

Mission Statement

Saco River Community Television (SRCTV) is a local grass roots media center created in the year 2000 to facilitate the exchange of information to our communities and to showcase the creative abilities of people in our six town service area. The towns served by SRC-TV include, Buxton, Hollis, Limerick, Limington, Standish and Waterboro.

SRC-TV's goal is to enable the local citizenry to exercise their first amendment rights by providing the technical outlet, modern production equipment and basic training for citizens wishing to access the Spectrum cable airwaves and, by extension, the world-wide web.

1.0 The History of Public Access Television

The concept of Public Access Television first began to take shape in the early 1970's when the cable television industry began "wiring" cities across the country with large capacity cable systems providing a multitude of channels for their subscribers. The portable video equipment industry also was experiencing a boom in sales of their new porta-pac video systems, particularly to independent and local educational users, creating a vacuum of producers who were looking for ways of distributing their video material.

Out of this high tech environment grew a grassroots origination of people who felt that cable was the natural vehicle for their distribution problems on a local level. These so-called public access advocates began organizing on a local, state and even national level under the title of National Federation of Local Cable Programmers (N.F.L.C.P.).

The basic philosophy of this early organization was that everyone should have access to the television medium under the First Amendment (the right of free speech). As the word spread, concerned citizens and independent producers began petitioning their local governments to negotiate for dedicated access channels and the facilities need to produce programs for these channels. The result has been a rapid growth in the number of community or public access centers around the country.

Today, the need for community television has already been established and a large number of communities across the country see public access as an important communication tool for residents to communicate. The member towns of the Saco River Community Television (SRCTV) have also seen the value of that tool. As a result the following communities have contracted to have community television made available to its citizens: **Buxton, Hollis, Limerick, Limington, Standish, and Waterboro.**

IMPORTANT: We do all we can to help the public but Saco River Community Television is a minimally staffed production facility/media center. We employ a full time Station Director and a part time Media Specialist. Therefore, it is not possible for us to single-handedly produce content for the citizens of our six town service area. Volunteer producers are expected to receive basic production training (camera operation, lighting, audio and editing) instruction so they may produce content on their own. We will assist you to the best of our ability but citizens living in our six town service area must be engaged in the production process.

2.0 Introduction

SRCTV is a local media resource provided by the franchise agreement between the member

towns of SRC-TV and Time Warner Cable. SRCTV originates from the Regional Access Center studio at 564 Plains Road in Hollis. Franchise fees negotiated with Time Warner Cable (TWC) during the franchise renewal process fund SRCTV. Cable TV subscribers in member towns subsequently pay these fees. The amount subscribers' pay is itemized on the monthly Spectrum bills.

This manual of Policies and Guidelines contains Rules and Regulations was originally conceived and written when the contracts for the regional access center were signed in 2000 The most recent revision to the policies and procedures was in the spring of 2016 – the original policy manual was devised in 1999-2000 when the contracts for the six-town regional accesscenter were originally signed.

This manual is intended to provide guidelines for the maximum utilization of resources by eligible users for the overall benefit of SRC-TV's member communities. Local television content production is largely a result of collaborations with town government, community residents, businesses, schools, and organizations within the member towns. By the options, equipment and capabilities it offers, SRCTV provides facilities, resources, expertise and training so that programming of local interest and importance can be shared by community members and groups.

Community produced programs provide an alternative "hyper-local" method of disseminating information and offering entertainment of distinctly local appeal and value. By its nature, the views and opinions presented in SRC-TV's community productions are those of the producer or group and do not necessarily represent the views of municipal officials, SRC-TV's Board of Director's or Spectrum Cable.

3.0 PROGRAMMING

Any individual who is a resident of a city or town that is a member of SRCTV may use, on her or his behalf, Saco River Community TV, its equipment, facilities, and its training programs. These town include: Buxton, Hollis, Limerick, Limington, Standish and Waterboro.

The programming is strictly non-commercial though general business profiles are acceptable if no mention is given to various methods of payment and no direct commercial appeal is made by anyone appearing in the program.

Any not for profit organization providing services in our six town service area may use SRC-TV for the transmission of its programs. Any user of the facility must be at least 18 years of age or if a minor must have a signature by their parent or guardian on all pertinent forms and permission of the Access Center Director before he or she may use the facility and equipment.

3.2

Proof of residency must be presented to SRCTV staff and may include a current Maine driver's license, Maine ID, personal utility bill or bank checks with a current address.

3.3

All media provided by individuals or not for profit organizations for broadcast become the property of SRC-TV.

