



New Gloucester Community Access Television

**385 Intervale Rd.
New Gloucester, ME 04260**

Policy and Procedures Manual

Tel. 207-926-4126 Ext. 6 E-mail: ngcabletv@gmail.com

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I. Definitions

CTC refers to the New Gloucester Cable Television Committee.

Educational Access Programming refers to programming that is produced by or sponsored by MSAD 15 or an accredited educational institution.

Electronic Bulletin Board refers to informational messages displayed on NGTV.

Eligible Nonprofit Organization refers to any nonprofit organization which is either located in the Town of New Gloucester or provides all or some of its services to the Town of New Gloucester or MSAD 15.

Government Access Programming refers to programs that are produced by or sponsored by the Town of New Gloucester or other Government entity.

New Gloucester Television (NGTV), Channel 3 refers to the television station, its and facilities, located at 389 Intervale Rd., New Gloucester, and the signal it telecasts to Time Warner Cable subscribers.

NGTV Equipment refers to any production equipment owned, leased or managed by NGTV for the production of programming to be telecast by NGTV.

NGTV Suspension means loss of all services and privileges associated with NGTV including use of production facilities, airtime and the electronic bulletin board.

NGTV Volunteer refers to anyone who is authorized by the CTC to perform designated tasks in the operation of NGTV, said tasks on a voluntary, non-paid basis.

PEG refers to public, educational and governmental access television channels.

Producer refers to a resident of the Town of New Gloucester or a person designated by an eligible nonprofit organization, who assumes responsibility to produce a video/DVD to air on NGTV.

Production Facilities refers to town owned equipment, spaces or materials managed by NGTV.

Public Access Programming is programming of community interest that may be produced by or sponsored by a Town of New Gloucester resident or nonprofit organization.

Release refers to any documentation stating that a producer has the right to use the video or audio image of a person or copyrighted material.

Sponsor refers to a resident of the Town of New Gloucester, or a person designated by an eligible nonprofit organization, that assumes responsibility for the content of a program that they provide to NGTV.

Talent refers to anyone who appears in a television production.

Underwriting refers to the practice of funding the costs associated with producing a program by one or more commercial or non-commercial entities.

II. Bulletin Board Policy

The NGTV cable Channel 3 video bulletin board is offered as a public service by the Town of New Gloucester for the placement of announcements of services and events pertaining to the residents of the town. In addition to official Town and local school announcements, informational messages of community interest from nonprofit organizations will be accepted for display on Channel 3 if they are received at least two weeks prior to the announced event.

1. Announcements must be submitted in the format of the "NGTV Bulletin Board Announcement Request" (see Appendix A) by either:
 - Hand-delivery to the Town Office
 - Facsimile (fax) to 926-4136
 - Hard copy mailed to:
NGTV, Town of New Gloucester, 385 Intervale Rd, New Gloucester, ME 04260
 - Email to info@newgloucester.com.
2. Announcements must be brief, not exceeding fifty (50) words, and include the following:
 - Name of organization
 - Event name or description
 - Event date and time
 - Event location
 - Fee (if any)
 - Contact name, telephone number and/or e-mail address
3. The content must not:
 - Solicit funds directly, although fundraising announcements are permissible.
 - Promote lotteries, gift enterprises, or similar schemes
 - Promote the sale of commercial products or services
 - Violate town, state or federal ordinances, statutes or laws including but not limited to those relating to sedition, defamation, slander, libel, invasion of privacy, trademark or copyright
 - Urge viewers to support or reject particular political candidates or points of view, or otherwise make a "call to action"
 - Include obscenity as defined by Federal Communications Commission (FCC) guidelines
4. The Town staff and volunteers assume no responsibility for failing to display the message, errors in content, or other acts or omissions that prevent the information from being shown on the requested dates, although good-faith efforts will be made to post your announcement correctly and timely. Staff/volunteers will attempt to present your message clearly, with emphasis on readability and visual interest. The message will display for sufficient time to be read in a normal manner. Please notify the Town staff if you discover any errors displayed in your announcement, so they can be corrected quickly.
5. Interpretation of these rules is at the discretion of the Town Manager, whose decision is final.

