



Macatawa Area Community Media Center
160 E. 19th St. Holland MI 49423
www.macmedia.org
616-392-7832

MacTV

Comcast 24/916, 25/917, 26/918
A T&T Uverse 99, Holland Community TV, MacTV 24 & 26

MacOnline

www.macmedia.org

Operating Guidelines & Procedures

The Macatawa Area Community Media Center (MacMedia) is a not-for-profit (501©(3)) organization that uses technology to deliver information and services which lead to an informed community. Through a contract with the City of Holland, MacMedia has the privilege of operating MacTV.

A significant portion of the resources available through MacTV is for public use. The staff at MacMedia works with interested parties to make the most productive use of these resources. Through community access television individuals, educational institutions, local government and not-for-profit organizations can be trained to create shows to enrich or inform the community; use video and editing equipment; use a studio; and take advantage of playback services for little or no cost.

MacMedia neither selects nor censors access programming. Rather, it is the individuals, organizations, schools and government bodies that determine what information is important to share with the members of our community.

The Rules and Procedures outlined in the following pages are designed to ensure that resources are used only for intended purposes and that all who wish to participate have an opportunity to do so on a fair and non-discriminatory basis. To maintain a successful media access center, everyone must take responsibility for their actions and respect the rights of others who use the media access center.

1. Membership

Membership in MacMedia is required to use most community access resources. MacMedia members under the age of 18 must obtain written parental consent and that parent must assume, in writing, all, legal and financial responsibility for the actions of the minor. The following rules apply to membership in MacMedia.

2. Programming and Scheduling

Channel space is free to all and programming will be accepted on a fair and nondiscriminatory basis. When submitted in the required format, the MacMedia staff will schedule programming with the goal of presenting a coherent schedule to the viewing audience. The main purpose of the channels is for local communication - a local resident or organization, which is an active certified producer, will have priority for scheduling. Non-local programming will be scheduled as time permits. Priority for air-time is:

- 1) locally produced & member submitted
- 2) locally produced & non-member submitted
- 3) non-locally produced & member submitted
- 4) non-locally produced & non-member submitted

**Live programming has priority over recorded productions. MacMedia reserves the right to adjust scheduling as needed to maximize the use of air time.

Personal responsibility

Anyone who submits programming for playback on the access channel is personally responsible for the content of the programming. Each submitted program must be accompanied by a "**MacTV Application for Cablecast & Statement of Compliance**" form, which includes a clause indemnifying MacMedia for any defamation, copyright infringement or legal action resulting from the cablecast of the program. The form also includes a signed statement attesting to the fact that the program contains no illegal material. Illegal material includes, but may not be limited to a) any unlawful use of copyrighted material b) any advertising material that promotes a commercial product or service c) any material that violates local, state or federal law relating to obscenity or indecency d) any material that is libelous, slanderous or defamatory in character or e) material that is an unlawful invasion of privacy. MacMedia resolves to encourage producers to obtain release forms from each person appearing in their program. A sample form can be obtained from staff.

All programs submitted for cablecast must include a written notice identifying the producer and any sponsors of the program. Sponsors must be listed on the back of the cablecast application.

Submitting a program for playback

To submit a program for playback, include the following:

- 1) an accepted format of the program that adheres to all standards outlined in this section
- 2) MacTV Application for Cablecast and Statement of Compliance form.

Submissions must be clearly labeled with title, name and phone number of the producer and exact program length. Programs submitted for playback should clearly identify the person or organization submitting the program at the end of the each program. MacMedia can not take responsibility for storage of produced materials. Any show not picked up within 6 months will be disposed of. Only 6 shows can be submitted at one time.

Scheduling

Programs are normally scheduled in either 30 or 60-minute slots. Individual program submissions will be scheduled as they are received. MacMedia's scheduling will generally be completed two weeks in advance of playback; however, waiting lists may affect the length of time between the submission of a program and actual cablecast.

MacMedia will schedule no more than (1) one series program and/or (1) one individual program in a (7) seven-day period from any individual or group. Each program submitted for cablecast will be scheduled to play at least once. When space permits programs may be scheduled up to four additional plays.

