



# Peters Township Community Television Policy Manual

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## **I. Your Role as a Community Producer**

Community producers are individuals who volunteer their time to produce a diversity of programs for airing on the Peters Township Community Television Public Access Channel. When you as a producer work on a television production, you operate within the framework of a production staff that may include community volunteers, Peters Township Community Television staff members, or other community producers.

It is our goal to respect and encourage you to operate in accordance with your own mode of production and creativity, provided it does not conflict with the operating rules or policies of Peters Township Community Television. You must recognize that you will be responsible for the equipment used both inside and outside of the Peters Township Community Television facility.

Although the Peters Township Community Television staff is here for assistance, you may also need help from others. You may involve your friends, family, neighbors, or co-workers. You and your crew can then produce a single program, a series of programs, or just an occasional program.

Program lengths may vary. After your program is completed, there are several steps you can take to ensure your program is scheduled for cablecast on Peters Township Community Television. A checklist is available in this manual for you to use as a guide.

## **II. Requirement to be a Community Producer**

A resident must be a Community Producer to be able to produce programs for cablecast on Peters Township Community Television. To become a Community Producer, a resident must be certified by the Peters Township Community Television staff. A resident can obtain this certification through one of several paths:

1. A resident with prior experience in television production, camera operation, or editing can demonstrate to the Peters Township Community Television staff their competency in operating equipment and the production process.
2. The Peters Township Community Television staff provides trainings to individuals on how to use equipment and the basics of production.
3. Finally, the staff offers workshops in different areas of production. There are five types of workshops, an Orientation, Basic Electronic Field Production, Multi-camera Remote, Basic Editing, and Advanced Editing. The Orientation Workshop will explain how to prepare for a production in the studio or on location. It will cover techniques of set design, pre-production planning, and an overview of the editing possibilities. The Basic Electronic Field Production Workshop explains how to use portable camera equipment for remote shots and is only required for Community Producers wishing to produce programs using the basic portable (remote) camera unit. The Multi-Camera Workshop explains how to set up equipment (audio and video information) so that a two or more camera production can be accomplished. Basic and advanced editing is taught by appointment on a one-to-one basis.

Only the Orientation Workshop is required. The other workshops are available as needed to help further advance your knowledge or competency with different areas of production and equipment. While it is not required that you complete each workshop, we suggest that you consider your comfort level in different areas of production to determine what your individual need might be and what workshops you feel would be of benefit for you.

### III. Rules of Operation

#### A. Community Producers

The Peters Township Community Television Channel and facilities are available for the purpose of community cablecasting and video streaming under the terms and conditions of Peters Township Community Television's Rules of Operation detailed in this section of the handbook. The rules governed by Peters Township Community Television are designed to ensure that all use of the channel, equipment, and facilities are intended for the creation and presentation of non-commercial programming for cablecasting on Peters Township Community Television.

1. Before a person can become a Certified Community Producer, he/she will be required to sign a Statement of Compliance (See Appendix A). Failure to sign and adhere to the terms of the Statement of Compliance may result in forfeiting the privilege to use the Peters Township Community Television channel, equipment, or facilities.
2. Peters Township Community Television equipment and facilities shall be available for the purpose of community cablecasting or video streaming on a first-come first-served basis to any person, group or non-profit organization residing in Peters Township. Proof of residency may be required.
3. Peters Township residents under the age of 18 who wish to use the Peters Township Community Television channel, equipment, or facilities must have an adult sign all request forms. By signing the form, the adult assumes the responsibility for any liability arising from the minor's use of the channel, equipment, or facilities.
4. Persons who are NOT Peters Township residents, but authorized representatives of Township based nonprofit organizations or institutions, may use the Peters Township Community Television, equipment, or facilities for the purpose of cablecasting programs authorized by that organization or institution. A written authorization from the institution must be on file with Peters Township Community Television at the time of the request.
5. Producers who are NOT Peters Township residents must have an Associate Producer who is a Peters Township resident supporting the project. The name of the Peters Township resident serving as Associate Producer must appear in the credits of the program. If this criteria is met, the nonresident producer may use the Peters Township Community Television Channel, equipment, or facilities for the purpose of cablecasting programs on Peters Township Community Television. Associate Producers assume full responsibility for the content of all program material produced/cablecast and will ensure that such program material will not violate the rights of any third party. Furthermore Associate Producers are responsible for obtaining all approvals, clearances, licenses, etc., for the use of any program material intended to be used for cablecast. This includes, but is not limited to: approvals by broadcast stations, networks, underwriters, performers' representatives, copyright owners, organizations, all persons appearing in or referred to in the program, and any other approvals that may be necessary to transmit program material over the Peters Township Community Television channel.

