



POLICIES FOR THE RU-tv NETWORK RUTGERS, THE STATE UNIVERSITY OF NEW JERSEY

Overview

The Rutgers University Television Network provides universitywide video services to student housing, libraries, student centers, selected academic spaces, and other campus facilities.

The RU-tv Network features Rutgers-originated channels, local off-air broadcast channels, commercial cable television services, and noncommercial acquired programming. University programming includes student-produced programs, visiting lecturers, artistic works, research demonstrations, documentaries, a text information service, library and seminar series, acquired noncommercial programming, and feature films on the following channels:

- **The Rutgers Channel:** General educational and university-produced programming, including material submitted by the university community, as well as satellite videoconferences and seminar programs arranged by and for academic and administrative units
- **RU-info Channel:** 24-hour universitywide information service
- **Rutgers University Libraries Mediavision:** Scheduled academic programs from library media archives to support instruction
- **RU at the Movies:** Feature films acquired from independent, international, and commercial sources
- **Rutgers Preview Guide:** 24-hour program listings for all university and acquired channels

Portions of the RU-tv Network content and archival material are accessible on the World Wide Web and over a secure Rutgers Data Network. The purpose of this document is to set forth the policies that govern the operation of the RU-tv Network, its programming, and its facilities.

The RU-tv Network's purpose is to enhance the university's teaching, research, outreach, and communication activities.

RU-tv is committed to:

- expanding the options for enhanced communication between faculty and students;
- enhancing the quality of student life by providing a wide variety of educational, entertainment, information, and general-interest programming reflecting the interests of a diverse student body;
- broadening students' cultural and aesthetic horizons, and promoting the exploration of issues and concerns;
- providing a universitywide system for communicating accurate and timely campus and emergency information;
- encouraging students, faculty, and staff to participate collaboratively in the selection and/or production of programming for the network;
- enhancing and contributing to a universitywide sense of community;
- providing opportunities within a comprehensive developmental philosophy for students interested in learning how to communicate more effectively using electronic media;
- continuing the university's mission of providing outreach and service to the state of New Jersey and, potentially, providing university programming externally.

To these ends, the RU-tv Network has identified the following specific strategies:

1. Use resources efficiently to provide the best possible video services at the lowest possible cost to students.
2. Encourage, assist, and promote student involvement in, and use of, the network.
3. Maintain a vigorous commitment to diversity and public service in programming.
4. Collaborate with all areas of the university to develop appropriate uses of video service.
5. Involve the university community in the selection of movies and other programming.
6. Oversee a universitywide electronic information system for campus messages and emergency notification.
7. Create developmental opportunities for students to explore the potential of creative and appropriate video production as a communication tool.
8. Offer a diverse lineup of conventional cable programming supplemented by educational content, campus information, library resources, foreign language/cultural series, independent films, creative and experimental videos and films by students, documentaries, and other special-interest television appropriate for the university community.
9. Provide outstanding programmatic content and customer service for the RU-tv Network.

1. Governance/Administration

The RU-tv Network is a campuswide communications program managed by Campus Information Services, a division of the Department of University Relations. Campus Information Services is responsible for coordinating the RU-tv Network in accordance with the mission, goals, policies, and guidelines established for the system. The senior director of Campus Information Services has overall authority to manage daily operations, implement all RU-tv Network policies and procedures, and make final programming decisions. The vice president of university relations holds final authority for the establishment of policy and the governance of RU-tv Network.

2. Standards for Content

The RU-tv Network strives to establish and maintain professional standards in program production, content, and television operations. All producers and content providers are expected to ensure that the content represents issues fairly, is accurate, and is produced in good taste. The RU-tv Network will adhere to all standing university policies. All content should comply with the following standards:

A. Ethical Standards

Materials submitted for distribution on the RU-tv Network should be of high ethical standards. The RU-tv Network does 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.

B. Editorial Standards

Materials submitted for distribution on the RU-tv Network should be of good technical quality and maintain high editorial standards. Content providers should review their materials for spelling and grammar prior to submission. Efforts will be made to provide accurate, complete information, as well as balanced reporting.

The RU-tv Network will not knowingly distribute or present abusive visual or oral comments toward any groups and/or individuals. Should it be established that a presentation of abusive comments has occurred, the RU-tv Network has the right to withhold further distribution of that program.

C. A Disclaimer

Irrespective of prescreening requirements, program providers are required to indemnify and hold harmless Rutgers, The State University of New Jersey, by signing a program submission form. All program providers must agree to release Rutgers from any and all claims arising from the use of programming on the network, including any claim based on allegation of copyright infringement.

