

SECTION VIII. – CABLE 10, LEASE ACCESS AND AD INSERTION

A. Introduction

Cable 10 Community Television, operated by the Plant Board, offers non-commercial, non-profit and donated programming to subscribers on the Frankfort Plant Board Community Cable System. The Plant Board also operates a Lease Access channel for producers who want to provide programming that does not meet the specific non-commercial criteria of Cable 10. The Plant Board also provides local advertising insertion on various cable channels. Specific regulations and rates pertaining to all three areas are included herein.

B. Cable 10 Policies, Rules, Regulations and Rates

1. Programming -Only non-commercial, non-profit, instructional, or informational programs may be aired on Cable 10 at no charge. Donated programs will be accepted, but are subject to review for content and technical merit. This includes Religious programs which in the sole judgment of Cable 10 have substantial artistic value, e.g. music or drama, may be run occasionally, provided that requests from any single religious organization are kept within reasonable limits.

a) Religious Programming Requiring a Charge - This includes programming that is based on any of the sacred texts of religion or that presents a religious viewpoint in such a way as to induce others to accept it or that proselytizes and which solicits funds.

Cable 10 may lease time for this type programming in accordance with rates contained in Subpart B. 4(c).

b) Indecent Material - Refers to Indecent Programming as defined by the Telecommunications Act of 1996, SEC. 503. This programming will not be cablecast on Cable 10.

c) Scheduling of Programming - The scheduling of programming for videotaping and/or replay is the responsibility of Cable 10 staff. Any issues concerning programming content or classification or time slot domination will be presented to the Board for resolution.

2. Facility and/or Equipment Usage - Usage of facility and equipment is on a first come first serve basis. Availability is dependent upon the availability of staff, facilities and equipment. Usage applies to programs produced for cable casting on Cable 10 meeting the programming policies. Charges for equipment and facility usage for programs not airing on Cable 10 are included in the rates section. The Plant Board Directors have the power to approve production time charges for major production efforts associated with Civic/Public Service/Community Interest activities where an unreasonable amount of time is required for one project. These charges are set forth in Subpart B. 4(c), 4(d), 4(e) and 4(f).

3. Bulletin Board Items - Messages may be mailed, faxed, hand delivered or called into Cable 10 for placement on the bulletin board (graphic generator). All messages must conform to the standards set forth in Section VIII. B. Cable 10 reserves the right to edit messages to meet space requirements.

4. Rates and Charges for Cable 10 Services:

- (a) Tape Duplication
(Charge plus Cost of Tape)

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Duplication of Cable 10 Program (VHS tape)	\$10 per tape
Duplication of VHS or SVHS Tape Format	\$10 per hour
Duplication of BETA or 3/4" Tape Format	\$30 per hour

(b) Religious Programming Charges

30 Minutes	\$ 50
60 Minutes	\$ 85

(c) Personnel Charges Per Hour

Personnel Charges for pre-production planning, production and post-production on all equipment usage \$20

(d) Equipment Use Charges (Applies to B.2)

(1) Electronic Field Production (EFP) Package
camcorder, tripod, microphone:

\$ 30 per hour
\$ 210 daily on weekday
\$ 420 weekend

(2) Deluxe Electronic Field Production (DEFP) Package
camcorder, tripod, lights, microphones, video switcher and audio mixer:

\$ 50 per hour
\$ 350 daily on weekday
\$ 700 weekend

(e) Editing Charges (Applies to B.2)
(One hour minimum edit charge)

Two (2) edit decks, edit controller, two (2) monitors, audio mixer and character generator

\$ 40 per hour

(f) In Studio Charges Per Hour (Applies to B.2)
(One hour minimum studio charge)

Studio production includes, video switcher, microphones, audio mixer, VCR recorder, lights, props and character generator

One Camera \$75 Two Camera \$125 Three Camera \$175

C. Lease Access

Programming

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Lease Access is operated as a first come first serve cable service. Programmers must sign a contract and pay for time purchased in advance of the scheduled run. See Lease Agreement in Section VIII. E. Form #1.

(a) Program Refusal

The Frankfort Plant Board retains the right to refuse programs which contain obscenity, indecency or nudity for playback on Leased Access as defined in The Telecommunications Act of 1996, Title V: Subtitle A: 506.