Imports, which are media productions from other municipalities and outside organizations, are allowed on Peters Township Community Television but a Peters Township resident must be an Associate Producer and assume the full financial and legal liability of the production.

6. In order to assure safe use and proper handling of Peters Township Community Television's video equipment, any person requesting to use such equipment and facilities may be required to demonstrate

his/her ability to use the equipment. A user must also be certified by the staff of Peters Township Community Television as a "Certified Community Producer."

7. In order to cablecast a program over the Peters Township Community Television Channel the following conditions must be met:
  - a. A program must be produced and submitted by a Certified Community Producer who is a resident of the municipality or school district in Peters Township.
  - b. A non-resident Producer may submit a program as long as a designated Associate Producer is a resident of Peters Township.
  - c. A program should contain credits which shall include at least the producer's name, copyright date, and "Produced by a Volunteer of Peters Township Community Television."
  - d. The program must meet Peters Township Community Television technical standards.
  - e. A program idea must be submitted at least seven (7) days prior to expected air date.
8. Peters Township Community Television reserves the right to suspend or revoke the privilege of any volunteer to use the Peters Township Community Television channel, equipment, and facilities who:
  - a. Appears to be under the influence of alcohol or drugs.
  - b. Interferes with the orderly conduct of business.
  - c. Refuses to cooperate with Peters Township Community Television staff, interns, or volunteers.
  - d. Has willfully misused equipment.
  - e. Consistently fails to return equipment on time.

Has in any other way abused the privilege of using the Peters Township Community Television channel, equipment or facilities.
9. A Producer\Volunteer using the Peters Township Community Television channel, equipment, or facilities shall never represent to any other party that he/she is employed by Peters Township Community Television. Violation of this rule will subject the producer to immediate suspension from the facility.
10. The Peters Township Community Television channel, equipment and facilities shall not be used for any financial gain or commercial purpose. Programs produced using Peters Township Community Television facilities and equipment are intended for cablecast on the Township's public access channels and/or video streaming on the Township's websites.
11. Community Producers\Volunteers who have not used the facility in over one year may be required to pass certification tests on all equipment they intend to use in a production on Peters Township Community Television.
12. Disclaimer that must be shown on all programs: "The opinions and views expressed in the following (preceding) program are not necessarily those of Peters Township Community Television or Peters Township."

## **B. Program Content**

1. The Peters Township Community Television Community Producer is responsible for the content of his/her program including but not limited to approvals by broadcasting stations, networks, underwriters, music licensing organizations, copyright owners, performers' representatives, all persons appearing in or referred to in the program material, and any other approvals that may be necessary to transmit a

program over Peters Township Community Television. The Community Producer is responsible to ensure that program material to be cablecast is not prohibited by Federal, State, or Local laws.

Presentation of the following material on Peters Township Community Television is prohibited:

- a. Obscene material
  - b. Lottery programming or lottery information
  - c. Commercial Advertising
  - d. Promotional material designed to: 1) promote the sale of commercial products or services; 2) commercial programming which in whole or in part depicts, demonstrates or discusses products, services or businesses with the intent or effect of benefiting or enhancing a profit-making enterprise; 3) any material which identifies any product, service, trademark or brand name in such a manner which is not reasonably related to the non-commercial use of such a product, service, trademark or brand name on the program.
  - e. Material which constitutes libel, slander, invasion of privacy or public rights, violation of trademark or copyright, or which might violate any local, state, or federal law.
2. Peters Township Community Television does provide royalty free music that is only to be used for the production of programs to appear on Peters Township Community Television outlets. The use of this media on other media outlets is prohibited.
  3. Copyright is a form of protection for your program provided by the laws of the United States. It is suggested you attach a copyright notice to the end of your program (in the credits).