3.4 APPLICATION

A first time media producer with SRCTV must complete the following:

User Application

Compliance and Certification Agreement (See Appendix A)

This must be completed and reviewed by the Access Center Manager prior to any Transmission/*Internet upload* request approvals.

3.5

Citizens living outside SRC-TV's programming area must be sponsored by a member town resident or organization *or they may request broadcast approval from the station director.*

3.6

When your program is ready to air, you will need to fill out and sign a Transmission Request (TR) form. Your program or public service announcement will be checked for adherence to technical and content standards. The transmission request and your finished program should be submitted no later than two weeks in advance of the requested playback date.

Unless otherwise noted, programming is scheduled for two weeks in advance of an airdate. Within ten (10) working days of receipt of your transmission request, a SRC-TV staff member will contact you to confirm the date(s) and time(s) for airing. Live events should be coordinated at least four weeks in advance in order to arrange for equipment and scheduling. No application may be submitted more than 60 days in advance of the airing of a program.

3.7 SCHEDULING

Air times for individual programs are available on a first come, first serve basis within scheduling blocks. SRC-TV staff will make every effort to fit your needs for a specific play date and time. Programs scheduled as part of an ongoing series shall have priority. Other scheduling conflicts will be resolved in favor of the individual whose application was filed earlier. In the event applications bear the same filing date: the individual who has had the least amount of programming aired shall have priority.

3.8

All programming produced using the SRCTV studio and/or equipment and materials shall be first shown on the community access channel. SRC-TV also offers to upload your program to vimeo as a means to further disseminate local broadcast media to a wider viewing audience. We may also upload your program, by request, to pegmedia, a community content sharing platform with nationwide distribution potential or a similar upload service as needed.

3.9

Unless other written arrangements have been made with the Access Center Manager, all programs produced using the access center equipment or facilities should be scheduled for broadcast within sixty (60) calendar days after the completion of the program.

3.10

Every effort will be made to air your program on the date(s) and time(s) you request on the TR form for your program. If there is any blank time, you may have your program shown daily upon request.

Remember that airtime is on a first come, first serve basis within scheduling blocks. SRCTV may air your program above and beyond those requested by you without notification being given to you.

3.11 SERIES

Individuals may request series scheduling for their live or prerecorded programs. A series may not be scheduled for more than one year in duration. This requires considerable commitment from the program's producer, the access center staff, and the facility. Programs for a series should be completed and be in the Transmission Center's hands, along with the TR form, at least ten (10) working days prior to the scheduled air date. If more than two (2) programs are not ready on time or have technical or content issue, the series may be postponed or cancelled at SRC-TV's discretion.

3.12 LIVE PROGRAMMING

Scheduling of a proposed live program is subject to:

(1) Availability of the facility, equipment, and staff to supervise production; and (2) Technical knowledge and certification requirements for use of the facility and equipment. Individuals requesting live series programming must submit program formats and TRs ten (10) working days before the scheduled airdate of each program. A "no-show" for a live program is immediate grounds for series cancellation. Violation of any of the rules stated in this handbook during a live broadcast may result in the immediate termination of the broadcasting of that program and suspension of privileges for the program producer(s). Decision to terminate a live program will be made only by the Access Center Manager and/or the designated representative of the Access Center Manager on duty at SRCTV at the time the program is being produced. The Access Center Manager may preempt or reschedule a live program if all necessary conditions have not been met.

3.13 COMMUNITY BULLETIN BOARD

A community information bulletin board will be provided as a regular feature of SRCTV. All noncommercial information must be submitted in writing, email or fax and conform to programming standards. Please include contact information, event date and time and general information about the event.

Requests for display of information must be **submitted at least one (1) week before** and no earlier than 60 days before the first air date. We assume no responsibility for errors in message content or in scheduling the run dates. Submissions must follow standard format for Bulletin Board Message. No guarantees are given as to the number of plays the message will receive on SRCTV. *Messages may also be viewed on our website at www.src-tv.org*

3.14 PROGRAM PRODUCERS GUIDELINES

In brief, you are the program's producer and/or sponsor. You are solely, entirely, and completely responsible for the content. Programs cannot contain advertising, solicitation for funds, lotteries, or any statements, pictures or sound which violate city, state or federal laws, including those relating to obscenity, defamation, slander or libel.

3.15

SRCTV is NOT responsible for any media left in our possession. We will check all media for technical and content problems. If there is a problem, we will do our best to help resolve it with you. Rescheduling may be necessary.

3.16

If your program contains material which requires appropriate rights from broadcast stations, networks, sponsors, music licensing organizations, performers, representatives, copyright holders and any other persons as may be necessary for broadcast, you **MUST** provide written proof that these rights have been granted. You are required to clear all copyright. A copy of all forms will be retained at SRCTV.

