

## **Draft Revision February 2009**

# **GCTV**

## **Greenfield Community Television Inc.**

### **Operations Handbook**

**Introduction to Organization**  
**Membership Overview & Guidelines**  
**Producer Overview & Guidelines**  
**Producer Policies**  
**Programming**  
**Production**  
**Ancillary Services**  
**Appendix; forms**

## **Mission**

### **MISSION STATEMENT**

**"It is the mission of Greenfield Community Television, Inc to enable and encourage the open exchange of ideas and information within the Greenfield community through access to cable and viable emerging technologies."**

**- Adopted November 20, 1995 –**

### **STATEMENT OF PURPOSE**

**Public Access is a medium for community expression, established by Congress, funded by the Cable Company and managed by the non-profit corporation, Greenfield Community Television, Inc. Individuals and organizations may utilize the training, equipment, facility and support of staff to produce programming for cablecast on Greenfield Community Television.**

## **Organizational Structure**

**Greenfield Community Television, Inc. is a non-profit, membership-based organization, governed by the GCTV Board of Directors, which is dedicated to providing an electronic forum for the free exchange of information and ideas, which reflect the talents, skills, interests, concerns and diversity of the Greenfield community.**

**In pursuit of this, GCTV...**

- manages facilities for community access TV programming on the Greenfield cable television system, manages a Low Power FM Radio Station, and maintains a community world wide web presence.**
- provides access to, and training in, various telecommunications technologies, including video production, radio production, and computer technology;**
- serves as a catalyst to facilitate and stimulate community discussion and provide leadership in the uses of telecommunications technology.**

## **Board of Directors**

**The Officers of GCTV include a President, a Vice-President, a Treasurer and a Secretary whose duties are listed in corporation bylaws. All Officers are elected by the Board of Directors from the Board of Directors at the Annual meeting in January. At the current**

time, there are five standing committees and one Adhoc LPFM committee within the GCTV Board of Directors governance structure.

### **Nominating Committee**

The Nominating Committee shall nominate a slate of candidates for election as Directors and Officers. The Nominating Committee shall also maintain a record of the names of all Directors and their terms of office.

### **Finance Committee**

The Finance Committee shall develop and recommend to the Board of Directors the annual budget and work plan; shall regularly monitor the Corporation's expenses and income; and shall recommend budget adjustments to the Board of Directors as needed. The Finance Committee shall review the annual financial statements; review annual audit reports; and recommend to the Board of Directors selection of; and fees to be paid to, the independent certified public accountant for the Corporation. It shall be the responsibility of the Finance Committee to report to the Board of Directors whether the Corporation is meeting its projected budget; on the scope and adequacy of the annual audit and related fees; to continually monitor and report to the Board of Directors the effectiveness and adequacy of the Corporation's internal accounting controls, and to include in that report its findings as to whether or not any errors, omissions, criticisms or recommendations contained in the management letter of the independent certified public accountant, if one accompanies the annual audit, have been properly dealt with.

### **Personnel Committee**

The Personnel Committee shall formulate job descriptions for the Corporation's personnel and amend such descriptions from time to time. The Personnel Committee shall also review and evaluate personnel practices, salary ranges, benefits and other related personnel matters.

### **Technology Committee**

The Technology committee shall research, evaluate, and develop an annual technology implementation plan for the facility. The plan with recommended equipment purchases shall be presented to the Board of Directors for approval and funding. The committee shall have oversight in implementation of approved plans.

### **ADHOC LPFM Committee**

The ADHOC LPFM Committee is primarily responsible for oversight of the LPFM radio station project at this time. Guidelines for this are outlined in the WMCB-LPFM Handbook approved by the Board of Directors in 2008.

Other Adhoc Committees may be appointed from time to time by the Board President to address special issues, events, or projects effecting the organization. An Adhoc Committee may be

composed of members from the general membership as well as directors.

## **Staff**

**Successful public access programming depends on participation by many active, trained volunteers. GCTV will provide equipment, training and technical support to community producers. However, due to limited staff availability GCTV cannot provide production services or be crew members for community members, groups, or organizations productions. GCTV staff will attempt to assist community producers in assembling production crews by providing information on active members who may wish to assist in other productions. Various common interest groups or established community organizations planning to do programs on a regular basis are encouraged to form a television production group to help in planning and producing programs. GCTV Staff do produce some community public service programming, which is required under our agreement with the City of Greenfield. Programs such as Board of Selectmen Meetings, School Committee Meetings and other Town events or gatherings typically fall under GCTV staff obligations. GCTV will make every effort to inform members of volunteer production opportunities on such programs.**

## **Membership**

**All persons, who live, work or participate in firms, corporations, businesses, organizations, institutions, and other entities in the City of Greenfield who subscribe to the purpose of Greenfield Community Television, Inc. (GCTV), and who support the Corporation by participation, or with a contribution of money, service or equipment, shall be eligible for membership in the Corporation by filling out a Membership Application Form (appendix A) and have met membership dues requirements. Eligibility for membership must be re-established each year in January. Membership eligibility shall be verified at each Annual Meeting.**

**The Board of Directors of GCTV has established membership fees, which shall be published annually.**

**Membership shall consist of one class, and shall not be limited as to number. Members shall elect Directors from the membership at annual meetings as further provided in Article VI of the corporation bylaws. At every regular or special meeting of the members, each member or membership shall be entitled to one (1) vote, in person, on each matter submitted to a vote of the members in good standing.**

## **I. MEMBERSHIP**

There are two levels of membership at GCTV. Besides General or "Working" Memberships there is a Voting Membership in GCTV which is further determined by the bylaws of the corporation. Voting membership requires that an individual or group has met all general membership requirements and has attended two (2) Board of Directors meetings in the previous year. Voting members select members on the Board of Directors at the Annual Meeting of the members. Clarification is available in the corporate bylaws.

Working membership is for people who use the facilities of GCTV to produce television programs. A person with a general "working" membership is generally referred to as a "Producer" once they are equipment certified.

Members under the age of 18 must have signed permission of a parent or legal guardian in order to maintain a membership in GCTV.

## **II. GENERAL MEMBERSHIPS**

### **A. Types of Membership**

1. Individual Members shall have the following privileges: ability to produce and cablecast programs at no charge, access to training and use of equipment, be eligible to receive technical advice from the GCTV staff for program production, ability to sponsor programming for cablecast, are eligible to serve and vote on Adhoc committees, and be eligible to vote at GCTV General Membership meetings (one vote per individual member).

2. Family Memberships shall be issued to up to six (6) persons within the same household (living at the same address) who apply together for membership. Persons joining GCTV under a Family Membership shall have all the privileges of Individual Membership, except that only one vote can be exercised for each family membership.

3. Non-Profit Organization Membership shall be available for any firms, corporations, organizations, or other entities recognized as non-profit, tax-exempt by the IRS. Groups joining GCTV under Non-Profit Organization membership shall have all the privileges of Individual Membership, except that only one vote may be exercised per Non-Profit Membership. Non-Profit organizations are eligible to receive training for up to six (6) people per membership year.