**C. Rights to Air Programming:**

Community Producers/Volunteers may use Peters Township Community Television equipment and facilities only to make programs for cablecast and video streaming by Peters Township Community Television. Community Producers/Volunteers may however also distribute and use such their programming in other ways, but Peters Township Community Television’s shared rights continue.

**D. Peters Township Community Television Facilities and Equipment**

The Peters Township Community Television staff strives to satisfy community needs by maintaining and operating studio and remote production facilities, conducting workshops, providing production assistance, planning programs, scheduling requests for equipment. The rules set forth below are necessary so that the staff may serve the community effectively and efficiently.

1. The use of Peters Township Community Television facilities and equipment is strictly limited to producing program material intended for cablecasting and video streaming by Peters Township Community Television.
2. The Peters Township Community Television studio, remote, and editing equipment are available on a first-come, first-served basis.
3. Community Producers/Volunteers should reserve studio, remote, and editing equipment no more than ninety (90) calendar days in advance. Requests must be in writing or left verbally on Peters Township Community Television's voice mail (must be verified). All users must sign request forms.

4. Each Community Producer will be responsible for providing a certified crew to operate remote or studio equipment. However, the Peters Township Community Television Volunteer Coordinator will attempt to aid producers who require additional crew members by providing names and phone numbers of certified volunteers and/or interns. Producers should request studio crew assistance at least twenty-four (24) hours in advance of the scheduled shoot.
5. Community Producers/Volunteers may reserve editing facilities for post-production up to six (6) hours in any given editing session. All users must sign out the editing equipment.
6. Studio facilities will not be available for production use while workshops are held in the studio. The Public Access Director, when necessary, may terminate or reschedule production in the Peters Township Community Television studio for a period of time to perform maintenance.
7. Producers and/or volunteers who fail to cancel twenty-four (24) hours in advance, fail to show or is more than one-half (1/2) hour late for scheduled studio or editing time will lose his/her scheduled time.
8. A producer's privilege and certification to use Peters Township Community Television facilities will be revoked if equipment is damaged through abuse or willful misuse. In addition, Peters Township Community Television reserves the right to review raw or edited footage at any time during the production process.
9. Certified producers may request the use of the remote equipment for up to twenty-four (24) hours on any weekday and forty-eight (48) hours on any weekend. Arrangements for early equipment check-out must be made with Peters Township Community Television staff members in advance.
10. Certain remote units may not be available for sign-out while Electronic Field Production workshops are in progress. In the event that maintenance or repair of portable equipment is required, Peters Township Community Television reserves the right to withdraw equipment from the pool. Producers will be notified and equipment will be rescheduled during the next available time.
11. Duplication of video productions is permitted. The producer of his/her production and guests on the production may each have (1) one free copy of that production. Copies of productions must be picked up in person.

#### **E. Programming Specifications**

We encourage producers to submit program proposals one month in advance. The following rules have been established to help you:

1. Submit a written program proposal that includes the following information:
  - a. Program topic and description
  - b. Rough outline of the program format
  - c. Guest list
  - d. Projected air date, air time, and length.
2. Producers must arrive at least thirty 30 minutes before their program goes on the air. If he/she fails to report to the studio, Peters Township Community Television reserves the right to discontinue production and replace the program with another show of equal length.
3. On the day of your production, all props, crew, lighting, information, character generated graphics, teleprompter, and anything else determined in your final proposal must be in place 15 minutes before

the show goes on the air or it WILL be cancelled. You will, however, be given the option to record the program for a later cablecast.

4. Peters Township Community Television reserves the right to cut the program off the air anytime during a live cablecast if a producer, guest, caller, or participant violates any of the operating rules stated in any section of this handbook.
5. Pre-production meetings are required for all live programs and the initial recording of new program series and must be scheduled in advance with the Public Access Director.
6. If your production utilizes the phone-in system, the phone operator shall be designated by Peters Township Community Television.