III. Public Access Programming

A. Eligibility and Certification

1. Any resident of the Town of New Gloucester may sponsor or produce a program(s) to be broadcast on NGTV.
2. Any nonprofit organization providing services to the Town or MSAD 15 may produce programs to be broadcast on NGTV.
3. Any sponsor or producer for NGTV must be at least 18 years of age or must have the signed approval of his/her parent or guardian on all pertinent forms and permission of the CTC or its designee.
4. Proof of residency must be presented to the CTC, or its designee, and shall include a current Maine driver's license or Maine ID.
5. Proof of a producer affiliated with a nonprofit organization serving the Town of New Gloucester shall consist of a valid driver's license or photo ID and a letter from the nonprofit organization stating the identified person has the authority to either produce a video/DVD on behalf of the nonprofit, or to request the telecast of a program representing the nonprofit. This eligibility is limited to the production or replay of a video/DVD for that nonprofit organization, for airing on NGTV. The letter from the nonprofit organization must be on the organization's letterhead and proof that it provides services for the Town of New Gloucester.
6. All videos/DVDs produced by individuals or non-profit organizations and submitted for telecasting become the property of NGTV.

B. Producer Responsibilities

Producers must complete the following forms if applicable:

- Sponsor Application form, if the program is being sponsored by a New Gloucester Resident
- Producer Registration Application, Compliance, and Certification form
- Equipment Loan form
- Talent Release form

1. A Sponsor Application form must be completed by the New Gloucester resident sponsoring the program. See Appendix B
2. A Producer Registration, Application, Compliance and Certification form must be completed by the producer of any program for telecast on NGTV. The information provided shall specify if the content is of a mature (adult) nature. See Appendix C
3. An Equipment Loan Record form must be completed when NGTV personnel and the producer are checking out and checking in equipment. This form must verify the condition of all equipment before and after the loan and bear the signature of both the producer and NGTV personnel. The producer is responsible for missing or damaged

equipment. Only NGTV personnel can reserve equipment and check-in/out equipment for use by producers. See Appendix D

4. A Talent Release form must be completed stating that the producer has the right to use the video/DVD image or audio of a person or copyrighted material. See Appendix E
5. If the Meetinghouse room or the Control Room is to be used, the producer is responsible for:
 - scheduling such use with the NGTV personnel
 - reviewing with NGTV personnel the condition of the facilities before and after use
 - any missing, damaged equipment or furnishings, including soiling of furnishings, carpet or equipment
 - return of all NGTV cables and equipment used in the production, to NGTV
 - a CTC designee must be on site

The CTC shall determine what equipment is available for loan for off site productions and what facilities and equipment are available for use at the NGTV station. Equipment which is necessary for NGTV's regular programming is not available for loan or off site use.

6. A producer must demonstrate his/her skill and knowledge to competently use the equipment to be loaned or to use the NGTV facility and its equipment.
 - Certification of such shall be by the CTC or its designee.
 - Training for such skill and knowledge shall be provided on a case by case basis.
 - All requests, noted above, are subject to the availability of NGTV personnel and equipment.
7. The use of the NGTV facility and equipment is solely for the purpose of producing programs to be telecast on the NGTV television channel.
8. Because approvals and responsibilities for productions are given to a specific producer(s), any change in a producer will require the new producer(s) to seek all approvals and fulfill all responsibilities required above.

C. Care and Use of Facilities

1. All NGTV facilities and equipment must be handled as instructed during training and during productions with reasonable care and safety.
2. The producer is responsible for all damages, loss, or cost of repair involved while the equipment is in the producer's possession. This will be determined by the use of the Equipment Loan form. A producer's privileges will be suspended until any money owed to NGTV for repairs or replacement is paid.
3. Theft of NGTV property will be grounds for immediate and indefinite suspension of privileges.
4. Anyone under the influence of alcohol or illegal drugs will not be loaned equipment and may be asked to leave NGTV premises immediately.

5. Anyone using NGTV facilities or equipment must abide by all town, state and federal laws.
6. New Gloucester facilities have a tobacco-free environment.

D. Content Guidelines

1. Telecasting time is a privilege granted to the residents of the Town of New Gloucester and eligible nonprofit organizations when requested. In accordance with all town, state and federal laws all programming shall comply with the following guidelines:
 - a. Commercial or obscene material is not permitted.
 - b. Fundraising for nonprofit organizations is permissible.
 - c. Fundraising for political candidates or causes is not permissible.
 - d. Expression of political activities and political points of view are permissible.
 - e. Copyright-protected material is permissible only if the producer can provide documented proof that the producer has permission to use the copyright protected material at least a week in advance of use. Such documentation must include:
 - Specific identification of the material to be used (complete or in part {length}, audio, video or both, etc.).
 - Name of program for which permission is given.
 - The duration of time permission is given.
 - If music, permission must include synchronization rights as well as releases from all composers, performers and producers involved.
 - f. Implicit or explicit threats of violence against any person or group of people are unacceptable.
 - g. Insulting or offensive language or comments that may be found to be libelous or slanderous about any person or group of people are unacceptable. Reference: Producer Application, Compliance & Certification Form
2. NGTV personnel reserve the right to schedule programs as they determine appropriate.
3. If a program is of a mature or adult nature, then the producer must inform NGTV when requesting telecast time. Programs including mature content will be scheduled in a late-night time slot (12 a.m. - 5 a.m.). Mature content may not be telecast at any other time. Programs with mature content may be required to include appropriate viewer advisory messages. An example is "Mature Audiences Only: The content of this program is intended for adults and may be unsuitable for children under 18".