2. Lease Channel Rates and Charges

Average Implicit Fee Formula

The Frankfort Plant Board has adopted order FCC 97-27 for its cable commercial leased access rules. The rules were promulgated pursuant to Section 612 of the Communications Act, as amended by the 1992 Cable Act, which establishes a leasing framework to provide access to cable system program distribution capacity by parties unaffiliated with the Frankfort Plant Board. The lease rates are defined below:

(1) Segment Rate* (Rates Apply to Length of Programming per Tape)

Leased on first come first serve basis.* Payable in advance.
Thirty minute minimum lease time

Thirty (30) minutes - \$30.00,
Sixty (60) minutes - \$50.00,
Ninety (90) minutes - \$70.00, &
One hundred twenty (120) minutes - \$90.00

*Programmers that have an established account of paid programming on Cable Ten may retain their same time slot. The programmer will give up their rights to the time slot if they miss three consecutive weeks on Lease Access.

(2) Bulletin Board Rates

Leased on first come first serve basis. Bulletin Board (character generator) messages may be purchased on Lease Access. The number of times shown is dependent upon:

- a) the usage of the character generator by other customers and,
- b) the extent of leased video programming.

All messages must be pre-paid. Customers must complete standardized form for all messages containing all pertinent information for inclusion on bulletin board message. Photo Classified pages may include graphics and/or photographs of items for display. Weekly rate minimum.

Weekly per page - \$20,
Monthly per page \$70.
Photo Classified Rates are \$35 weekly per page,

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\$120 monthly per page.

The Leased Access Channel 20 Advertising Form is contained in Section VIII. Subpart E. Form. # 2.

(2.1) Lease Access Audio Spot Rates for 30 Second Audio Commercials and Public Service Announcements Only

One – Six Spots per Day	\$ 3.00
Seven – Twelve Spots per Day	\$ 2.00
Thirteen – Eighteen Spots per Day	\$ 1.00

(2.2) Production Charge for Audio Spots for 30 Second Audio Commercials and Public Service Announcements Only

Per Spot	\$15.00
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(3) Channel Leased for Premium Service Programming

Available only if the designated channel can utilize a positive trap or when addressable technology is operational. Payable in advance. \$2.60 per-sub-per month with 6% penetration guaranteed per month.

(4) Channel Leased for Basic Service Programming

\$.20 per-sub-per-month. (excluding number 5 listed below)

(5) Channel Leased for Basic Service with 50% or more of Programming Devoted to Selling Product(s)

\$.29 per-sub-per-month.





















(6) VOID

D. Local Advertising Insertion

This Section governs the Plant Board's Production and Advertising Services and the related Rates for such service. This Section identifies the 30 Second Spot Rates and Channels available for Advertising, Guidelines for Discounting, Commercial Production Services and Rates, Post Production Services and Rates, Non-Commercial Video Production Services and Rates and Client Cable Advertising Agreements (Production and Non-Production Types).

