



## Free Speech TV

### ***PEG Affiliate Program*** **Frequently Asked Questions** (revised 02-28-06)

**Contact: Than Reeder, Free Speech TV Operations Director**  
**303-442-8445 x102; [than@freespeech.org](mailto:than@freespeech.org)**

#### ***1. What are Free Speech TV Affiliate Stations?***

Since 1995, Free Speech TV has made its unique programming available for part-time carriage, at no cost, to public, educational, and government access (PEG) cable stations and to public television stations. Stations carrying our programming are known as “Free Speech TV Affiliates.” There are currently over 170 Free Speech TV Affiliates in 39 states, including PEG stations such as Citizens TV in New Haven, CT; Manhattan Neighborhood Network in New York, NY; PeopleTV in Atlanta, GA; Mediasource in Houston, TX; Berkeley Community Media, CA; and Olelo Community TV in Honolulu, HI. Free Speech TV is also carried by several university stations and on public television stations. For a complete list of affiliate stations, visit [www.freespeech.org/html/affiliates.shtml](http://www.freespeech.org/html/affiliates.shtml).

#### ***2. What kind of programming does Free Speech TV offer?***

Free Speech TV’s programming covers a broad range of social, economic and environmental justice issues. It features voices from communities traditionally under-represented by the corporate media, such as people of color, the working poor, immigrants, youth, the other-abled, and queer people. Programs shine a national spotlight on the campaigns of organizations working for social change.

Programs include: daily news, such *Democracy Now!* and *INN World Report*; current affairs series (often produced by PEG stations), such as *Enviro Close-Up*, *Gay USA*, and the youth-produced *Open Transmissions*; *Keynote* talks by progressive leaders; cutting-edge investigative documentaries; original productions such as *SourceCode*; and live coverage of national mobilizations.

#### ***3. What are the terms for carrying Free Speech TV programs?***

The terms for carrying Free Speech TV programs are detailed in an “Affiliate Retransmission Agreement” that provides stations with the right to retransmit Free Speech TV programming on a part-time basis; both the station and Free Speech TV must sign a copy of this agreement before the Affiliate can begin airing our programs. The programming is delivered to Affiliates via Free Speech TV’s fulltime feed on DISH Network channel 9415. Affiliates must agree to air a minimum of eight hours of programming every month, but no more than 84 hours per week. Each station chooses which programs to air, at the programming manager’s discretion. Many stations have built dedicated audiences by choosing to run Free Speech TV content in consistent daily and/or weekly time slots.

Affiliates may re-transmit any program broadcast by Free Speech TV. Most programs must be re-transmitted live from the feed. However, to accommodate the unique guidelines of many PEG stations, Free Speech TV airs weekly “Access Fridays - Special Programs” containing ten hours of programs that can be recorded by the station for broadcast within a four-week window. “Access Fridays - Special Programs” do not carry advertisements, direct fundraising solicitations or promotional/navigational spots that refer to future Free Speech TV broadcasts. We provide an online programming schedule for your reference and it is scheduled up to three weeks in advance. Because “Access Fridays - Special Programs” may be recorded for later broadcast, programmers are encouraged to preview these programs if they have any questions about whether they may fall outside of their community guidelines.

#### ***4. How much will it cost my station to carry Free Speech TV programs?***

Free Speech TV provides all of our programming to PEG stations **for free**. However, in order to receive our feed, stations need a DISH Network satellite dish and receiver, as well as a DISH Network subscription. A one-year DISH Network subscription generally costs around \$350. First-year DISH Network deals often include the equipment purchase at no cost, and installation costs vary by community and facility.

DISH Network subscriptions and equipment should be ordered through Free Speech TV by contacting James Traynor ([james@freespeech.org](mailto:james@freespeech.org)), who will help stations to identify the least expensive equipment and subscription options. A signed Affiliate Agreement is required for James to complete an order.

#### ***5. Can the equipment and DISH Network subscriptions costs be underwritten by a third party?***

Yes. Individual supporters and social justice organizations in many communities have offered in the past to cover these costs. We may be able to help you identify such local sponsors.

#### ***6. How can my station or a viewer find out what Free Speech TV is airing?***

Free Speech TV posts its weekly program schedules approximately three weeks in advance at [www.freespeech.org](http://www.freespeech.org). This broadcast schedule is searchable by date and by individual program titles. The schedule includes a program MPAA rating, genre, and brief synopsis for every program. Many programs can even be previewed in a web friendly format. Schedules are subject to change. Occasionally we will send out notifications to station liaisons via an affiliate listserv, regarding special programs or live events.

#### ***7. Can Free Speech TV promote my station?***

Free Speech TV’s website ([www.freespeech.org](http://www.freespeech.org)) lists all affiliate stations, including their regular local airtimes for Free Speech TV programming. In this way, viewers can find out when Free Speech TV programs air in their community. If, and if the station is re-transmitting Free Speech TV programs live, viewers can then search our Free Speech TV’s on-line schedule to find out what we will be airing during regularly scheduled cablecasts at that time.

#### ***8. Can the Affiliate Agreement be terminated at any time?***

Yes. Your station can stop airing Free Speech TV at any time. Should your station stop airing a minimum of eight hours of Free Speech TV programming in any calendar month, it you must discontinue re-transmitting all Free Speech TV programming and notify Free Speech TV in writing within 30 days of such discontinuation. Free Speech TV may terminate the Agreement with 30 days’ written notice. However, should DISH Network revoke Free Speech TV’s right to

subdistribute programs or substantially increase the amount it charges Free Speech TV for such right, the Agreement will be terminated immediately. Unfortunately, annual subscriptions paid in advance cannot be reimbursed in the event of a termination.

### ***9. How can my station begin carrying Free Speech TV programs?***

You should start by contacting Free Speech TV Operations Director Than Reeder (303-442-8445 x102 or [than@freespeech.org](mailto:than@freespeech.org)), who will guide you through the relatively simple process, which includes the following steps:

1. You must return a signed Free Speech TV Affiliate Agreement to Free Speech TV Operations Director Than Reeder. You can fax it to 303.442.6472 or send the contract to us by mail.
2. Once Free Speech TV receives your signed the Affiliate Agreement you will be contacted by James Traynor ([james@freespeech.org](mailto:james@freespeech.org)), who will assist you in ordering your DISH Network subscription and equipment. When DISH Network has approved your business television account, Free Speech TV will ship the satellite dish and receiver to you. Although processing and shipping time can vary, it is expected that you will receive the equipment within two weeks of filing the signed Affiliate Agreement. Arrangements can be made to expedite this process.
3. When the satellite dish and receiver are delivered, the professional installation is your station's responsibility. If necessary, Free Speech TV can help you identify a local vendor to implement the installation. The receiver easily integrates into a broadcast facility using a simple audio/video switch. Your broadcast operator can then can switch from your primary signal to retransmit Free Speech TV "live" off the DISH Network feed.
4. After your hardware has been installed, you need to activate your subscription by calling James Traynor at 1- 877- 799- FSTV. Once your subscription has been activated, please inform Free Speech TV Operations Director Than Reeder that the service is functional. You can then begin broadcasting programs from Free Speech TV's feed on DISH Network channel 9415, per the terms of the Affiliate Agreement. Enjoy often!

**For more information, please contact:  
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303-442-8445 x102  
[than@freespeech.org](mailto:than@freespeech.org)**