



Cable25 Local Origination Standards Concerning Use of Local Origination Cable25 Effective as of 4/01/25

The Chicago Department of Business Affairs and Consumer Protection (BACP) hereby sets forth its standards concerning use of Cable Channel 25. The following standards shall apply on and after December 1, 2022.

Cable25 is a City of Chicago municipal cable channel dedicated to the creation and promotion of quality programming by producers who reside in, and undertake production in, the City of Chicago, to facilitate the creative artistic energies of these local producers.

For questions, please call Cable25 at 312.744.6516 or visit [Chicago.gov/Cable25](https://chicago.gov/Cable25).

I. General Standards

1. To be acceptable for Cable25, programming must be produced by Chicago residents or business entities located within the city limits.
2. Long format shows may be submitted in TRT, 28:30 or 29:00-, or 58:00-minute segments. Infomercials may be submitted in 29:00-minute segments. Commercials or Public Service Announcements (PSAs) may be submitted in, 30 seconds, 60 seconds, or 120 seconds.
3. No more than 6 minutes of commercials shall be permitted for each 30 minutes of non-infomercial programming.
4. Cable 25 will not accept obscene programming. Obscene material is material that: (1) an average person in the community would ascertain that it primarily appeals to sexual desires; (2) it portrays or delineates sexual acts in a patently offensive fashion, as defined by the law; and (3) it possesses no serious value for literature, art, politics, or science. See *Miller v. California*, 413 U.S. 15 (1973).
5. Programming that would carry a rating above PG (Parental Guidance) may only be aired between the hours of 11:00 p.m. and 12:00 a.m. The FCC has defined PG broadcast as "language or material that, in context, depicts or describes, in terms patently offensive as measured by contemporary community standards for the broadcast medium, sexual or excretory activities or organs." This means shows that are not suitable for children can only be shown between 11:00 p.m. and 12:00 a.m. Shows that are not suitable for children contain unfavorable imagery that can be considered to induce disgust, can be considered as rude or lewd content, and of sexual suggestion. Cable 25 reserves sole discretion to determine what

programming is acceptable. See *Action for Children's Television v. FCC*, 58 F.3d 654, 657 (D.C. Cir. 1995); *Infinity Broadcasting Corp. of Pennsylvania*, 2 FCC Rcd 2705 (1987). Available at <https://casetext.com/case/action-forchildrens-television-v-fcc>

6. Programs that graphically depict violence or illegal use of drugs or that contain strong coarse language may only be aired between the hours of 10:00 p.m. and 12:00 a.m., timeslot availability permitting. Programs that imply sexual acts, incite violence, endorse gang activity and or organized crime, or demonstrate illegal use of firearms are strictly prohibited. These programs will be immediately rejected.

7. If a producer wants to use content that they did not create themselves, such as music videos or tourism videos; at least 30% of the non-commercial part of the producer's program must be made by a local to Chicago producer (8 minutes and 33 seconds at program length of 28 minutes and 30 seconds. 17 minutes and 24 seconds at program length of 58 minutes); producer must be able to show proof of the right to use the content upon submission to Cable 25, this includes music videos and any other audio or video material; producer cannot use any content that is protected by copyright or that producer does not have permission to use. This means absolutely no YouTube video ripping and no usage of unauthorized audio or video. Failure to provide proof of usage will result in program denial, pause and cancellation of programming.

8. Programs produced in whole or in part at the Chicago Access Corporation (commonly known as "Public Access" or "Cable Access") will not be accepted for playback on Cable25.

9. Programs that are not part of a series or not of producer's original creation require permission from Cable 25 to be shown on Cable 25. A repeat program is a program that has more than half of the same content as other program(s) that you have already shown.

10. No commercials known to the submitting producer to be used as part of a bait and switch technique are permitted.

11. Cable25 producers must solicit their own advertisers/sponsors. In doing so, the producer is responsible for identifying potential advertisers/sponsors, making presentations to advertisers/sponsors, providing any appropriate documentation, and not misrepresenting the Producer's program, Cable25, or the Producer's relationship with Cable25.

12. Cable25 Producers must comply with section 2-156-040 of the Municipal Code of Chicago ("Offering, receiving and soliciting gifts or favors"), and with all other applicable provisions of Chapter 2-156 of the Municipal Code ("Governmental Ethics.").

13. Cable 25 does not tolerate any speech that harms, threatens, or insults others based on their identity, beliefs, or characteristics. This includes any speech that incites violence, discrimination, or hostility against others or that expresses hatred or contempt for others. Producers must comply with this policy and refrain from submitting any programs that contain such speech. Any program that violates this policy will be removed. Cable 25 reserves sole discretion to determine what constitutes harmful speech and to take appropriate measures to ensure a safe environment for our viewers and staff.

