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Operational Guidelines for Georgia Southern TV

About Georgia Southern TV

Showcasing the excellence and diversity of one of Georgia's premier research universities, Georgia Southern University Television (GSTV) reflects the mission of Georgia Southern University through quality video and media services that informs, educates and enriches a world-wide University community by providing access to quality programming that promotes academic distinction in teaching, scholarship, and service, student achievement and enrichment, alumni engagement, and public service,

GSTV broadcasts 24 hours a day, seven days a week, offering a broad spectrum of subjects for a general audience, including science, health and medicine, public affairs, humanities, arts and music, business, education, and athletics. Program formats include University news, documentaries, entertainment, faculty lectures, cutting-edge research reports, artistic performances, athletic events, continuing education opportunities and more.

Georgia Southern TV is committed to:

- Expanding the options for enhanced communication between faculty and students, alumni and supporters and the general public;
- 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;
- Enhancing and contributing to a university-wide sense of community;
- Providing opportunities within a comprehensive developmental philosophy for students interested in learning how to communicate more effectively using electronic media;
- Enhancing the University's mission of providing outreach and service to the state of Georgia.

To these ends, Georgia Southern TV has identified the following specific strategies:

- Use resources efficiently to provide the best possible services at the lowest possible cost;
- Encourage, assist, and promote student involvement in, and use of, the network;
- Maintain a vigorous commitment to diversity and service in programming;
- Collaborate with all areas of the University to develop appropriate uses of video service.
- Involve the University community in the selection of programming;
- Offer a diverse lineup of programming including educational content, campus information, library resources, cultural/visual and performing arts, athletics events and other special-interest programming appropriate for the University community and public;
- Provide outstanding programmatic content and customer service;

Governance/Administration

Georgia Southern TV is a campus-wide communications program managed by the Center for Academic Technology Support and the Office of Marketing & Communications (The Center). The Center is responsible for coordinating GSTV in accordance with the mission, goals, and policies of the University, and in accordance with the University's established public communication guidelines.

Daily Operations - The Center for Academic Technology Support has overall responsibility to manage daily operations, implement GSTV policies and procedures.

Content Standards - The University's Director of Marketing and Communications advises The Center regarding University content standards.

Programming Decisions - The Center collaborates with the Office of Marketing & Communications, Alumni Relations, Athletics Marketing, Deans, Provost, President and Vice Presidents on programming decisions. Quarterly planning meetings are conducted by The Center.

Right to Refuse

Georgia Southern University reserves the right to refuse any GSTV content for any reason.

General Content Standards

GSTV 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. GSTV will adhere to all standing university policies. All content should comply with University policy and the following standards:

Ethical Standards

Materials submitted for distribution on GSTV should be of high ethical standards. GSTV 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.

Editorial Standards

Materials submitted for distribution on GSTV 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. GSTV 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, GSTV has the right to withhold further distribution of that program.

Disclaimers

At least twice per 24 hours, a programming disclaimer will air on GSTV informing viewers that the views expressed on GSTV are not necessarily those of Georgia Southern University, the state of Georgia, or its governors, trustees, officers, employees or agents. Student-produced content should be clearly labeled as such. See below.

Copyrights

Programming that is copyrighted by Georgia Southern University should be properly marked with the University's name and year.

Legal Use

Use of Copyrighted Material

There are many restrictions governing the use of copyrighted materials. If program providers are unsure of a rule regarding copyrighted material, they should consult the Operating manager of The Center.

All producers wishing to play content on GSTV must sign and provide to the Center for Academic Technology Support the Georgia Southern Personal Release and Indemnity agreement certifying that he/she has the right to distribute the content and indemnifying the university for any actions related to the aired content. Copies of the release can be found at <http://academics.georgiasouthern.edu/etc/media/multimedia>

Permission and License

Prior parental permission may be necessary when videotaping minors. Permission to videotape may also be necessary for 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 event manager's/owner's responsibility to acquire the necessary permissions and licenses for materials to be shown on GSTV.

Programming

Student Content

GSTV may accept Georgia Southern University student-produced content. Such content must be of sufficient technical quality, meet all Georgia Southern University student handbook standards, and adhere to any copyright or permission and license requirements as stated above.

Disclaimers identifying student content, as described in these guidelines, should appear at the beginning and ending of the student programming.

Underwriting and Announcements

University and Public Service Announcements

GSTV reserves the right to accept a limited number of promotional announcements regarding the University to air at no charge on the University-operated channel. Announcements promoting University events or offering University services are given priority. Other announcements addressing vital concerns of the University community may also be considered. GSU's Office of Marketing & Communications will review all PSAs prior to run.