1. The 30 Second Retail Spot Rate Card is shown on Page 173.1.


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30-Second Retail Spot Rate Card							Frankfort Plant Board Cable Advertising		Rate Card # 18	
							Frankfort, Kentucky		Effective July 1, 2008	
NETWORK	CHANNEL	24-HOUR BLOCK	18-HOUR BLOCK	9-HOUR BLOCK	6-HOUR BLOCK	3-HOUR BLOCK	1-HOUR BLOCK			
 ESPN	ESPNN	\$8.00	\$14.00	\$17.00	\$22.00	\$24.00	\$27.00			
 CNN	CNN	\$6.00	\$11.00	\$14.00	\$18.00	\$20.00	\$23.00			
 Lifetime	LIFETIME	\$6.00	\$11.00	\$14.00	\$18.00	\$20.00	\$23.00			
 USA	USA	\$6.00	\$11.00	\$14.00	\$18.00	\$20.00	\$23.00			
 TNT	TNT	\$6.00	\$11.00	\$14.00	\$18.00	\$20.00	\$23.00			
 Food	FOOD	\$6.00	\$11.00	\$14.00	\$18.00	\$20.00	\$23.00			
 TBS	TBS	\$5.00	\$9.00	\$12.00	\$15.00	\$17.00	\$20.00			
 FOX NEWS	FOX NEWS	\$5.00	\$9.00	\$12.00	\$15.00	\$17.00	\$20.00			
 HGTV	HGTV	N/A*	\$9.00	\$12.00	\$15.00	\$17.00	\$20.00			
 A&E	A&E	\$5.00	\$9.00	\$12.00	\$15.00	\$17.00	\$20.00			
 Discovery	DISCOVERY	N/A*	\$7.00	\$10.00	\$12.00	\$14.00	\$17.00			
 HISTORY	HISTORY	\$4.00	\$7.00	\$10.00	\$12.00	\$14.00	\$17.00			
 ESPN2	ESPN2	\$4.00	\$7.00	\$10.00	\$12.00	\$14.00	\$17.00			
 TLC	TLC	N/A*	\$7.00	\$10.00	\$12.00	\$14.00	\$17.00			
 NICK	NICK	N/A*	\$5.00	\$8.00	\$9.00	\$11.00	\$14.00			
 COMEDY	COMEDY	\$3.00	\$5.00	\$8.00	\$9.00	\$11.00	\$14.00			
 Animal Planet	ANIMAL	\$3.00	\$5.00	\$8.00	\$9.00	\$11.00	\$14.00			
 BET	BET	\$3.00	\$5.00	\$8.00	\$9.00	\$11.00	\$14.00			
 E!	E!	N/A*	\$5.00	\$8.00	\$9.00	\$11.00	\$14.00			
 MTV	MTV	\$3.00	\$5.00	\$8.00	\$9.00	\$11.00	\$14.00			
THE WEATHER CHANNEL	32	\$100 net per month (broadcast calendar) one 48 second crawl every 2 hours								
WeatherScan Local	19	\$100 net per month (broadcast calendar) one 48 second crawl every 36 minutes								

General Comment: The Account Executives have the discretion to limit the number of spots any one advertiser may buy for less than the three hour block. Available spots for less than the three hour block may be subject to special package arrangements.

Local Insertion NOT available:
Discovery 3 AM - 10 AM **HGTV** 3 AM - 6:30 AM **E!** 4 AM - 8 AM (Weekdays)
TLC 3 AM - 9 AM **NICK** 9 AM - 11 AM **4 AM - 7 AM (SAT/SUN)**

Frankfort Plant Board Cable Advertising
Glenn Goldstein, Account Executive
 (502) 352-4476, ggoldstein@flewbo.com



The Guidelines for discounting the Cable TV Advertising Rate Card is shown below:

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(1) Multi Network	Discount
16 - 20 Networks	15%
12 - 15 Networks	12%
5 Networks or More	10%
(2) Volume Dollar (Based on Monthly Buys)	Discount
A) \$799 and Below	0%
B) \$800 - \$1,199	5%
C) \$1,200 - \$1,499	7%
D) \$1,500 - \$1,999	10%
E) \$2,000 - \$2,199	15%
F) \$2,200 - \$2,499	20%
G) \$2,500 and Over	25%
H) \$3,500 and Over	30%
(3) Contract Term	Discount
A) 3 through 5 months	7%
B) 6 through 8 months	12%
C) 9 through 12 months	15%
(4) Non Profit	Discount
	10%
(5) First Time Advertising	Discount
	10%

MINIMUM AVERAGE SPOT RATE

(1) Ad Agency Minimum Average Spot Rate	\$ 3.50
(2) General Minimum Average Spot Rate	\$ 4.00

(Special authorization is needed for the Rate Card to be discounted below these minimums (applies to both (a) and (b))

SPECIAL PROGRAM(S) OR PACKAGES

The Account Executive has the discretion to set rates higher than shown on the Retail Rate Card, depending on the demand for and the supply of avails for a special program or programs, sport events or other special packages.

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OTHER DISCRETIONARY DISCOUNTING

Management has the discretion to discount all rates based on service promotions, packaging, or changing market conditions.