4. Institutional Memberships shall be available for any City of Greenfield Department, any Greenfield Public School, and such institutions as the Greenfield Library and other publicly funded departments or bodies. Institutional membership shall have all the privileges of Individual Membership, except that only one vote may be exercised per Institutional membership. Institutional Members are eligible to receive training for up to six (6) people per membership year with training for additional people available by arrangement. In addition, Institutional Members may receive specialized group training by contacting GCTV staff.

**5. Business Membership shall be available for any Greenfield-based, for-profit firms, corporations, organizations, institutions or other entities. Businesses joining GCTV under Business Membership shall have all the privileges of Individual Membership, except that only one vote may be exercised per Business Membership. Business Members are eligible to receive training for up to six (6) people per membership year with membership for additional people available at an additional charge.**

**6. Sponsoring "Friends" Membership is reserved for individuals wishing to make substantial financial, services, or equipment donations to GCTV but wish to limit their involvement to this act alone. "Friends" Membership shall have all the privileges of Individual Membership if requested.**

**7. Non-Resident Membership shall be available for individuals not connected in any manner with our local service community. Access to facility but not take out of equipment? Not able to sponsor programming?  
(Out of town details need to be discussed by Directors)**

**8. Producer Membership is an upgrade based on equipment use certification of any of the previous memberships which occurs once an individual completes specific levels of production training and begins producing programming. Besides the general benefits of membership a producer may acquire specific program sponsorship (funding) and may develop a non-profit production club.**

#### **B. Requirements of Membership**

**In order to become a member of GCTV, a person or organization must meet all of the following conditions:**

- 1. provide proof of residence or organization address in Greenfield (Post Office Boxes are not acceptable);**
- 2. complete a Membership Application Form (Appendix A);**  **sign an agreement with these Policies and Procedures (Appendix B);**
- 3.  pay the required membership fee if applicable.**
- 4. members under age 18 must have signed permission of parent or legal guardian**

#### **C. Membership Fees**

<b>Individual Membership</b>	<b>\$50.00</b>
<b>Family Membership</b>	<b>\$75.00</b>
<b>Non-Profit Membership</b>	<b>\$100.00</b>
<b>Institutional Membership</b>	<b>\$100.00</b>
<b>Business Membership</b>	<b>\$100.00</b>
<b>Friends Membership</b>	<b>\$0.00</b>
<b>Non-Resident Membership</b>	<b>\$100.00</b>

**In the case of financial hardship special considerations will be made to help all individuals participate in community television.**

**WMCB-LPFM paid radio producer memberships may be upgraded to GCTV memberships if radio producers choose to become involved in television production at a reduced rate. Subtracting amount already paid for current WMCB membership from upgraded GCTV membership rate to figure the additional fee.**

**Active members elected to the Board of Directors automatically have their membership fees waived due to the time commitment involved in running the corporation as a director.**

#### **D. Term of Membership**

**All memberships are recognized as active from the date of application. All memberships will be renewed at the January annual Meeting.**

#### **E. Membership Orientation**

**Attendance at and completion of an Orientation Session is a prerequisite for any GCTV training or facilities privileges and voting rights at the GCTV Annual Meeting. Orientation Sessions are held regularly and in the future will be available on DVD or our website for ease of orientation.**

## **PRODUCERS**

**All members become Producers at no additional fee through equipment use certification with the GCTV staff and additionally produce a program. The corporations mission of assisting producers in the production of programs is to have them air on the GCTV cable channel. All programs that are produced using the organizations resources must be for cablecast on our channel outside work for non-broadcast will be considered contract business and subject to usage fees. Besides the general benefits of membership a producer may acquire specific program sponsorship (funding) and may develop a non-profit production club. The availability of low cost high quality production equipment in the consumer market, realizes the need for us to support our producers at various technology levels and with various degrees of expertise. We also see the need to identify the types of producers we serve more realistically. All Producers are defined first by type of membership. All producers under the age of 18 must have signed permission from parent or legal guardian in order to use equipment or facility.**

### **I. PRODUCER DEFINITIONS**

#### **A. GCTV Producer**

**GCTV Producer is defined as an individual or group that requires 100% GCTV facility or technology support in order to produce a program. They have no other access to equipment outside of our organizations' resources.**

#### **B. Resident Producer**

**Resident Producer is defined as any individual or group that requires varying degrees of facility or technology support and has limited access to personal equipment to supplement their production work. Though they can not completely produce a program utilizing their equipment they can with the assistance of some of ours.**

**C. Local Producer**

**Local Producer is defined as an individual or group that can produce a substantial program utilizing personal technology. They require no facility or technology support from GCTV to produce a quality product but may require additional training or advice from time to time.**

**D. Community Producer**

**Community Producer is defined as another production facility within the City of Greenfield which produces a program with no assistance from GCTV or its staff.**

**E. Foreign Producer**

**Foreign Producer is defined as an individual or group producing programming outside of Greenfield. They will always have a non-resident membership if desired and will be required to have another member sponsor their programs in order for them to be cable cast. They do not utilize any available GCTV resources to produce but may wish to cable cast programming.**

**F. Highly Qualified Producer**

**Highly Qualified Producer is defined as a producer who has completed more than 100 volunteer hours on GCTV produced public service programs in addition to completing more than 50 of their own unique programs. See Producer Training and Certification Section IV for full details.**

**II. PRODUCER TRAINING AND CERTIFICATION**

**GCTV offers training in field production, editing, studio production, and advanced courses on related topics on a first-come, first-served basis to any member of the corporation. Training is offered specifically to teach individuals how to make television programs to be cablecast on GCTV. Anyone wishing training must schedule with staff no less than one week in advance.**

**A. Any individual, family, or organizational member that meets the conditions set forth in Section II is eligible for training. Orientation is the prerequisite for all uses at GCTV, as well as for most other training courses. Training is given under the direction of the GCTV staff or by a person appointed at the discretion of GCTV.**

**B. Certification as a PRODUCER is awarded upon completion of the Basic Training Courses by GCTV staff only.**

**C. Those wishing to be trained must sign up in advance and will be scheduled on a first-come, first-served basis. There is no charge for these courses.**



**D. Once a Producer has successfully completed a specific area of training, they will be certified to use GCTV resources associated with that area of work. Certification must be achieved separately for field production, editing, and studio production. Additional training may be required prior to the use of specific resources.**

**E. Advanced Training Workshops are offered periodically. In order to take advanced workshops the community producer must have produced a program for cablecast.**

**F. Experienced members may be certified and by-pass classes by demonstrating proficiency with each piece of equipment requested, by passing the same certification test required of all community producers with verification of skills by GCTV staff only.**

**G. Annual re-certification of community producers will automatically take place with renewal of membership, so long as the community producer has been involved in a GCTV-based production in the previous year.**

**H. Re-certification may be required of any individual at the discretion of GCTV Staff. Reasons for re-certification include, but are not limited to: Producer inactivity, demonstrated quality of work, or unfamiliarity with new equipment.**