Viewer Warning

Programs submitted under Adult/Mature content guidelines must have a Viewer Warning (audio and video) edited on the DVD for 60 seconds prior to the start of the program. Warning must include "This program contains Adult/Mature Content. Viewer Discretion Advised."

Safe Haven/Adult Programming

Producers are expected to alert MacMedia staff to programming that may be inappropriate for younger viewers. MacMedia reserves the right to restrict cablecast programming with excessively violent material, offensive language, nudity, or sexually explicit material after 12:00 am, and before 5:00 am, in order to preserve a safe haven for viewing by "all audience members". MacMedia believes that when it comes to controversial content in programming, the response should be to encourage more speech, as opposed to enforcing silence. Furthermore, MacMedia is forbidden by law from censorship, or content control. MacMedia encourages anyone who disagrees with a program to produce counter programming presenting an opposing point of view, or otherwise responding to the program in question. Upon receipt of a MacTV Application for Cablecast, MacMedia reserves the right to inform the public of a producer's intent to cablecast a particular program to which it believes a segment of the community may wish to respond.

Live Programs

In order to cablecast a live program, a producer must successfully produce and cablecast 3 live-to-tape programs. In order to cablecast a live, telephone call in show, a producer must first successfully produce and cablecast 3 live programs.

Live In-Studio Programming

Requests for live programs must be made four (4) weeks prior to the taping. Live programs will be scheduled and studio reserved as requests are received. MacMedia's current scheduling and studio availability will determine cablecast time.

In order to produce a live studio telecast, the community producer must sign a MacTV Application for Cablecast, taking responsibility for all program content including phone caller's comments.

Live Show Viewer Call-In Program

All calls must be answered "off-air" so that the producer may obtain the caller's name and telephone number. The phone number must be taken from the call ID and then confirmed by the caller. Producers must maintain a log of names and telephone numbers of individuals who are call-in participants. Caller names and numbers remain confidential to producer, except as otherwise may be required by a court order or legal action. No anonymous call can be taken "on-air". The Board of Directors of MacMedia has clearly stated its concern regarding "anonymous" or unidentified callers, especially regarding issues of libel, slander, obscenity, or threats to public and personal safety. Nothing in this policy is designed to censor or thwart commentary, even anonymous commentary, but rather is a precaution should any actual instance of FCC-prohibited content occur.

Re-runs

MacMedia reserves the right to limit or deny re-runs or re-submissions. Reruns are discouraged within 6 months of the original playback.

Series Programming

A series is a minimum of 4 programs with a common theme, format and length which is provided a consistent timeslot. To be eligible for a series status, the member must have demonstrated an ability and commitment to producing regular programming, which meets playback standards, by submitting 3 programs in a consistent time

frame. Access members must commit to providing one new episode at least once a month for a term of four consecutive months for the series status.

Series status will be reviewed prior to the end of the time commitment. Producers wishing to continue their series status must complete a new agreement at that time. If a producer fails to submit more than 1 of the series commitment, series status may be discontinued. If a series is cancelled due to the producer's inability to fulfill the agreement, the producer may not be eligible for series status for a minimum of 8 months. At that time the ability and commitment to produce programming will be reconsidered.

Maintaining a consistent timeslot from season to season is not guaranteed. If demand requires it, MacMedia may use lotteries or other nondiscriminatory methods to determine timeslot assignments.

Restrictions on Series Programs

No more than 2/3 of the public access playback capacity can be allotted for series programs during any given time to allow ample space for the individual voice, single-issue program or occasional producer. If needed, a waiting list will be established for series slots.

Message Board on MacTV

Any member of the greater Holland community may post a PUBLIC message on the MacTV bulletin board. Messages run between scheduled programming. See "Message Board Guidelines" for production and submission specifics.

Preemption

MacMedia reserves the right to pre-empt regularly scheduled programming, in order to better serve the public interest (e.g. in the case of a natural disaster to distribute disaster relief information). If a program has been pre-empted it will be rescheduled.

Underwriting and Program sponsorship

MacMedia resolves to encourage users of MacTV production equipment and services to independently seek grants and sponsorship support for their productions to help defray production costs. Producers must follow underwriting and sponsorship guidelines. Producers can not use MacTV equipment for personal gain.