II. Scheduling Standards

1. Time slots will be awarded on a first-come, first-served basis. If Cable25 receives multiple requests for the same available time slot or overlapping time slots, the decision will be made by lottery.
2. New producer's programs will be given an initial thirteen-week time slot on Cable25. Factors that will determine renewal the program airing in the time slot are adherence to Cable25 production standards and station guidelines.
3. A weekly program can only be repeated or consist of previous program edits twice a year. A bi-weekly program can only be repeated or consist of previous program edits once a year. Program segments cannot have title changes and be reused. Any program's timeslot will be forfeited by the producer if this is not adhered to. Repeats and reruns must be formally requested by electronic mail and must be approved by Cable 25. Program producers should note that low levels of program submission activity without communication and reasoning with Cable 25 will also result in timeslot forfeiture.
4. If producers fail to adhere to Cable25 production standards and guidelines their programs will be replaced with programming that adheres to the Cable25 Production Standards and Guidelines.

III. Program Submission Standards

1. Any producer wishing to have his or her program aired on Cable25 must first submit a complete episode of the program including commercials. Producers can not submit a demo or sizzle reel for review to be considered for a time slot. Cable25 will review the program for compliance with these standards.
2. Producers must carefully read and review the Standards of Use. Producers must also completely fill out all sections, sign and return to Cable 25 the "Project Submission Form". This form is a mandatory requirement and a binding agreement between the producer(s) and Cable 25. Failure to submit the "Project Submission Form" will delay the program's cablecast and premiere. Failure to adhere to the Standards of Use will result in pause and/or removal of programming. If programming is removed, producer(s) must reinitiate the submission process for reconsideration
3. Programs must be submitted as a finalized version and must include all commercials and finalized credits. All commercials (if producer is commercializing their content) must be packaged within the program upon submission. The producer must note that acknowledgement of usage rights must be presented in their credits and in writing to the office of Cable 25 via electronic mail for content not belonging to the producer.
4. It is highly recommended, but not mandatory, that a backup program not containing time-sensitive subject matter be available in case of problems with programs scheduled to air.

5. Programs will be accepted from 8:00 a.m. to 4:00 p.m., Monday through Friday. Submit programs as “mp4 or .mov” files to cable25@cityofchicago.org. Programs can’t be accepted on designated City of Chicago Holidays. Visit Chicago.gov/Cable or call Cable25 at 312.744.6516 for more information.

6. Cable25 reserves the right to make changes to the broadcast schedule in the event of producer breach of the Standards of Use agreement

IV. Production/Technical Standards

General

1. Programs must be captured on professional quality equipment.
2. Programs must be tightly edited to give an overall effect comparable to a multi-camera production.
3. If other production elements such as film clips, slides, photos, and audio bites are incorporated into a program or spots, they must be of comparable production quality and content as the other major elements of the program or spots.

Video

1. Program submissions must not exceed NTSC 1920x1080 resolution and must be submitted as “.mp4 or .mov” file
2. All programs must end exactly on 28:30 or 29:00 for half hour programs or 58:00 for one-hour programs. 100% of the commercial breaks belong to you; make sure they are filled.
3. Programs must be delivered to Cable25 master control by transmitting the completed program to cable25@cityofchicago.org. Please note all shows must be submitted digitally through a file sharing service such as Dropbox, File Mail, Google Mail, WeTransfer, etc.

Audio

1. Programs and spots must be recorded at -12db. Producers must have microphone placement that will ensure that the production has clear, non-distorted audio of sufficient volume. If music is used, the music must be integrated with other audio to provide a balanced sound mix.
2. Producers are responsible for securing broadcast licensing rights for music used in their productions.
3. There must be audio on **both channels**. Audio can be either stereo or dual channel monaural.

4. Please note that experience does not secure an approved submission.

For questions, please call Cable25 at 312.744.6516 or visit [Chicago.gov/Cable25](https://chicago.gov/Cable25).



Cable 25, 78 E. Washington, Room 100, Chicago, IL 60602
[Chicago.gov/Cable25](https://chicago.gov/Cable25)



@ChicagoBACP



Cable 25

Project Submission Form

Please complete the form in its entirety. All fields require a response.
Submission instructions: Please submit the completed form to CABLE25@CITYOFCHICAGO.ORG
and a Cable 25 representative will contact you within 24 hours.

Producer Full Name	<input type="text"/>	Editor Full Name	<input type="text"/>
Producer Email	<input type="text"/>	Editor Email	<input type="text"/>
Producer Phone	<input type="text"/>	Editor Phone	<input type="text"/>

Show Title

In one or two sentences, describe the concept of your TV Program

What is the target audience of your program?

What future distribution goals do you have for your program?

What camera(s) and edit system is used to produce your program?

Please note all shows must be submitted digitally through a file sharing service such as Dropbox, FileMail, Google Mail, WeTransfer, etc.

Cable 25

Professional History Information

Full Name

Email

Telephone
Number:

Show Title

Please provide us with a brief history of formal education and professional experience in TV production, if any, for the following positions.

Please note that experience does not secure an approved submission.

Producer(s)

Director(s)

Camera Operator(s)

Editor(s)



Acknowledgement of Receipt

I, _____ (first and last name), hereby acknowledge the receipt of Cable 25's updated Local Origination Standards and commit to adhere to said standards.

Signed: _____

Date: _____