3. Commercial Production - \$200 Per 30 Second Commercial

Includes:

2 Hour Shoot
2 Hour Edit
1 VHS Copy of Commercial
Tape Cost
Storage Fee

- *All Other Services Subject to Additional Charges
- *All Talent Fees Billed to Client
- *Does Not Include Travel Outside Franklin County

4. Post Production Services and Rates

Services:

Update of Video Footage
Updating of Audio
Re-editing Video
Re-editing Audio
Tags for Pre-Produced Spots
Character Generator Graphics/Crawl
Special Effects
Animation
Additional Video Taping
Teleprompter (Including Operator)

Rates:

\$120 Per Hour for Media 100 – Non Linear Editor
(Includes Operator)
30 Minute Minimum - \$30 Per 15 Minute Increment
\$100 Per Hour for DVC Pro Digital Video Shoot
\$30 Per Hour for Teleprompter (One Hour Minimum)

* All Rates Available 8:30 a.m.– 4:40 p.m. – Monday through Friday

5. Non-Commercial Video Production Service

Location Shooting \$100 Per Hour (60i)
(Camera & Operator)

Location Shooting \$150 Per Hour (24p)

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(Camera & Operator)

Grip	\$ 25 Per Hour
Audio Booth	\$ 25 Per Hour
Glidecam	\$ 50 Per Hour
Jib Arm	\$100 Per Hour
Dolly	\$100 Per Hour
Chromakey Shoot	\$100 Per Hour
Pre-Production-Digitize/Playback	\$ 60 Per Hour
Post-Production-Non Linear Editing	\$120 Per Hour
Graphics-Scan/Clean-Up in Photoshop	\$ 25 Per Hour
2D Animation/Layering in After Effects	\$120 Per Hour
Archival to Digital Tape	\$ 25 Per Hour

*Travel Outside Franklin County Incurs Additional Charge

*All Rates Available 8:30 a.m. – 4:30 p.m. - Monday Through Friday

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6. (a)

CABLE ADVERTISING AGREEMENT #
(Production Type)

_____ (client) requests that the Frankfort Plant Board produce a 30-second commercial spot(s) for a fee of \$_____ and to air the spot(s) on the following networks: _____, _____, _____, _____, _____, _____, _____ of the Frankfort Plant Board's Cable TV System. The spot(s) production fee is payable by client at the time this agreement is executed or two days before the spot(s) is scheduled to air.

The commercial spot(s) will begin airing on _____ and end on _____ as opted the _____ hour time block (_____ to _____) with #_____ spots airing per network per week. The average retail spot rate of the package is \$_____ per spot and after discounts applied averages \$_____ per spot. This agreement is for _____ total billable spots or \$_____. All spots aired during a month covered by this Agreement will be billed on a monthly invoice. The invoice is payable within 60 days of receipt.

We hereby acknowledge and agree to terms and conditions of this agreement.

Frankfort Plant Board

Cable Advertising Representative

Business Being Advertised

Date

Authorizing Individual (Print Name)

Signature

Date

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6. (b) **CABLE ADVERTISING AGREEMENT #
(Non-Production Type)**

_____ (the client) has produced or provided one or more 30-second commercial spot(s) and requests that the spot(s) be aired on following networks: _____, _____, _____, _____, _____, _____, and _____ of the Frankfort Plant Board's Cable TV System.

The commercial spot(s) will begin airing on _____ and end on _____. Client has opted the _____ hour time block (_____ p.m. to _____ p.m.) with #_____ spots airing per network per. The average retail spot rate of the package is \$_____ per spot and after discounts applied averages \$_____ per spot. This agreement is for _____ total billable spots or \$_____. All spots aired during a month covered by this Agreement will be billed on a monthly invoice. The invoice is payable within 60 days of receipt.

We hereby acknowledge and agree to terms and conditions of this agreement.

Frankfort Plant Board

Cable Advertising Representative

Business Being Advertised

Date

Authorizing Individual (Print Name)

Signature

Date

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E. FORM #2

Leased Access Channel 20 Advertising

Paid By: Cash _____ Check _____

Contact/Company: _____	Begin Date: _____
Contacts: _____	End Date: _____
Address: _____	Amount Paid: _____
City, State & Zip: _____	Check No: _____
Daytime Phone No: _____	Received By: _____

All advertisements must be submitted two business days prior to begin date. One character per square. Include all punctuation and spacing. Punctuation and spacing equal one square.

NOTES:

Advertisements: Week \$ _____ Month \$ _____

(Above rates apply to each page on Channel 20 and will not be discounted when items are sold or canceled.)

Pre-emption of Bulletin Board will occur from time-to-time as video tape programs are presented on Channel 20. In the event of such pre-emption there will be *NO* Refunds or credits.

The Plant Board will be responsible for errors in ads the *FIRST DAY ONLY*. Please check and report any errors *IMMEDIATELY*. Please call (502) 352-4480.