Underwriting

The University does accept underwriting and/or donations to support some of the programming that appears on GSTV. Underwriting support for University-produced

programming is accepted at the discretion of the University administration and must comply with all advertising policies of the University. All underwriting opportunities should be reviewed by the Vice President for University Advancement/President, Georgia Southern University Foundation, Inc.

Commercials

The University does not accept commercial programming from external sources.

Exception: Athletic events may include sponsor commercials during the event.

Georgia Southern TV Archives

GSTV will maintain an archive of videos that is routinely updated by members of the GSTV team. Ideally, the archive will consist of an easy-to-use listing of programming by category and date.

Content Development Guidelines

As the primary video platform/Web site for Georgia Southern University, GSTV will attract countless visitors and will play an important role in our identity, image and reputation. As such, it is important to ensure that all content on GSTV is accurate and current.

GSTV Primary Stream

All programming that is played in Georgia Southern's Primary Stream shall meet the following guidelines:

1. Be current and up-to-date.
2. Limit consecutive play time of "evergreen" content.
3. Underwriter content shall play according to underwriter agreements.
4. University service announcements will play according to service announcement agreements.
5. Include required graphic elements (above).
6. Meet University graphic/identity standards and include appropriate registered trademarks, logos, colors, fonts, etc.

Production Guidelines

These guidelines serve as a guide for content production.

Equipment

- Professional quality camera
- Professional quality tripod to assure smooth moves
- High-quality microphone, sound equipment
- Cleanly dressed cables for safety purposes
- Adequate video lighting to augment existing location lighting
- Editing equipment capable of producing broadcast quality program including character generation for opening and closing credits and speaker IDs

Titles

All programs should have an opening and closing title with the name of the program and the speakers as well as an official University logo mark (primary, college, department, outreach center or athletics).

A “lower third” graphic of the speaker’s ID should be on the screen at the first and last of programs.

If the program contains time-sensitive material, a lower third graphic should be incorporated throughout the program to show the date the event was taped.

Related Websites, identification of the event and its location, and other information can also be included in a lower third graphic. Each program should include a disclaimer and copyright identification at the end.

Logo Usage

Official University logo marks must be used and cannot be modified under any circumstances without permission. To ensure the legibility of the logo, it must be surrounded with a minimum amount of clear space. This isolates the logo from competing elements such as photography, text or background patterns that may detract attention and lessen the overall impact. Using the logo in a consistent manner across all applications helps to both establish and reinforce immediate recognition of Georgia Southern University’s identity/brand.

There are no absolutes regarding the selection of the specific color application, but context, contrast with regard to background color and surrounding imagery and production parameters all should be considered. Multiple formats are provided by Marketing and Communications to ensure compatibility with any software.

Georgia Southern Athletics trademarks are reserved strictly for use by the Athletic Department and its entities. These marks may be used by other departments, organizations, or individuals only to demonstrate support for Georgia Southern Athletics programs and events. For more information, see “Athletics Logos.”

Trademark

Always include the registration mark ® when using University or Athletics trademarks.

Other Content Standards

The Office of Marketing and Communications maintains other content development guidelines for media publications that may be relevant to streaming media content. As such, GSTV strives to adhere to these standards in its produced content. Since these standards are subject to periodic refinement, they are not represented here, but referred to by reference, and available on the Marketing and Communications website.

Georgia Southern TV Frequently Asked Questions

How can I watch GSTV programs online?

In order to enjoy GSTV's programming online, your computer should have a high-speed internet connection such as a cable modem, DSL, T1, etc. A dial-up connection is not sufficient to effectively capture streaming video.

You can watch GSTV programming from our website in many ways:

Live Internet Stream

You can watch GSTV's Live Internet Stream just as you would if you were watching your television. The live stream is available and works in every Web browser.

Online Video Archive

You can also view specific programs on demand through our online video library. Search through our database of videos and then select the video you would like to view.

Is there a schedule for what is currently airing?

Most of our programs air multiple times throughout the week and/or month. You can browse our online schedule at www.georgiasouthern.tv to see what's airing this week. If you missed a particular program, you may find it in our online archive for easy on-demand viewing.

Can I get a printed program guide?

There is no printed program guide available. Programming information can be found at www.georgiasouthern.tv

Can I get a transcript of a program I saw on GSTV?

GSTV does not provide printed transcripts of its programs. However, you may view programs from the Online Video Archive as often as you like.

Do you air programming from outside Georgia Southern University?

With few exceptions, GSTV's programming is either produced by the University or feature members of the University community - faculty, staff, researchers, students, or alumni.

Unfortunately, we do not accept submissions from other educational, public or commercial entities at this time.