#### **F. Media**

Peters Township Community Television will have recording media for community producers to use. Producers may provide their own recording Media subject to certain technical standards.

1. All Peters Township Community Television programs must be supplied on Peters Township Community Television’s current cablecast format.
  - a. Peters Township Community Television reserves the right to reject media which is not capable of playback on the cable system.
  - b. Media scheduled for cablecast over the Peters Township Community Television channel must be delivered, appropriately labeled, and signed-in at least ten (10) days prior to cablecasting. Exceptions to this rule may be made at the discretion of the Public Access Director.
  - c. All programs produced must meet certain minimum technical standards. All programs will be screened and pulled if the following rules are not met:
    - i. Any distorted audio that lasts for an excessive amount of time should be corrected
    - ii. Peters Township Community Television cablecasts two channels of audio. Please be sure that both audio channels of your program are recorded with the sound you want on them. Both channels will be heard during cablecast.
2. Producers shall agree to hold Peters Township Community Television harmless for erasure of media and any loss of program material resulting from playback or recording on Peters Township Community Television equipment.

#### **G. Scheduling Channel Time**

All programming will be done by the Peters Township Community Television Access Director. Programs are normally scheduled to begin on the hour or half hour and will be re-run as time slots allow. Any airing of video productions will meet criteria outlined in this manual.

Community produced programs will be aired no less than three (3) times per week. Imported programs will be aired no less than four (4) times in 30 days. Church services will be aired no less than one (1) time per week.

The Public Access Director shall provide weekly time slots for these requests. Programs will be placed in time slots that are appropriate for their intended audience. The needs of the community will also be considered. The Access Director will be responsible for providing a balanced programming schedule.

Series time slots are chosen through discussions between the producer and the Public Access Director.

Additional re-runs of series programs will be subject to the above rules. All programs will be previewed by the Peters Township Community Television staff.



Official municipal meetings will be aired on the Peters Township government channel. Official Peters Township School District meetings will be aired on the Peters Township School District channel. All recorded public meetings will be aired within seven (7) days of the actual meeting.

#### **H. Program Promotion**

Producers should become actively involved in the promotion of their own programs by submitting press releases, advertisements, video promotions, etc. Peters Township Community Television will arrange for program information (title and airtime) to be displayed on the Peters Township Community Television program guide. Producers are encouraged to provide short 15 or 30 second promotional spots about their programs for air on the channel between regular programming.

#### **I. Media Library**

Peters Township Community Television shall maintain master copies of programs produced for Peters Township Community Television. Requests for use of the archived media should be made in writing at least 3 days prior to their use. While every effort will be made to maintain a thorough media library archive, the producers shall hold Peters Township Community Television harmless if the program is lost or destroyed.

#### **J. Right to Know**

Under Pennsylvania's Right to Know law, certain documents and other items are required to be made available to the public upon request. Media productions retained for broadcast or streaming by Peters Township Community Television are subject to the Right to Know law requests. If a Community Producer does not want their program to be distributed after it has been aired, the producer must indicate that their production is not to be retained by Peters Township Community Television. If a Community Producer agrees to have their program retained by Peters Township Community Television it will be distributed upon request. This permission to retain programming can be revoked at any time except in response to a Right to Know request.

### **IV. Web Media**

All Peters Township Community Television studio productions will be available for streaming on the internet unless the producer(s) explicitly tell the Peters Township Community Television staff that their production is not allowed to be streamed on the internet. In addition, all recorded Peters Township public meetings will be available to stream on the internet and will be shown gavel to gavel.

### **V. Community Bulletin Board**

The community bulletin board is to be used by Peters Township community groups and non-profits to announce upcoming events and meetings. The message can either be mailed or emailed to the Peters Township Community Television staff. Information on the bulletin should include the organization's name, the location of the event/meeting, the date and time, and brief description of the event/meeting. The Township reserves the right to edit the message with purpose of facilitating it being shown on the community bulletin board. Commercial or Business Content is prohibited from being shown on the community bulletin board.