No commercial advertising or solicitation of funds for any purpose are allowed in programs on MacTV.

Using PBS standards as a model, an underwriting credit may include an underwriter's official slogan or jingle, address, phone number, hours of operation, web page URL, or email address. No call to action, or statement of judgment (i.e. "must visit", "best", etc.) may be included.

Underwriting donations must be limited to direct costs associated with the production. MacMedia requests that producers contribute 10% of their underwriting support to MacMedia to help offset access operational costs. Maximums of six underwriters are allowed per show. Underwriters/sponsors must be listed on the back of the cablecast application

MacMedia reserves the right to approve or disapprove of any funding proposals using the MacMedia name or MacMedia resources. Such proposals must be cleared through MacMedia prior to production.

Commercial business may underwrite programs (have name/logo, etc. in the credits) of general interest in the nature of their business, however, they may not display the name of the business on the set or encourage persons to visit their establishment during the program (i.e. a bank can underwrite a show teaching basic banking skills). MacMedia accepts no liability for any disputes between underwriters and MacMedia members.

Program Ownership

Producers maintain ownership of the content of the programs they produce. MacMedia maintains the right to retain a copy of any program produced with MacTV resources. MacMedia staff will not provide a copy of the program to anyone without the express consent of the producer. There will be a charge if staff is requested to make a copy.

Public Access Programming for Political Candidates

Political candidates and advocates for ballot issues are welcome to utilize MacTV services on the same terms as any other access users. MacMedia will not, however, schedule any programming endorsing particular issues or candidates within 24 hours of any regular or special election.

3. Training and Certification

Producers who are certified by MacMedia have priority in MacTV program scheduling. To be eligible for series status a person must be a certified MacTV producer. To remain an active producer one program a year must be submitted. If a producer becomes inactive they will need to be recertified.

Persons using access center equipment must be trained and certified on the equipment they are using. If a person has not used a particular piece of equipment in a 12 month span they will be asked to pass a certification test. If they can not pass the test they will be asked to retake the certification class at a 50% fee discount. If a certified person wishes to update their skills they can take classes at no charge.

Class sign-up. Classes will be made available on a first-come, first-served basis. Current classes can be found on our website. A fee is charged for each class. There are no refunds for classes which are not completed by the student or if the student chooses to not produce a show after the classes. It is recommended that a project description be given so that proper classes can be recommended.

4. Equipment

Production equipment can be made available for the creation of programming to present on MacTV access channels. Private or commercial use of MacTV equipment is not allowed.

Responsibility

Access producers may use only the access equipment for which they are certified and must take full financial responsibility for any loss or damage.

Equipment requests and reservations

Requests are scheduled on a first come, first served basis. Reservations, pick-ups and returns may be made during those hours designated by the MacMedia management.

A **Project Proposal Worksheet** will be filled out before equipment is checked out to assure that the producer has the correct equipment, and that equipment will be available in the time frame required to complete his project.

Producers are allowed to make one field reservation at a time. A normal field equipment reservation is no longer than a 24-hour period. Field equipment must be reserved at least 48 hours in advance of pick-up and no more than four weeks in advance of use for a single program.

One set of field equipment per producer making the request will be authorized depending on availability and the equipment maintenance and repair schedule. Equipment must be picked up, used and returned by the authorized producer making the request. Field equipment is limited to a maximum of four uses per program. The Executive Director or their designee must approve any exceptions.

Access producers are responsible for notifying staff in writing if there are any problems with equipment.

A picture ID with a current address is required for checking out equipment. A producer may be required to furnish proof of insurance for the value of the field production equipment, or make a deposit for a portion of the value of the equipment.

Producers are allowed to make one studio reservation at a time. Use is limited to 2 hours per session for a one-hour program, and 1.5 hours for a 30-minute program, including set-up and tear down. Reservations will be accepted no more than four weeks in advance of proposed use.

The certified producer who reserves the studio for production is responsible for finding certified crew members to work in the various studio crew positions. **MacMedia staff members are not crew.**

Live studio reservations must be made at least four weeks in advance of cablecast date to allow for coordination of on-air schedules.