**I. Highly Qualified Producers - A Highly Qualified Producer is defined as a producer who has completed more than 100 volunteer hours on GCTV produced programs in addition to completing more than 50 of their own unique programs. Highly qualified producers are entitled to the unsupervised use of equipment that is normally reserved for staff only. To attain Highly Qualified Certification one must demonstrate knowledge of how to set up and operate the requested equipment and provide documentation which certifies the completion of the listed requirements, or have a staff member certify the completion of the requirements. A list of staff only equipment shall be made available upon request.**

### **III. RESPONSIBILITIES AND INSURANCE**

**GCTV has an insurance policy for equipment while it is being used by its members. Premiums are paid by GCTV, Inc. and the policy is in GCTV's name. In the event that equipment is stolen or damaged due to negligence and the insurance company honors the claim, the member is responsible for the deductible payment. In the event the insurance company does not honor a claim or a claim is less than the deductible payment, it is the responsibility of the member to reimburse GCTV, Inc.**

**Members may ask the Board of Directors for a determination of negligence. Negligence will be determined by a vote of the Board of Directors, the vote will be the final decision. Members are reminded that equipment must not be left unattended or left overnight in a car or in a manner that might damage the equipment. Equipment may not be used in hazardous situations without prior approval of the GCTV staff. If equipment is stolen, a police report must be filled immediately. Due to insurance coverage, a GCTV, Inc. staff member should be informed when equipment is to be taken outside of the community.**

**Members covering public productions that are the responsibility of GCTV, Inc. are not responsible for accidental damage of equipment. However, normal care and precautions should be taken during the set up, recording, and dismantling of the equipment. The equipment should be returned to the studio after the shoot or locked in a pre-approved designated area at the site of the shoot.**

#### **IV. ON SITE BEHAVIOR**

**To encourage Producer creativity, GCTV strives to maintain a safe, positive working environment. To that end, unacceptable behavior of any kind will not be tolerated. Any unacceptable behavior will result in the immediate expulsion from the access facility and property, may result in permanent loss of access to GCTV equipment, facilities, activities, cablecast time, membership and voting privileges. Excessive or violent behavior may, at the discretion of GCTV Staff, result in legal action appropriate to the situation. Members are encouraged to resolve difficulties on an individual level. If a resolution is not achieved, GCTV Staff or their designee is authorized to issue warnings, and suspensions. If requested in writing, an appeal may be submitted to the Chair of Personnel Committee or Board of Directors President for further review. There is an additional Grievance Procedure (Appendix C) for further resolution of issues.**

#### **V. VIOLATIONS**

##### **A. Major Violations**

**Major violations will result in an immediate suspension of membership. These may include, but are not limited to:**

- 1. Commercial or profit-making use of GCTV facilities.**
- 2. Abuse of staff or other members.**
- 3. Misrepresentation of members' affiliation with GCTV to others.**
- 4. Falsifying forms, schedules, or records.**
- 5. Taking or reserving equipment without staff permission.**
- 6. Abuse of equipment, including unauthorized repair, facility reconfiguration, or improper transport.**
- 7. Tampering with, copying or deleting GCTV software or data.**
- 8. Failure to follow the station's Live Program Policy.**
- 9. Three "No Show" cancellations in any one-year period**
- 10. Firearms, weapons and hazardous products are prohibited from the GCTV facility**
- 11. Smoking with in the facility or Masonic building**
- 12. Possession or use of alcohol or any illegal substances**
- 13 Using or appearing to be under the influence of alcohol or drugs; or interference with the orderly conduct of business**
- 14. Abusive language and/or actions, or harassment of any kind**
- 15. theft of GCTV property including members, staff or visitors property**
- 16. willful defacing, vandalizing, or destroying GCTV property**
- 17. blatant disregard of GCTV producer policies**

##### **B. Minor Violations**

**These may include, but are not limited to:**

- 1. Failure to cancel a reservation in accordance with rules**
- 2. Late pick-up or return of equipment without notification and approval.**
- 3. Mishandling or unsafe use of equipment.**
- 4. Eating or drinking in non-designated areas of GCTV facilities.**
- 5. Failure to clean up after using the facilities.**
- 6. Handling off-limits equipment or being in off-limits areas.**
- 7. Rowdiness or horseplay while in the facility, or creating any disturbance to other GCTV members, producers, guests, or to public.**
- 8. Three "Late Cancels" in any six-month period.**

## **VI. PRODUCER POLICIES**

**A. Each Producer is solely responsible for the content of his or her programs and must sign a Producer Agreement/Station Indemnification Form which affirms that the producer will operate in accordance with existing law; regulations; and GCTV station policies, principles and procedures.**

**B. A Producer is responsible for providing a technically sound program for the day and time scheduled in a consistent manner for the duration of his or her series commitment.**

**C. A Producer is responsible for the security and proper operation of equipment used. Great care should be exercised in bringing anything into the studio that may cause accidental damage to equipment. GCTV staff should be informed immediately of any equipment problems.**

**D. GCTV is a non-commercial station. All fundraising activities are subject to relevant laws and regulations and should be cleared through GCTV Staff. Any announcements, graphics, or video of underwriting support must conform to GCTV guidelines for underwriting announcements. Underwriting can acknowledge contributions over the air but they may not promote the goods and services of for-profit donors or underwriters. Further, underwriting can not ask for a direct "call to action" by any viewer.**

**E. If a qualified candidate for public office appears on your program "as" a candidate, you are required to provide reasonable "air time" for his or her opponents on your show or make**

arrangements for another producer to do so.

**F. Individual Producers are solely responsible for the content of their program. Obtaining personal releases is the sole responsibility of the Producer. Standard Release forms are available in the office.**

**G. It is the responsibility of the Producer to obtain permission for use of any copy written material. The staff and Board of Directors of GCTV will be held harmless in any dispute arising from the unauthorized use of any image, likeness or copy written material.**

**H. Producers are required to, when appropriate, credit GCTV as the production facility of your program or materials in all distribution and broadcasting. A graphic slate with logo and standard statement is available on the CG and all editing systems.**

**I. Though Cable Access is not specifically governed by FCC Broadcast rules, the following FCC Rules should be followed by all GCTV producers and understood as good programming guidelines. Relevant FCC Regulations:**

#### **Obscenity/Indecency**

Obscenity is prohibited by the FCC and subsequent case law. The FCC considers any material that meets the following Criteria as *obscene*:

- 1.) The average person finds it lewd by contemporary standards.
- 2.) It describes sexual conduct in an offensive way.
- 3.) material, as a whole, lacks serious literary, Artistic, political or scientific value.

Although the FCC does allow "indecent" material to be aired Between the hours of 12 Midnight and 6 AM. The FCC defines *indecent* material as: Language or material that depicts or describes, in terms patently offensive as measured by contemporary community standards for the broadcast medium, sexual or excretory activities or organs.

#### **SPECIAL NOTE: Safe Haven/Adult Programming**

Producers are expected to alert GCTV staff to programming that may be inappropriate for younger viewers. GCTV reserves the right to cablecast programming with excessively violent material, offensive language, nudity, or sexually explicit material after 12 Midnight., and before 4:00 am.