### **VI. Warning Letters and Suspensions**

Warning letters and suspensions are only given to Community Producers who do not adhere to the procedures and operating rules outlined in this handbook. A warning letter may be sent to any producer who commits any of the following infractions:

1. Remote Equipment
  - Failure to cancel twenty-four (24) hours in advance
  - Consistently returns equipment late on the due date
  - Equipment returned improperly after one verbal warning
2. Studio Equipment
  - Failure to cancel twenty-four (24) hours in advance
  - Not showing up for scheduled studio time
  - Abuse of studio/control room equipment
  - Drink and/or food in the control room
  - Use of abusive language to Peters Township Community Television staff and volunteers
  - Showing up for studio time without a pre-production meeting
3. Editing Areas
  - Failure to cancel twenty-four (24) hours in advance
  - Not showing up for scheduled edit time
  - Drink and/or food in the editing suites
  - Abuse of the editing equipment
4. Other Infractions
  - Returning remote equipment two days late may result in suspension from using this equipment for one year from the date of the suspension.
  - Producers who willfully misuse equipment will be suspended until replacement or repair on the equipment is made at the Producer's expense.

A warning letter will be sent to any Producer who commits any of the above infractions. Three (3) warning letters constitutes suspension from the facility for one year from the date of the last letter.

## **VII. Appeal Process**

If the producer/volunteer wishes to appeal the judgment of the Public Access Director for Peters Township Community Television, the user can then approach the Peters Township Assistant Manager for a decision. If the matter remains unresolved, the producer may make an appeal, in writing, to the Peters Township Cable TV Board.

If the matter is still not resolved, the producer may then make a final appeal, in writing, to the Peters Township Council stating why the producer feels that a program complies with all content rules or that any ruling made by previous levels does not comply with the policies set forth in this manual.

**Appendix A - Statement of Compliance**

**Peters Township Community Television Channel 7  
Statement of Compliance**



**Producer's Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_ **Email:** \_\_\_\_\_

- I agree to have my production retained by Peters Township Community Television. I understand that my production is subject to Pennsylvania's Right to Know law and will be distributed upon request for so long as the production is retained by Peters Township Community Television.
- I do not allow my production to be retained by Peters Township Community Television after it has been aired or streamed.
- 
- I grant permission to stream this program on the internet.
- I do not grant permission to stream this program on the internet.
- 
- I grant permission to air the program on public access television.

**Production Series Name:** \_\_\_\_\_  
or

**Program Name:** \_\_\_\_\_

1. I have received and read the contents of the Peters Township Community Television Policy Manual. I understand that Peters Township Community Television reserves the right to suspend or revoke any volunteer's privilege of using the Peters Township Community Television channel, equipment or facilities for any violation of the rules contained in the Peters Township Community Television Policy Manual.
2. I will thoroughly familiarize myself with the contents of any program material I intend to record and/or cablecast and agree that it will not contain any of the following:
  - Obscene material;
  - Lottery programming or lottery information;
  - Commercial Advertising;
  - Promotional material concerning products or services presented for the purpose of any solicitation of money or other items of value;
  - Material which constitutes libel, slander, invasion of privacy or public rights, violation of trademark or copyright, or which might violate any local, state or federal law.
3. I assume full responsibility for the content of all program material I produce/cablecast and will ensure that such program material will not violate the rights of any third party.
4. I am responsible for obtaining all approvals, clearances, licenses, etc., for the use of any program material I intend to use for cablecast. This includes, but is not limited to: approvals by broadcast stations, networks,

underwriters, performers’ representatives, copyright owners, organizations, all persons appearing in or referred to in the program, and any other approvals that may be necessary to transmit program material over the Peters Township Community Television channel.

5. I will not be held responsible for equipment failure unless it is through willful misuse of such equipment or materials that are in my possession or control.
  
6. I shall not use the Peters Township Community Television channel, equipment, or facilities for any personal gain or other commercial purpose. I understand that programming produced with Peters Township Community Television equipment or facilities MUST appear on a Peters Township Community Television Cable Channel and/or stream on a Township internet site.

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**Signature of Executive Producer**

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**Date**

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**Signature of Associate Producer (If Applicable)**

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**Date**