E. General Guidelines

1. Use of mailing address, phone, fax, e-mail, internet, office supplies, computers, copy machines and other office equipment is restricted to NGTV personnel.
 - From time to time, NGTV personnel may give permission to use the above upon request on a case-by-case basis.
 - If producers require audience feedback, they may provide their own telephone number, address or e-mail.
 - NGTV telephone numbers and facility address are not to be used for producer and viewer correspondence.

-Viewers wishing to address specific station concerns may e-mail or telephone the station.
E-mail: ngcabletv@gmail.com Telephone: 207-926-4126 ext. 6

2. Producers are not to have personal mail, packages, faxes or calls directed to NGTV. NGTV is not responsible for materials left in studio including tapes, disks or computer data. Lost and found items will be held at the station for 30 days.
3. Eating and drinking in the Control Room are prohibited.
4. All media for productions must be supplied by the producer or purchased from NGTV personnel.
5. Producers wishing to collect underwriting funding or give underwriting credit must first have written authorization from CTC and must follow the Program Underwriting Guidelines.

F. Technical Standards

All programs must meet the following technical standards:

1. All programs must be submitted on DVD disks, capable of being time base corrected and meeting other standards listed below.
2. Programs on DVD must be recorded in Long Play (4-hour) mode or better (LP, SP, XP), be complete on a single disk, and start with the first title (preferred) or first/default menu button.
3. Program audio on DVD should be recorded on both tracks, either in mono or stereo.
4. Programs on DVD must be no more than the third generation (copy of direct copy) of the master.
5. DVDs must be properly labeled on both the disk and its sleeve with standard labels. The labels must contain the following information: program title, producer, date of completion, exact program length and pre-roll time, and if disk starts at a menu. If the disk label is visible when within the sleeve, only the title and completion date need be on the sleeve.

Subject to resource availability, authorized volunteers may use station equipment to copy programs from VHF or mini-DV videocassettes to DVD for submission. The program cassettes should meet the following standards:

1. Programs on videocassette must have a continuous control track and be recorded at Standard Play (SP) speed.
2. Program audio on VHS videocassette should be recorded on audio channel 2 (normal mono track) and not exceed 0dB.
3. Programs on videocassette must be no more than the second generation (direct copy) of the master video footage, with low noise and a minimum of color smearing.
4. Programs on videocassette should lead in with black for a minimum of 15 seconds before the program starts.

G. Corrective Action Procedures

The following procedures apply to all the above rules, unless otherwise specified. The producer is responsible for knowing, understanding and following all the rules and procedures listed above. Therefore, the violation of any rule will be grounds for following the first corrective action. In general, these actions will be taken in a progressive fashion, with a written reminder for the first violation, written warning for the second, etc. However, in some cases, the rule violation maybe so serious as to warrant immediate suspension of privileges, such as an assault on another person, disruption of other people’s productions or violation of law. NGTV reserves the right to impose corrective action appropriate to the violation in all cases.

1. The first violation of any NGTV rules and procedures will result in a written reminder.
2. The second violation of any NGTV rules and procedures will result in a written warning.
3. The third violation of any NGTV rules and procedures will result in a suspension of privileges for no less than one year.

Prior to finding a violation NGTV Personnel will meet with the producer(s) as well as any other staff involved in the issue, and notify the producer(s) of the basis for the violation. The producer(s) will have an opportunity to respond to the charge. This meeting will be informal and is not an adversarial hearing.

Disposition of such a violation may be appealed to the Town Manager.

H. Program Underwriting Guidelines

A producer may acknowledge the support of any individual, company or organization that underwrites any of a program’s production costs. Recognition may be provided as specified in this document and in conformance with all applicable town, state and federal laws.

The NGTV underwriting policy is intended to assure proper use of New Gloucester’s PEG access channel by preserving NGTV's non-commercial status. An underwriting message must identify the program underwriter, but cannot promote the underwriter, its products or services. The FCC has specifically warned community access television stations to avoid certain promotional elements, such as:

1. Calls to action (e.g. ‘Stop by,’ ‘Call for more info,’ ‘Try our product’)
2. Price or value information
3. Superlative descriptions or qualitative claims (e.g. ‘We are the best’)
4. Direct comparisons with other companies, their products or services
5. Inducements to purchase (e.g. ‘6 months free service’)
6. Endorsements.