#### **Personal attacks**

"Personal attacks occur when, during the presentation of views on a controversial issue of public importance,

someone attacks the honesty, character, integrity, or like personal qualities of an identified person or group. No more than a week after a personal attack, the station must transmit the following three things to the person or group attacked:

- (1) notification of the date, time and identification of the broadcast;
- (2) a tape, script, or accurate summary of the attack;
- (3) an offer of a reasonable opportunity to respond on the air.

(from FCC publication, *The Public and Broadcasting*, June 1999)

#### Broadcast Hoaxes

"Broadcasting false information concerning a crime or a catastrophe violates the FCC's rules if: the broadcaster knew the information was false; broadcasting false information directly caused substantial public harm; and it was foreseeable that broadcasting the false information would cause substantial public harm. (from FCC publication, *The Public and Broadcasting*, June 1999)

The FCC also requires that any pre-recorded material that presents itself as occurring simultaneous to the broadcast shall be clearly identified as pre-recorded.

#### Clear and Present Danger

Although the FCC has determined that "enforcement should be performed by appropriate law enforcement authorities and not the FCC", any speech that is

- (1) intended to incite or produce dangerous activity;
- (2) likely to succeed in achieving that result is prohibited.

This applies to advocacy of using force, violence, or acting in violation of the law.

#### Broadcast of Telephone Conversations

Before recording a telephone conversation for broadcast or broadcasting such a conversation "live," any party to that call must be informed of the intention to broadcast the conversation. This doesn't apply when that person is presumed to be aware of its broadcast, such as in the case of that party originating the call to a "call in" show." or other program that regularly broadcasts telephone conversations with Producers.

#### Rebroadcasts

No broadcast station can retransmit the program, or any part of a program of another U.S. broadcast station without the express authority of the originating station. A written copy of this consent must be kept and be available to the FCC upon request.

### **Political Broadcasting**

When a qualified candidate for public office has been permitted to use a station during an election campaign, the FCC requires that station to "afford equal opportunities to all other such candidates for that office". This does not apply if this person's appearance is part of a newscast, interview or documentary and her or her candidacy is "incidental" to the subject being covered.

**J. Any infraction of regulations or GCTV station policies and procedures is subject to a disciplinary procedure which can lead to suspension or revocation of Producer member status. Where the implementation of these policies is subject to interpretation, decisions shall be at the discretion of the GCTV Station Manager or a designee.**

### **VII. GCTV Grievance Process**

**Any grievances regarding violations, assignment of training, channel time allocation, equipment, studio and facility use should first be discussed with the Station Manager. Any Producer grievances regarding GCTV that cannot be resolved with the parties directly involved should be brought to the Personnel Committee Chair or Board of Directors President. If that does not provide an adequate solution, a grievance may be filed following the procedure outlined by the GCTV Grievance Committee. In accordance with GCTV Bylaws/Operational Rules all producer grievances will be resolved using the standard procedures of the corporation for the moment. Copies of the GCTV Grievance Definitions and Procedures are available in the Public File at the office upon request. (Appendix C)**

### **VIII Underwriting & Grants**

**Producers may apply for and receive underwriting, grants or monies that aid in the development, production, promotion or improvement of programs. Donations can be in the form of goods, services, in-kind contributions and/or donations including monetary. Where monetary consideration is received or expected, the Producer will inform the Station Manager before any resources are scheduled. The following rules will apply:**

- If the Producer has already received such monetary funding, the Producer must donate 15% of that money to GCTV.**

- If funding for a program is expected during or after the completion of the program, a budget for the program must be submitted to the Station Manager that includes a 15% donation of all funds to GCTV and a signed partnership agreement that guarantees GCTV 15% upon receipt of aforementioned monies to the Producer.
- Every additional source of funding obtained after the completion of the program must be reported to the Station Manager and donation arrangements of said money to GCTV must be made before any further use of GCTV resources.
- Payment of crew for any program receiving funding must be reported to the Station Manager before any further use of GCTV facilities or equipment.
- Any mention of monetary sponsors within the context of any program must meet sponsorship underwriting guidelines. Cablecasting of commercial messages, including verbal promotions (or 'plugs') of a sponsor within a program are prohibited. Simple recognition of and thank you for financial support from said underwriters is permitted.
- If the program has already made the 15% payment to GCTV, crew income shall not be levied.

Producers receiving more than \$2000.00 a year should consider forming Non-profit Production Clubs for ease of accounting and tax relief (see Ancillary Services for details)

## **Programming**

GCTV will provide a forum for the expression of the diverse opinions and ideas of its members and the Greater Greenfield community on local, national and global issues in accordance with the First Amendment and existing law. GCTV intends to provide a broadcast alternative to the mainstream media.

Moving beyond the current laws and FCC regulations which define and limit hate speech, personal attack, libel, slander, etc., GCTV programs are expected to be inclusive, respectful and courteous in presenting their ideas and opinions and in responding to those of others. GCTV will provide a variety of programming with an emphasis on airing a diverse range of offerings not generally available in the Mainstream media. GCTV programming will be consistent and reliable.

GCTV is responsible for the administration of the PEG cable channel on the Cable TV system in Greenfield. By becoming a GCTV member, any resident or organization in Greenfield may request channel time for the presentation of programming they produce at GCTV, or programming produced elsewhere.

Reference to a Producer is to indicate any local resident producing programs with GCTV equipment or facilities. Reference to a Member refers to a Greenfield resident who is taking legal responsibility for the cable casting of either a locally produced program or a program produced elsewhere.

Furthermore, GCTV may place a higher priority on access to limited channel cablecast

**time for programming for and about Greenfield or by a Greenfield resident, against programming on more general or wider topics, or that produced outside of Greenfield. Community producers and local sponsors' members must agree to comply with all applicable sections of these Rules and Procedures and abide by the following conditions.**

### **I. Prohibited Programming**

**A. Presentation of the following material on GCTV is prohibited:**

- 1.  Any program that is commercial or advertising in nature**
- 2. Any material which is intended to defraud the viewer or is designed to obtain money by false or fraudulent pretenses, representations or promises**
- 3. All advertisement of, or information concerning any lottery, gift enterprises or similar scheme offering prizes dependent in whole or part upon lot or chance; or any list of the prizes drawn or awarded by means of such lottery, gift enterprises or scheme, whether list contains any part or all of such prizes**
- 4. Libelous or slanderous material**
- 5.  Material that is obscene according to local community standards or is otherwise illegal.**
- 6. Any unauthorized use of copyrighted material or publicity rights, and invasion of privacy**
- 7. Any material in violation of FCC regulations; and,**
- 8. Any material which violates local, state or federal laws.**

### **II. Scheduling**

**A. In order to cablecast any programming, one must submit the completed, labeled tape for which appropriate releases and clearances have been obtained. Community Producers on the access channels are fully responsible for the content of their program material, and must have signed an acknowledgement of responsibility.**

**B. GCTV staff will do their best in scheduling all community programming in a timely manner. Requests for program time will be honored within the constraints of scheduling as well as staff and equipment availability. In order to ensure equal opportunities for programming time on the GCTV channel, the following rules apply.**