Producers are allowed to make one postproduction suite reservation at a time. Use is limited to four hours per session. Reservations will be accepted no more than four weeks in advanced of proposed use.

Only staff may change wiring or connections, or use outside accessories. This includes the use of any software not currently installed on a given computer. Tampering with equipment is cause for terminating privileges.

Equipment Use Cancellations

In respect of, and in fairness to other producers, cancellations should be made as soon as a producer knows they will not be able to keep a given reservation. Producers canceling less than 24 hours before scheduled use will be given a written warning as a minor violation.

Staff will cancel and reallocate facility and equipment use reserved by access producers who arrive more than 10 minutes past their scheduled use time. Abuse of the cancellation policy could result in suspension of access use privileges.

Taking Care of Access Equipment

Equipment users agree to take full financial responsibility for equipment and take every precaution to protect the equipment in their care.

Never leave field equipment unattended.

Never leave equipment in a car overnight.

Never leave equipment visible through vehicle windows.

Never allow anyone to borrow or operate your MacMedia equipment.

Never attempt to use equipment in hazardous environments.

If equipment is stolen, file a police report immediately and notify MacMedia by submitting a written report containing all the relevant details including a copy of the police report.

It is the responsibility of the equipment user to financially reimburse MacMedia for full replacement value of lost, stolen or damaged equipment.

5. Conduct and Behavior

It is expected that all participating individuals (producers, guests, and volunteers) will conduct themselves in a responsible manner at all times and not interfere with the orderly conduct of MacMedia activities and programs. All

participating individuals, including staff, are asked to respect others within the work environment and while on MacMedia premises.

Unacceptable behavior

The following actions would be considered conduct that disturbs the work environment:

- 1) Personal verbal attacks or harassment of individuals and or groups including, but not limited to, sexual, verbal or physical harassment.
- 2) Yelling or loud and disruptive discussions
- 3) Loitering on facility premises

Right to refuse service

To ensure that MacMedia equipment and facilities remain in good working order, are available to the broadest range of producers, and that the resources are used solely for their intended purpose, MacMedia reserves the right to refuse service on a temporary or permanent basis, or otherwise initiate suspension of services, disciplinary actions, or other legal action against groups or individuals interfering or jeopardizing MacMedia's operations or otherwise violating the rules and procedures.

Requests to leave premises

MacMedia staff may request that an individual leave MacMedia facilities immediately as follows:

- 1) If an individual possesses, consumes, sells or dispenses alcohol or illegal substances in the MacMedia facilities or within five yards of the premises,
- 2) If an individual appears to be under the influence of alcohol or drugs, or not in control of his/her faculties, or
- 3) If an individual behaves in a threatening manner or interferes with the orderly conduct of MacMedia activities, facilities or programs, or displays an inability to properly operate production equipment.

Major Offenses

Major offenses can lead to immediate suspension of usership. Written warnings will not be given in the case of a major offense. These include, but are not limited to the following:

- 1) Theft, vandalism, or willful damage to MacMedia equipment or facilities, or willful injury to or theft of the personal property of any MacMedia staff person, user or guest.
- 2) Falsifying or providing misleading information on forms and/or documents.
- 3) Use of facilities or equipment for private, commercial or any purpose other than for the production of programming for cablecast on MacTV channels.
- 4) Reserving for, checking out or permitting use of equipment by non-certified users.
- 5) Breach of signed MacTV Request for Cablecast form.
- 6) Repeated and willful disregard for MacMedia's operating policies and procedures.
- 7) False representation by user of him/herself as an employee, representative, or agent of MacMedia.
- 8) Reconfiguring equipment, wiring, unauthorized attempted repair, or attaching accessories without staff permission.

Minor Offenses

Minor offenses can disrupt the operations of the MacMedia facility and services, and will not be permitted. Minor violations include (but may not be limited to)

- 1) Failure to cancel a reservation within 24 hours of scheduled use.
- 2) Late pick-up or return of equipment without prior notification or approval
- 3) Mishandling of equipment
- 4) Eating, drinking or smoking in non-designated areas of the facility
- 5) Unauthorized entry into non-public or restricted areas of the facilities

- 6) Failure to clean up after facility use
- 7) Failure to vacate the studio in a timely manner
- 8) Return of functional, but dirty or incorrectly packed equipment or failure to return all pieces of equipment checked out
- 9) Other violations of MacMedia rules and procedures

Minor offenses can result in action up to and including the following series of sanctions.