Using PBS standards as a model, acknowledgement of the underwriter can be presented only at the beginning and/or end of each program, i.e. “This program was made possible by a grant from _____.” Each acknowledgement is limited to a maximum of 15 seconds in duration.

The following underwriting support credits are acceptable:

1. Name, address, phone number, web site URL, e-mail address, generic reference to area served
2. Company logo and/or company slogan
3. Business exteriors that represent the underwriter's product/services (e.g. bank or hospital)

I. Political Campaign Programming

1. Political campaign programs submitted to be telecast on NGTV shall be accepted only from certified candidates for an elected public office where the candidate's name will appear on a ballot in New Gloucester for a town, county, state or national office.
2. Programs covering issues which will appear on a ballot in New Gloucester or a Town Meeting warrant article are permissible for telecast.
3. Political campaign programs announcements shall not include the solicitation of funds or contributions to a candidate or a political campaign organization.
4. A political campaign program submitted by a candidate or issue spokesperson shall be limited to 15 minutes in length per candidate or issue spokesperson and shall be ready for telecast.
5. Political campaign programs shall be telecast only within the six weeks prior to the date of the election or Town Meeting.
6. In addition to the above conditions, all political campaign programs and announcements shall comply with all other requirements prescribed in this Policy and Procedures Manual.
7. All certified candidates for a public office shall be invited to participate in the coverage to be televised on NGTV; however, a candidate's non-participation shall not prevent the telecast of such programming. Although there is no state or federal requirement to mandate equal air time for any candidate or spokesperson, NGTV shall make reasonable efforts to do so.
8. Any producer of a program containing a declared candidate(s) or spokesperson(s) shall include the following disclaimer at the beginning of the program to be telecast: "The following program is produced by (name of producer). The content of the program is the sole responsibility of the producer, and the viewpoints expressed do not necessarily reflect those of NGTV, the Town of New Gloucester, or the CTC."

J. Programming Priorities

Subject to the availability of NGTV personnel and equipment, program telecast scheduling is in accord with the following priorities:

1. Government programming
2. Educational programming

3. Locally produced programming
4. All other programming

K. Program Review and Appeals

Programming submitted to be telecast on NGTV shall be subject to review by the CTC or designee for compliance with the content restrictions as prescribed within this manual. If the CTC disapproves a program for non-compliance, the producer may appeal to the Town Manager.

IV. Government Access Programming

Government access programming is originated at the request of the Town and is telecast as a public service to inform the public about events or activities within the Town and MSAD 15 governments. It includes:

- Town Board and Committee meetings
- School Board meetings
- Events related to town government as the Board of Selectmen or Town Manager may choose.

V. Educational Access Programming

Educational Access programming is provided by the Town to assist in public education efforts. It can include:

- programming for or by students in the classroom
- programming designed to inform parents and other taxpayers about events or activities in the schools.

1. All programs originating in MSAD #15 schools shall be approved by the Superintendent of Schools or designee and documented by a letter of confirmation of approval.
2. An accredited educational institution (e.g., LA College) providing educational opportunities to the Town of New Gloucester may submit programs to be telecast.

Such programs, 1 & 2 above, are subject to review by the CTC or designee to ensure compliance with Community Access Television guidelines.

VI. Amendments

The CTC from time to time may submit proposed revisions as deemed necessary.

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New Gloucester Community Access Television
385 Intervale Rd. New Gloucester, ME 04260 (207) 926-4126 Ext 6
ngcabletv@gmail.com

BULLETIN BOARD ANNOUNCEMENT REQUEST

Announcement Dates - Starting: _____

Ending: _____

Clearly print or type your announcement below:

Name of Organization: _____

Submitted by: _____

Submitter's Daytime Phone Number: _____

Submitter's E-mail Address (optional): _____

I have read, understand and agree to the rules and stipulations of the NGTV
Bulletin Board Policy.

Signed: _____



New Gloucester Community Access Television
385 Intervale Rd. New Gloucester, ME 04260 (207) 926-4126 Ext 6

SPONSOR ngcabletv@gmail.com

Sponsor's Name (printed): _____ Date: _____

Maine Drivers License No.: _____ Expiration Date: _____

Nonprofit Organization Name (if any): _____

Producer:

Project Affiliation (name): _____

Program Name: _____

Your e-mail address: (if any): _____

Your Address:

Street City State Zip

Your Telephone Number – Day: _____ Evening: _____

I hereby certify that I am a legal resident of the Town of New Gloucester and I agree to the use of my name as the sponsor for the above named program. I further understand I share the liability for program content with the above named producer and I agree that my name and a Town of New Gloucester phone number may be added for a 15-second period at the end of the program to enable viewers to contact me if they have questions about the program.