- 1. All programs with the exception of live cablecasts must be completed and received at least one week prior to airing for processing. The upcoming weeks cablecast schedule is completed Thursday afternoon of each week.**
- 2. All programs must meet GCTV technical standards and labeling in order to be run. See current technical standards which are listed under Production section.**
- 3. GCTV maintains the right to limit length and frequency of programming. Such limits when imposed shall apply to all programs on the channel and to all program producers.**
- 4. GCTV retains the right to preempt programming at any time in order to provide timely local public service programming, such as live or taped special municipal meetings and events, important local debates/forums, election-related programming, etc. or other local events of general interest to the Greenfield community for which time is of the essence.**



5. Series programs may be considered weekly, bi-weekly, or monthly depending on the production contract and will be scheduled according to regularity of production. Individual series programs may not exceed one (1) hour in length.
6. Programs regularly scheduled as a series with specified time blocks will be maintained in their time slots as much as possible but may be adjusted seasonally with new master programming schedules. Series with frequent repeats of previous programs or insufficient new material will be considered stagnant and scheduled with lower priority than more active series.
7. When conflicts arise regarding time slots, producers will be granted time slots based on priority given to: 1) Highly Qualified, 2) GCTV, 3) Resident, 4) Local, 5) Community, and 6) Foreign producer status.
8. When conflicts arise between equal status producers over desired time slots priority will be given to producers shows that have greater financial sponsorship (underwriting).
9. A sufficient block of time will be reserved during each political season to enable a wide selection of political programs to be cablecast.
10. All programs to be aired must have a completed program sponsorship form presented by a GCTV member before being scheduled.
11. Time slots are non-transferable among GCTV members. Requests to change time-slots must be approved by the Station Manager.

### **III. Political Programming**

**A. GCTV provides to all Greenfield residents, including those residents running for local, state or national public office or those supporting a ballot issue, equal opportunities for access to training, equipment resources and cable channel programming time, on a first-come, first-served, non-discriminatory basis. Any candidate for public office for whom Greenfield residents may vote shall be afforded the same rights as a resident of Greenfield with regard to access to GCTV facilities and channel time. Advocacy, debate, and election coverage will cease at Midnight prior to an election day. Political or election programming will not resume until the polls are officially closed.**

#### **B. Political Program Restrictions**

**Regarding political programs, the following are prohibited:**

1.  Any advertising by, or on behalf of, candidates for public office, political parties or ballot/warrant issues
2. Any program which presents candidates for public office, or spokespersons for political parties or ballot/warrant issues, within 15 days of an election, except for candidates forums to which all parties concerned have been invited, or public meetings in which one or more candidates participate.

#### **C. Acceptable Political Programs**

**Regarding political programs, the following are encouraged:**

1.  Political presentations which are informative in nature such that they state who a

**candidate is and what a candidate represents in terms of specific ideas, issues and policies**

**2. Candidate forums**

**3.  Presentations that describe a particular point of view on a given topic.**

#### **D. Equal Time**

**In order to preserve equal opportunity for all candidates and ballot issues the following rules shall be observed:**

**If a candidate or individual is to appear on a regular series program, to advocate their candidacy or ballot issue, then the series producer must provide reasonable availability for his or her opponents on their show or make arrangements for another producer to do so if so requested. All programming representing candidates and ballot issues will cease to be cablecast at midnight on the election date except for candidate forums to which all parties concerned have been invited, or public meetings to which one or more candidates have been invited.**

#### **E. Political Community Bulletin Board Postings**

**Candidates are allowed one Community Bulletin Board posting at a time. Community Bulletin Board postings must be submitted by Monday 12pm to be aired starting that Monday for a maximum of 2 weeks. These postings may only include the following: . Name of organization . Time and date of event, location, transportation, and contact number.**

#### **IV. Fundraising Programming**

**Non-profit organizations are restricted to the production of one fundraising program per year. The format of which must be either a live auction or live telethon (portions may be prerecorded).**

**It is understood that most activities of this sort will take place beyond the normal daily operations hours of GCTV so fees will need to be charged for such fundraising events in order to cover GCTV hosting expenses. Fee will be negotiated prior to the event and will be either \$100.00 an hour (\$50.00 hr. non-refundable equipment damage fee and \$50.00 hr. for staff and utilities usage), flat percentage of the funds raised (10%), or a flat rate of \$500.00 per event.**

## **PRODUCTION**

**All GCTV equipment and facilities are to be used for producing live or taped non-commercial programming for cablecast on the Greenfield access channel. GCTV certified producers may use portable production, post-production, and studio production equipment on a first-come, first-served basis. Equipment may not be used in**

**hazardous situations. All equipment must be reserved, signed out and signed back in by GCTV staff or designees.**

#### **A. Production Contract Conference**

**No reservations for equipment or facilities can be made without a completed Production Contract Form; however a separate Production Contract is not required for episodes of a continuing series.**

**Please submit proposal a minimum of 48 hours BEFORE the first reservation under this project. On The form you will be asked to provide the following information:**

- a. Title or Working Title of the Program you would produce**
- b. A brief description of the type of production you will do -- i.e. is it a studio talk show, a field documentary, event coverage, etc**
- c. The length of the final program**
- d. Whether it is a series or not;**
- e. IF it is to be LIVE; all LIVE Productions should be scheduled a minimum of 4 weeks in advance of production date.**
- f. The date you project for completion of production work ("Planned End date")**
- g. What equipment and facility time you think you will need to complete your project.**

*PLEASE NOTE: The purpose of this form is to assure that you have everything you need to do your shoot, and that you are using the methods and materials best suited to your production. Nothing in this form concerns the content of your program, subject matter, etc. Program content is strictly yours to control. But we may need to know a few things about what the program will contain (for example, will slides be shown, is it a team sport shoot, will a public audience be involved, etc.) in order to provide the appropriate resources.*

#### **B. Field Production Resources**

- 1. The amount of equipment available for a given project will be determined by GCTV Staff during the Production Contract Conference, based on the needs of the project, and the equipment available at the proposed time of the project production.**
- 2. Equipment must be reserved no more than 2 weeks in advance. We cannot guarantee availability of equipment requested with less than 48 hours notice.**
- 3. Equipment Check-out: The producer named in the Production Contract as Producer or Co-producer must check out equipment at the GCTV office. The staff will enter the checkout information on appropriate forms and the producer will sign a hard copy. Approximately 20 minutes should be allowed for checking equipment in or out.**
- 5. Return of Equipment: Producers are responsible for notifying the staff if there are any problems with the equipment they have just returned. Producers may not attempt repair of damage to equipment. Producers may not borrow additional equipment until all items have been returned in good working order (normal wear and tear excepted).**
- 6. All projects are given a completion time from the date of the first reservation. producers are expected to deliver programs for cablecast no later than this "Planned End date."**
- 7. No program will be scheduled to be cablecast until it is completed.**

#### **C. Editing**

- 1. Community producers coming in to edit must check in with the staff member on duty. If a producer fails to check in, the producer will be listed as a "No Show", and his or her edit time given away.**

- 2. Producers must consult with the staff before bringing in accessories. Unauthorized connection of external devices is a major violation, and grounds for suspension.**
- 3. Edit times must be reserved no more than 2 weeks in advance. Producers may reserve only one four hour block per day in advance. However, on the day of an edit session, a producer may extend this edit time if the room is available, or make an additional reservation of up to four hours.**
- 4. No one may reconfigure any wiring. Violation will result in the immediate and permanent loss of all membership privileges.**

#### **D. Studio Facilities**

- 1. The GCTV staff person on duty during a studio production is not to be considered part of a crew.**
- 2. Crew position assignments are the responsibility of the producer. All studio crew must be certified or approved by the GCTV staff.**
- 3. A Studio reservation is not considered confirmed until the producer has, at minimum, the assignment of a Director and at least 1 additional crew member. Minimum crew members needed for live studio productions is 2, maximum 6.**
- 4. Producers must consult with the staff before bringing in accessories to the control room. Unauthorized connection of external devices is a major violation, and grounds for suspension.**
- 5. Studio time must be reserved, no less than 2 weeks and no more than 4 weeks in advance. A studio production block of up to 4 hours may be reserved in advance. The studio reservation may be extended on the day of production if time is available. Hours of studio use are firm; therefore all producers should allow time to strike sets and clean up before their time is up.**
- 6. No one may reconfigure any studio wiring. Violation of this rule will result in the immediate and permanent loss of all access privileges.**

#### **E. Cancellations**

**Producers must give at least 24-hour notice when canceling any reserved use of GCTV equipment, facilities, or channels. If a producer is more than 20 minutes late without notification, the reservation may be canceled. (See Minor Violations) Repeated instances of failure to make a timely notice of cancellation may result in a suspension of privileges. Reservations cancelled at least 24 hours in advance will be designated as "Normal Cancel." Reservations cancelled with less than 24-hours notice will be designated as "Late Cancel." If a community producer is more than 20 minutes late, the cancellation will be designated as "No Show." After three "Late Cancels", producer will be notified that his or her membership privileges are at risk, and that a minor violation has been noted. Three "No Shows" constitute a Major Violation, and may result in a 90-day suspension of member privileges.**

#### **F. Ownership of Locally Produced Programs**

- 1. GCTV producers own their program and hold the copyright, provided it is cablecast at least once on the access channel. Because GCTV media/equipment is used for the program, the producers may make one free copy on their own media.**
- 2. GCTV has the right to maintain a copy of any program in its library to cablecast an**

unlimited number of times.

3. GCTV has the right to use any program for promotional purposes related to GCTV.
4. Only the community producer, as holder of the copyright, may authorize any other use of a program.
5. Any exceptions to the above shall be determined solely by the Station Manager on a case-by-case basis.
6. All programs produced utilizing the equipment or facilities of GCTV should retain the standard "produced through or at GCTV" slate through out any extended distribution channels producers may utilize.

#### **G. Underwriting and Grants**

1. Acknowledgement of underwriting by businesses, organizations or grantors providing monetary or other assistance to the making of the program may be included in the program credits. Such acknowledgement should meet the standards of the Public Broadcasting System, and may include the underwriter's name, business name, logo, and up to a 15-second statement of the nature of the underwriter's contribution or product. Prohibited are direct sales talk, marketing, or "calls-to-action" which disclose specific products on sale, business address or business phone. Greenfield-based firms may identify where they are located.
2. Any Producer soliciting underwriters for financial support must provide each potential underwriter with the GCTV Fact Sheet, which makes clear that no commercial content is allowed on public access programs.
3. GCTV members are encouraged to seek grant and or underwriter funds from outside sources for their productions. All funds must be paid directly to Greenfield Community Television, Inc. GCTV retains 15% of such funds in order to extend our non-profit status to our members; and, the receipt of the funding by the producer would be impossible without the actual support and resources of GCTV.
4. Commercial advertising is prohibited from GCTV channels.

#### **H. Live In-Studio Programming/Viewer Call-Ins**

1. Requests for live programs must be made four (4) weeks prior to the taping.
2. If viewer call-ins are to be included, the following policy must be strictly observed:  
**Live Show Call-In Policy**
  - All calls must be answered "off-air" so that the producer may obtain the caller's name and telephone number
  - 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.The Board of Directors of GCTV 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.

## **I. Live Remote Programming**

- 1. Requests for Live Remote Programming require much coordination with GCTV, other producers whose programs are already scheduled, and the staff. Hence, requests for Live Remote Programs must be made 4 weeks prior to the event.**
- 2. Requests for live remote programs should be made to the Station Manager. Exact information about date, time, location and the nature of the event must be provided.**
- 3. A producer, who fails to use a live time slot that has been scheduled, or who cancels a live remote production with less than two weeks notice, must submit a written explanation to the Station Manager. Such cancellation may be reason to deny other such live program requests.**
- 4. Live remote productions require complicated engineering coordination with employees of the Cable Company, and GCTV staff. Therefore, such requests are subject to the approval of these representatives. Producers are admonished to not publicize such a live event until such time as all approvals are obtained.**

## **J. Community Bulletin Board – CBB**

**GCTV may cycle community announcements on the access channels up to 24 hours per day when there is no programming being cablecast. Greenfield-based, non-profit organizations and Greenfield residents may submit messages of a non-personal nature, of interest to Greenfield residents. No commercial announcements, advertising, or direct appeals for funds will be accepted. However, fund-raising events or projects may be announced. GCTV staff reserves the right to schedule announcements at GCTV's discretion. GCTV is not responsible for mistakes made on the CBB. GCTV reserves the right, as producer of the CBB, to reject or edit any message. A "Call for More Info" phone number is permitted.**

## **O. Technical Requirements and Standards**

### **1. Media Requirements**

**Programs may be submitted for cablecast in the following formats:**

- (a) 1/2" VHS in SP mode**
- (b) 1/2" S-VHS**
- (c) DVD (+RW and –R formats are acceptable)**

**The tape itself must be high quality and in excellent physical condition. Video must be NTSC format. Wrinkled, spliced, old or damaged tape will be rejected**

### **2. Leader Requirements**

- (a) A tape must be REWOUND and begin with 20 seconds of video black with no audio, 30 seconds color bars and tone, and ten second count down. At the end of the program, after the last frame of video, you should have at least 1:00 minute of video black, no audio.**
- (b) The producer must time all programs, "from black to black," including the disclaimer required below. The tape and tape case must be clearly labeled with this time. The time must be accurate to the second, in the following format: "hour: minute: second - 00:00:00".**

### **3. Technical Standards**

- (a) Programs to be cablecast must meet certain minimum technical standards in the opinion of the GCTV staff. Programs having poor audio and video signal quality may be**

withheld from cablecast at the staff's discretion. Control track (video sync) should be consistent, that is, no breaks of sync (an unintended electronic distortion or break-up) as measured by visual inspection by the staff. If tapes fail to meet this standard in the opinion of the staff, the producer must remedy the problem prior to cablecast.