At least twice each cablecast day, a programming disclaimer will air over the RU-tv Network informing viewers that the views expressed over the Rutgers University Television Network are not necessarily those of Rutgers, The State University of New Jersey, or its governors, trustees, officers, employees, and agents.

3. Sending Live Content over the System (Return Television)

It is possible to distribute live events or activities over the RU-tv Network. All proposals and requests to distribute live events to the campus community should be directed to the RU-tv Network for review and approval. Scheduling arrangements are made through the assistant director of broadcast operations. Written permission of the presenters or holders of copyrights for materials must be obtained prior to the broadcast event.

4. Legal and Regulatory Issues

A. Copyright Material

There are many restrictions governing the use of copyright materials. If program providers are unsure of a rule regarding copyright material, they should consult the assistant director of broadcast operations. No copyright materials may be used in programs aired on the RU-tv Network without appropriate written permission of the owner. All programming providers must submit a program submission form that includes provisions for video/film copyright clearances.

B. Indemnification

Program producers must provide, prior to cablecast, all releases, licenses, or other required permissions needed to ensure that the program does not violate any copyrights or personal rights. Providers must agree that the programming does not contain:

- direct attempts to sell products or services;
- any material that is obscene, indecent, or an invasion of privacy;
- any material that is slanderous, libelous, or unlawful;
- any material previously obtained and produced that is copyrighted or subjected to ownership or royalty rights, without necessary releases, licenses, or other permissions.

C. Permission and License

Prior parental permission may be necessary when videotaping minors. Permission to videotape may also be necessary of speakers at sponsored events, in circumstances in which an individual's privacy may be violated, or when footage is shot on private property. It is the program provider's responsibility to acquire the necessary permission and licenses for materials to be shown on the RU-tv Network.

5. Advertising

A. Public Service Announcements

The RU-tv Network reserves the right to accept a limited number of promotional announcements to air at no charge on university-operated channels. Announcements promoting university events or offering university services are given priority. Other announcements addressing vital concerns of the university community may also be considered.

B. Commercial Announcements

The RU-tv Network reserves the right to accept commercial announcements of 60 seconds or less advertising goods and services of interest and value to its audience in return for agreed upon compensation. The RU-tv Network will not accept commercial announcements for tobacco, alcohol, or illegal goods or services or that promote services or advocate positions that the RU-tv Network administrators deem inconsistent with the mission of the university or the network, or both.

All announcements must comply with the network's Standards for Content. Announcements that simulate editorial content must be clearly identified as ADVERTISEMENT. Use of the university's name and all associated trademarks and service marks of the university, including the informal seal, the Block R spirit mark, intercollegiate athletics trademarks, or distinctive scenes of landmarks on Rutgers' campuses, is restricted to those advertisers who have obtained the prior written consent of Rutgers University. For permission and questions, contact Marybeth Schmutz in the Office of Trademark Licensing at mschmutz@ur.rutgers.edu or 848-445-1921.

All advertising must comply with the university policy on sponsorships, endorsements, and the acceptance of paid advertising.

Advertisers are responsible for obtaining any authorization to broadcast contents and for content accuracy. RU-tv is not responsible for any errors in an advertisement after the advertiser has approved its contents or for any loss or expense, including legal expenses, arising out of the broadcast of an advertisement.

Acceptance of promotional material is subject to space availability and is at the discretion of the RU-tv Network administrators. RU-tv reserves the right to reject or cancel any advertisement.

C. Underwriting

All video programming cablecast on the RU-tv Network's university-operated channels must be noncommercial, containing no solicitation of funds or direct attempt to sell products or services. Programs may, however, contain sponsorship credits acknowledging support given to producers to develop their programs. Sponsors may be credited with an audio and/or video acknowledgment at the beginning and/or end of each program. The length of such acknowledgment may not exceed 20 seconds for each of the underwriting sponsors. Underwriting support for university-produced programming is accepted at the discretion of the RU-tv Network and must comply with all advertising policies of the network and the university.

6. University Channel Additions

Members of the Rutgers University community who are interested in establishing an additional local channel on the RU-tv Network must submit a written proposal to the assistant director of broadcast operations. A proposal should include a rationale that defines the channel content, explains the significance of this content to the university community, and clarifies how the requester(s) will originate and support the programming of the proposed channel. The vice president of university relations will have final approval on all proposed university channel additions.

7. Acquired Channel Additions

A yearly evaluation will determine the acquired channels distributed on the RU-tv Network. Criteria considered will include, but not be limited to, regulatory and contractual obligations, availability and cost of programming, overall value and significance to the university community, and the expressed interest of students, faculty, and staff.

8. Modifications to Operating Policies and Guidelines

These operating policies and guidelines may be modified at any time, based upon the recommendations of the RU-tv management. The vice president of university relations must approve all changes.