Signature: _____

Signature of parent or guardian if under 18: _____



New Gloucester Community Access Television
 385 Intervale Rd. New Gloucester, ME 04260 (207) 926-4126 Ext 6

ngcabletv@gmail.com

PRODUCER'S REGISTRATION, APPLICATION, COMPLIANCE AND CERTIFICATION

1. I understand and acknowledge that any program produced by me using Town of New Gloucester equipment and facilities, or provided by me to NGTV for telecasting must comply with the rules set forth in the NGTV Policy and Procedures Manual and specifically must not contain any of the following:
 - lottery, or information about a lottery, gift enterprises or similar schemes.
 - any solicitation of funds or advertising designed to promote the sale of commercial products or services.
 - any material that violates Town, State or Federal laws including, but not limited to those relating to sedition, defamation, slander, libel, invasion of privacy, trademark or copyright.
 - obscenity as defined by the Federal Communications Commission (FCC Guidelines)
2. I assume full responsibility for the content of all program material produced or provided by me to be telecast on NGTV.
3. I will obtain in writing any clearances, approvals, and licenses necessary for materials contained in any programs I produce or provide before requesting telecast dates.
4. I indemnify and hold harmless the Town of New Gloucester, NGTV and their respective personnel from any claims arising out of the use of any program material I produce or provide to the Town of New Gloucester for telecast.
5. I understand and agree not to use the NGTV equipment and/facilities to produce or broadcast programs or other materials for financial gain, and that all programming produced with NGTV equipment may only be shown on non-commercial, Public, Educational or Governmental Access channels.
6. I agree to release NGTV from responsibility if any program material supplied by me is damaged, lost or stolen while in NGTV custody.
7. I agree to pay all costs for repair or replacement of equipment belonging to NGTV or the Town of New Gloucester which may be lost, stolen or damaged while it is signed out to me.
8. I agree to notify NGTV if the program content is of a mature or adult nature so that it can be scheduled according to the NGTV policy.
9. I understand that the use of equipment and telecast services are available only to residents of the Town of New Gloucester.

(1 of 2 pages) Producer must initial page this page

Producer’s Registration, Application, Compliance and Certification continued

10. I understand that the interpretation of these rules shall be at the discretion of the CTC and that an appeal of said decision may be made to the Town Manager.

Program Title: _____ Program Length: _____

Requested Air Time/date(s): _____

Producer: _____ Organization: _____

Address:

Street

Town

State Zip

E-mail address: _____

Video/DVD Owner: _____

Address:

Street

Town

State Zip

I acknowledge by my signature below that I am a legal resident of the Town of New Gloucester or that I am representing a qualified non-profit organization. Maine license required for identification purposes.

Signature: _____ Witness: _____ Date: _____

Parent or guardian if applicant is under 18: _____ Date: _____



New Gloucester Community Access Television
385 Intervale Rd. New Gloucester, ME 04260 (207) 926-4126 Ext 6
ngcabletv@gmail.com

EQUIPMENT LOAN RECORD

Name: _____ Project Name: _____

Address:

Street

Town

State Zip

Phone No.: _____

Date equipment signed out: _____ Acknowledged by: _____

NGTV Rep

Date(s) equipment to be used: _____

Date equipment to be returned: _____

EQUIPMENT SIGNED OUT:

I agree to pay all costs for repair or replacement of equipment belonging to NGTV which may be lost, damaged or stolen while it is signed out to me.

Signed: _____ Date: _____

Equipment returned in satisfactory condition: _____

Signature of NGTV Rep: _____ Date: _____



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ngcabletv@gmail.com

TALENT RELEASE

Participant: _____

Program: _____

Production Date(s) _____

Producer(s): _____

Location: _____

I hereby consent without consideration or compensation to the use (full or in part) of all video recordings taken of me and/or recordings made of my voice and/or written extraction, in whole or in part, of such recordings or musical performances for the purpose of illustration, broadcast, or distribution in any manner, for the program listed above, produced, by New Gloucester Community Access Television.

Street Address _____

City/Town and State _____ Zip _____

Today's Date: _____

If 18 or over, Participant's Signature _____

If participant is under 18

_____/_____
Signature of Parent or Guardian of minor Printed name of Parent or Guardian