(b) If a problem with the audio and/or visual signal is identified during actual cablecast, then the cablecast operator will attempt to complete the cablecast. The cablecast operator will terminate the cablecast prior to the scheduled end of the cablecast if the break-up or poor signal quality persists, or if GCTV equipment is jeopardized. The tape will then be returned to the producer who will work with the staff to solve the technical problems. The program will not be repeated until the technical problems are solved.

(c) Producers requesting a half-hour time slot must submit a program of as close to 30:00 minutes in total running time as possible. Programs for one-Hour slots must be as close to 60:00 minutes as possible.

#### **P. Publicity**

GCTV encourages all community producers to publicize their programs in a variety of ways. Two weeks notice should be allowed to put a notice on the published Program Schedule or for GCTV's Web Page. GCTV will assist Community Producers in announcing their programs in local newspapers. GCTV shall make the Community Bulletin Board available for programming-related announcements. Further, producers are encouraged to submit press releases to local newspapers of their upcoming programs. Producers must remember to clearly identify themselves as individual citizens, and make it clear to editors and their readers that the program is not a production "of" or "by" GCTV.

## **ANCILLARY SERVICES**

#### **A. GCTV Website**

GCTV maintains a public website providing information about and for the organization, its activities, and operations. GCTV has very specific goals and directions in utilizing the web as a method of information dissemination and has already established base rules for such outreach and publication of media materials which will be applied to all posting. Postings and technical support for the GCTV site will be managed through submittals to the GCTV Staff. This is a new and developing service of GCTV so changes in use, policies, guidelines, and support will be posted as appropriate.

#### **B. Website Guidelines**

- 1) All individuals, text, images, sound, or video appearing on site must have official signed GCTV releases in order for postings to occur. Releases are available in the office and once filled out are stored in the office archive.
- 2) Materials to be posted on the GCTV site must be consistent with the mission of the organization and its purpose. Individuals wishing to post personal materials should establish their own individual sites.

- 3) **Technical standards must meet and be consistent for all postings in terms of images, video quality, and sound clarity as these materials will be representative of the organization. Assistance with this will be provided by GCTV Staff.**
- 4) **Specific identifying logo's or ID's will be used to brand stamp GCTV materials on the website which may be acquired through the staff for any individuals producing their own materials.**
- 5) **It should be noted that the GCTV website is to be used by the membership and staff of the organization to further the organizations mission. Sections of the site will be reserved and dedicated to specific purposes and users.**
- 6) **Currently the GCTV site is not available for outside organization produced materials or postings although future plans and development may lead to this as a possibility.**
- 7) **All postings on the site will be kept current and be removed at specified dates when materials are no longer of timely use in order to keep the site vibrant and allow new materials to be posted. Materials may be reposted again at later dates if requested. Keep in mind this is a paid for off site service for GCTV's use and we are limited to the amount of physical storage space available for use.**

### **C. Respect the Web Community - Don't Cross the Line**

**Here are some common-sense rules that will help you steer clear of trouble:**

1. **GCTV's website is not for pornography or sexually explicit content. If this describes your material don't post it. Also, be advised that we work closely with law enforcement and we report child exploitation.**
2. **Don't post materials showing bad stuff like animal abuse, drug abuse, under-age drinking and smoking, or bomb making.**
3. **Graphic or gratuitous violence is not allowed. If your material shows someone being physically hurt, attacked, or humiliated, don't post it.**
4. **GCTV's website is not a shock site. Don't post gross-out materials of accidents, dead bodies or similar things intended to shock or disgust.**
5. **Respect copyright. Only upload materials that you made or that you are authorized to use. This means don't upload materials you didn't make, or use content that someone else owns the copyright to, such as music tracks, snippets of copyrighted programs, or videos made by other users, without necessary authorizations.**
6. **We encourage free speech and defend everyone's right to express unpopular points of view. But we don't permit hate speech (speech which attacks or demeans a group based on race or ethnic origin, religion, disability, gender, age, veteran status, and sexual orientation/gender identity).**
7. **Things like predatory behavior, stalking, threats, harassment, intimidation, invading privacy, revealing other people's personal information, and inciting others to commit violent acts or to violate the Terms of Use are taken very**



**seriously. Anyone caught doing these things may be permanently banned from the site.**

- 8. Everyone hates spam. Don't create misleading descriptions, tags, titles or thumbnails in order to increase views. It's not okay to post large amounts of untargeted, unwanted or repetitive content, including comments and private messages.**

**Please take these rules seriously and take them to heart. Don't try to look for loopholes or try to lawyer your way around the guidelines—just understand them and try to respect the spirit in which they were created.**

#### **D. Specific Web Video Guidelines**

- 1. Sex and Nudity** - most nudity is not allowed, particularly if it is in a sexual context. Generally if a video is intended to be sexually provocative, it is less likely to be acceptable for GCTV site. There are exceptions for some educational, documentary and scientific content, but only if that is the sole purpose of the video and it is not gratuitously graphic. For example, a documentary on breast cancer would be appropriate, but posting clips out of context from the documentary might not be.
- 2. Hate Speech** - "Hate speech" refers to content that promotes hatred against members of a protected group. For instance, racist or sexist content may be considered hate speech. Sometimes there is a fine line between what is and what is not considered hate speech. For instance, it is generally okay to criticize a nation, but not okay to make insulting generalizations about people of a particular nationality.
- 3. Shocking and Disgusting** - The world is a dangerous place. Sometimes people do get hurt and it's inevitable that these events may be documented. However, it's not okay to post violent or gory content that's primarily intended to be shocking, sensational or disrespectful. If a video is particularly graphic or disturbing, it should be balanced with additional context and information. For instance, including a clip from a slaughter house in a video on factory farming may be appropriate. However, stringing together unrelated and gruesome clips of animals being slaughtered in a video may be considered gratuitous if its purpose is to shock rather than illustrate.
- 4. Dangerous Illegal Acts** - While it might not seem fair to say you can't show something because of what viewers theoretically might do in response, we draw the line at content that's intended to incite violence or encourage dangerous, illegal activities that have an inherent risk of serious physical harm or death. This means not posting videos on things like instructional bomb making, ninja assassin training, sniper attacks, videos that train terrorists, or tips on illegal street racing. Any depictions like these should be educational or documentary and shouldn't be designed to help or encourage others to imitate them.
- 5. Children** - Videos involving children (anyone under the age of 18) are particularly sensitive. Videos containing children should never be sexually suggestive or violent. Please be cautious when posting something involving a child. If you're sharing a private moment or home movie, consider making it a **private video** so that only your family and

friends can see it.

**6. Copyright** - When you create something original, you own the copyright for it. Likewise, when other people create content, they may have a copyright to it. As a creative community, it's essential that everyone respect the copyrights of others. If you're not sure if something will violate someone's copyright, the safest thing to do is to create something completely original, with images and audio you've created. If it's all yours you never have to worry about copyright—you own it. If you've recorded something from a DVD, videotaped your TV screen, or downloaded a video online, don't post it unless you have permission.

#### **E. Video on Demand**

Producers may opt to have their videos available on the video on demand (VOD) portion of the GCTV website. Fees associated with this service are yet to be established as this service is paid for by GCTV through an outside vendor. Non-profit Production Clubs will be entitled to four (4) free video postings per month. All off-site linking is restricted to the GCTV VOD home page and outside/off-site websites may not link to this page without prior permission.