- 1) First Violation - Written Warning
- 2) Second Violation – 30-day suspension
- 3) Third Violation- 60-day suspension
- 4) Subsequent Violation within a one-year period can be classified as a major offense, “repeated and willful disregard for MacMedia’s operating rules and policies” and sanctions will be assigned accordingly.

Financial responsibility

In addition to user sanctions, members will be held financially responsible for the replacement and repair of any equipment lost, damaged or destroyed while in their care and responsibility. Complete restitution may be required before any additional facility use is authorized.

Appeal Process

MacMedia resolves to encourage members to attempt resolution of any difficulties at the staff level. Any member may, however, appeal any disciplinary action using the following procedure:

- Submit a written appeal to the Executive Director within 15 days of the action. The Executive Director must then investigate the circumstances surrounding the action and provide a written response within 15 days of receipt of appeal.
- If not satisfied, the member may continue the appeal within the next 15 days by providing a written statement to the Board of Directors of MacMedia. Following investigation, the Board, at the next scheduled meeting, will determine action. The decision of the Board will be final and binding upon the user.

Complaints and Complaint Procedures

Staff will request that the complainant provide a written complaint, including the complainant name and contact information, describing the offending program, the date and time of the program, and the nature of the complaint. The caller will be assured that MacMedia supports responsible programming which benefits the community. The complainant will be provided with the program’s producer’s contact information upon request. Anyone who disagrees with a program will be encouraged to produce counter-programming presenting an opposing point of view, or otherwise respond to the program in question.

If the complaint alleges that the content of the broadcast is obscene or otherwise illegal, MacMedia will forward a copy of the complaint, a copy of the program on DVD and the producer’s release to the Ottawa County Prosecuting Attorney, in order to advise that a community member has alleged that the program contains illegal content.

6. Other Conditions

Public File

A Public file will be kept available which will include copies of request for playback forms and program logs. These files may be inspected during normal business hours by appointment.

Storage

On-site storage at the production studio is limited. No assurances will be given for anything left on premises at MacMedia. It is the producer's responsibility to keep track of all personal items.

Fees

MacMedia shall make readily available; a current list of all fees that may apply to access services. This includes (but may not be limited to) membership fees, class fees, blank media costs, and special service fees. MacMedia reserves the right to adjust fees at any time. MacMedia cannot extend credit, and all applicable fees must be paid prior to delivery of service.

Misrepresentation

Access producers must not misrepresent themselves as employees of MacMedia or as authorized to speak for the organization. Such actions may result in suspension of access privileges.

Facility Upkeep

All users are expected to clean up each time they use the equipment or facilities. Eating and drinking are allowed only in designated areas. Smoking and alcoholic beverages are not allowed in the facility.

Indemnification

Users of the access channels must indemnify MacMedia, the municipalities of the Macatawa Area Community, and the cable providers of the Macatawa Area Community against any liabilities arising out of any use of facilities and resources or out of any breach of the Operating Rules and Procedures.

Interpretation

The Executive Director and his/her designees are authorized to interpret the Operating Rules and Procedures.

Amendments

The Board of Directors reserves the right to amend these policies as necessary.

Acceptance of MacMedia Guidelines and Procedures

I am familiar with the MacMedia operating guidelines and procedures, and agree to follow them. I also agree to accept consequences resulting from violating the guidelines and procedures and to resolve all disputes with MacMedia through the appeals process outlined in the *MacMedia Operating Guidelines and Procedures*, and to accept the final decision of the *MacMedia Board of Directors*.

Signed

Date

Name (please print)

type of ID

Phone

E-mail

Address

City

State

Zip

For office use:

Member number _____

Membership/Orientation/Producer

Staff

Date

Studio Production

Remote Camera Operation

Remote Studio Production

Editing: iMovie

Editing Final Cut Pro

Update FACIL

Membership renewal

Invoiced

Rec'd

Comments: