area = scheduled on channels 11*, 22 and 23
(*unless the program rec'd a channel 11 play from another facility)
 - iii. Other (enter location) = scheduled on channels 22 and 23
5. Potentially Objectionable Content

- a. Does the program contain potentially objectionable content as per our Operating Policies, Rules and Procedures?
 - i. Yes = scheduled 11p – 5a on channels 22 and 23; scheduled 12a-5a on channel 11 (also takes into consideration producer request)
- 6. Requested Playback Days/Times
 - a. What date and time would you like your program to play?
 - i. Producer is given options and staff attempt to accommodate request – scheduling is at staff discretion based on availability.
 - ii. No = at discretion of programming dept. staff based on availability.
- 7. Filler Designation
 - a. Can PCM use your program to fill gaps in the daily schedule?
 - i. Yes = PCM will choose filler based on freshness, number of prior plays and length (filler expires on kill date or two years from submission whichever comes first).
 - ii. No = program expires at end of schedule.
- 8. Program Category
 - a. What category does your program fit into (from list)?
 - i. Recorded in our bi-annual reports.
- 9. Creative Commons
 - a. Programming department will encourage producers to register programs as Creative Commons (educational materials will be available through Programming department).
 - i. If Creative Commons = yes, then program may be shared using “share” module.
 - ii. If Creative Commons = no, then program may not be shared using “share” module.
- 10. Duplication Release
 - a. Ask for permission to duplicate program at viewer request (we charge a dubbing fee to viewer)
 - i. Yes = PCM may make copies of program at viewer request.
 - ii. No = PCM may not make copies of program (except for PCM promotional purposes).

11. Public Contact

- a. Can PCM make your email and/or web site address available to the public?
 - i. Yes = email and web address available via website program guide.
 - ii. No = email and web address not available via website program guide.

Scheduling:

1. All scheduling checks have been completed – we know where and when to schedule program.
2. Search for timeslot that matches request based on checks:
 - a. Example: Program Title > passed tech standards > passed copyright clearance > not a resubmission > produced at PCM > not potentially objectionable > requested afternoon on a Tuesday & evening on Friday = scheduled to play on channel 22 at 2pm on Tuesday, and on channel 23 at 8pm on Friday, and channel 11 at 11am on Sunday.
3. After program is scheduled into channel grids producer is notified of schedule.
 - a. Producer notified via email (if they have an email address on record).
 - b. Producer notified via snail mail (if no email address on record).
4. Track and store cablecast contracts.