#### **F. Video on Demand Guidelines**

All GCTV website guidelines and policies apply to video on demand services. In particular see section D Specific Web Video Guidelines for video content guidelines.

#### **G. Non-profit Production Clubs**

Non-profit Production Clubs an optional financial framework for GCTV producers to become a not-for-profit group. Not-for-profit productions (NPPs) will be included in the accounting of GCTV, a non-profit 501(c) community media organization. GCTV will provide all bookkeeping services and limited accounting oversight of these NPPs. In exchange for these accounting services, the NPPs agree to compensate GCTV with an increased percentage of underwriter fees gained (15%). All current GCTV producers are contracted to provide 15% of their underwriting income to GCTV as a production and usury fee.

The spirit of this option is to provide easier bookkeeping and accounting for producers seeking to reinvest underwriting monies back into the going concern and improvement of their volunteer productions. As a NPP, producers will gain no direct tax burden from underwriter donations and Underwriters will be able to claim fees as a non-profit donation.

In order to qualify for Non-profit Production Club status, production groups should have raised more than \$2,000.00 in the previous underwriting year.

#### **H. Guidelines For Non-profit Production Clubs**

##### **1. basic rules for not-for-profit production (NPP) compliance**

All of the organizational rules that apply to GCTV regarding their non-profit status apply equally to NPPs. It is the understanding that NPP underwriting is not to be used as direct income for producers, though compensation for non-standard production processes is allowed with the discretion of the GCTV BOD. Other income generating activities surrounding the production, that do not include typical GCTV serial or individual production

processes, may generate income, provided the revenue complies with GCTV's 501(c) and the production so chooses to include these extra processes in the NPP model.

## **2. Reasonable Production Expenses**

All monies controlled by the producer to be expended in the following areas:

- **Production.** Examples, but not limited to: equipment purchases and rentals, outside venue expenses, supplies.
- **Distribution.** Examples, but not limited to: media, shipping and handling, digital distribution, broadcast expenses.
- **Archival.** Examples, but not limited to: redundancy, storage, transfer costs and equipment.
- **Promotion.** Examples, but not limited to: Advertising, display, posters, DVDs, CDs, T-shirts and other branded merchandise. Sales income of items to be treated in same way as underwriter support.
- **Training and Professional Dues.** Examples, but not limited to: Association dues; magazine and journal subscriptions; workshops and conferences, including transportation, lodging and meals in accordance with proper guidelines (MA Higher Education travel and lodging guidelines will be used as a guide).
- **Crew Appreciation.** Examples, but not limited to: dinners, underwriter goods and services give-aways.
- **Professional Services.** Examples, but not limited to: underwriter sales, promotions and marketing, event productions, consultants.

All expenses Travel expenses will follow MA University Education Professional guidelines.

All equipment purchased with underwriting funds will be the property of GCTV with first rights of use offered to the production which purchased the equipment. The productions retain the right to buy equipment back at standard depreciation rates at any point.

## **3. Role of GCTV and GCTV's BOD in bookkeeping and 501(c) compliance**

- all show production expenses tracked, accounted for and overseen by GCTV with the cooperation and assistance of the individual productions.
- Producers will pay an additional 15% to GCTV for bookkeeping and oversight. 30% total underwriting income will be shared with GCTV.
- GCTV would issue checks to services providers as needed, including yearly 1099MISC forms.
- each show would be given the option for a separate bank account for excess underwriting if the show is willing to incur the account costs as a production expense. Expenditures would need to be documented via a production debit card to corroborate amounts, locations and times of expenditures. Expenses will be monitored regularly by the GCTV BOD and accounting firms. GCTV retains the right to demand recourse of the productions for improper expenses.
- all underwriting support for not-for-profit individual show productions will be made payable to GCTV, a non-profit 503(c). Underwriters will be able to claim a charitable donation for tax purposes as GCTV is a non-profit.
- The producers will control the remaining 70% of underwriting funds provided the expenditures fall within appropriate 501(c) guidelines as outlined in Section 2.

#### **4. Autonomy of Individual Productions**

In all areas not defined by the above guidelines, the NPP will retain editorial, creative and logistical control of their productions. Including control over post-productions and alterations of their productions. The productions will continue to be the sole right of the producers, with one copy provided to GCTV for broadcast and archival use.

- Production has the right to produce materials independantly from the GCTV studio, as long as income and expenditures follow same guidelines and as long as the material is slated for GCTV programming.

5. This agreement will undergo an annual review and update. GCTV and the GCTV Board of Directors retain the right to cancel this agreement at any point for suspected non-compliance or any other reason deemed necessary. Producers retain the right to cancel this agreement at any point and return to a standard production contract beginning the first of the following month.

## **OTHER CONDITIONS**

### **A. Media**

GCTV will provide production videotape or DVD stock at bulk cost to members on a first-come, first-served basis. Community producers are encouraged to seek grants or underwriting to defray production costs.

### **B. Office Bulletin Boards**

There are bulletin boards at the GCTV office for announcements from GCTV to members and for members to use to communicate with each other. A copy of these policies and procedures will be posted.

### **C. Copies of Programs**

Producers are allowed to make one copy of their program for personal use, on tape or DVD stock they provide. GCTV staff dubbing rate is \$10/hour for members and \$20/hour for non-members including price of blank media . A Dubbing request form must be submitted.

### **D. Volunteers and Interns**

GCTV relies heavily on the services of member volunteers. GCTV members are encouraged to volunteer during and after their training and certification. Students who are receiving high school or college credit are encouraged to intern. All volunteers and interns must become GCTV members and sign the Agreement included in the Operations Handbook Appendix. (Appendix B)

### **E. Facility Up-keep**

1. The GCTV facility is a public building with substantial electronic equipment. Therefore, it is a strictly enforced, non-smoking environment. No smoke or fog machines are permitted in the studio.

- 2. Community producers are expected to clean up each time they use this facility. This includes striking sets, replacing all equipment and cables.**
- 3. No animals are allowed in the building except for Seeing Eye dogs and similar aid animals, and animals which are an integral part of a particular program. Producer wishing to bring an animal into the facility for a production must have prior approval of the Station Manager, in order to alert persons with known allergies, etc.**
- 4. Eating and drinking are allowed only in designated areas, which must be kept clean by users.**
- 5. Community producers must remove all set materials from the facility when they are finished. GCTV has limited storage space for sets, to be used at the discretion of the Station Manager.**
- 6. GCTV office equipment and supplies may not be used for sets**
- 7. GCTV is not responsible for sets, props or personal items left on the premises.**

#### **F. Right To Refuse**

**GCTV reserves the right to refuse the use of its facilities to any individual who appears to be under the influence of alcohol or drugs or who interferes with the orderly conduct of business.**

#### **G. Indemnification**

**Users of the access channels shall indemnify the Town of Greenfield, AT&T Broadband, GCTV, their employees, and the GCTV Board of Directors against any and all liabilities arising out of use of facilities and resources, or out of breach of the Agreement with these Policies.**