3.17

Recognizing that some programs with artistic, social or literary merit may contain content or language considered offensive to some viewers, SRC-TV recognizes its obligation to alert its viewers to potentially controversial or offensive material as determined by community standards.

A program's producer has the responsibility to aid SRCTV in this regard by informing the Access Center Manager of program material that may, in the producer's opinion, require program advisory.

3.18

SRCTV reserves the right to employ viewer warnings for programs with adult content and we reserve the right schedule programs with adult themes at a later hour when children are less likely to be watching.

At the Public Access Board's discretion, programs may be required to:

- a.** contain a program disclaimer/warning at the beginning of the program;
 - b.** have a warning listed in the program schedule;
- and
- c.** air at a time when children are least likely to be viewing.

4.0 Technical Standards

Submitted media must accompany Transmission Requests (TR) and be on a format supported by the SRC-TV transmission center. ***We accept most standard digital-video file formats and can accept media via various storage devices; as well as through the web using cloud-based file transfer services such as Dropbox and WeTransfer. VHS tapes may be submitted but producers must expect a delay because they must be converted to DVD's or computer files as needed.***

SRC-TV does not have the staff or the resources to handle requests for mass duplications.

4.1

The original program must have been recorded on the highest speed, it must be an original tape not a copy, and it must have a continuous control track. A complete control track means no picture breakup throughout the entire program.

4.2

All audio on your program or psa must be not exceed 12 decibels

4.3 All media should have a slate containing program title, relevant credentials, any necessary attributions (e.g. usage rights), and program length.

4.4 Program Length: SRCTV programs may be of any length, preferably thirty (30), sixty (60), ninety (90) or one hundred twenty (120) minutes.

4.5 The minimum title and credit is the name of the program within the first five minutes of the program or in the end credits. Local sponsor should also be noted at the end of the program.

4.6 All programs must have a minimum of thirty (30) seconds of black recorded after last program video.

4.8 All digital media (DVD's, SD cards, etc.) must be clearly identified. The labels should contain the following information: the program title, producer, and date of completion, and length.

NOTE: The previous guidelines are not suggested to make producing more difficult. They are to assist the SRC-TV staff and to help improve the quality of programming so that viewers are more engaged and do not turn the program off.

5.0 Underwriting

5.1 Local businesses have a unique, low-cost opportunity to help SRCTV and the member towns. Underwriting is a means of acknowledging a local business or agency for their support. Listed below are some policies for underwriting to assure proper use of the "public access" channel and its noncommercial status.

5.2

Any monies paid directly to a producer, will not be allocated by SRCTV.

5.3

There will be a maximum of four (4) underwriters per program. Audio acknowledgments will be limited to a maximum of ten (10) seconds per underwriter. *(The standard underwriting cost will be determined by the SRC-TV Board)*

5.4

Each acknowledgment shall have a standard open, followed by the name of the business or agency, its location, and a short statement of service.

5.5

The standard open will be: "This program has been made possible through a grant from..."

5.6

The accompanying video portion of the underwriting statement shall be the name of the business or agency, which will be character generated on the screen.

5.7

Each underwriting will have an Underwriting Agreement completed and filed with the Access Center Director.

6.0 The Volunteer Program

6.1

The purpose of the volunteer program is to provide local people with an opportunity to gain experience in television production and to see the result of their efforts cablecast on Community Television *and/or uploaded to the internet.*

6.2

A prospective volunteer must fill out a Statement of Compliance form and then be scheduled with the Access Center Manager for an interview. The volunteer will be placed in an appropriate training program.

7.0 Suspension of Privileges

7.1

The SRCTV staff may refuse the use of the facilities and services of the transmission center to individuals who interfere with the orderly conduct of community or public access programming as outlined in this document.

7.2

Anyone who appears to be under the influence of alcohol or drugs will be refused service.

7.3

Failure to abide by rules and regulations stated in this handbook may cause an individual to have his or her access privileges suspended.

7.4

Making false or misleading statements in the various application forms will be grounds for suspension of privileges.

7.5

Any individual falsely representing him or herself as an employer or an employee of SRCTV will have his or her privileges suspended.

7.6

The staff of SRCTV may refuse to lend equipment or to schedule editing time and equipment to anyone who has, in the past, misused the equipment, failed to return it on time, or in any other way abused the privileges of using community access equipment and facilities.

7.7

Any individual leaving the premises with SRCTV equipment not properly checked out will have his or her privileges suspended.

7.8

Any individual who produces material on equipment provided by SRC-TV and subsequently sells any part or all of the production shall have his or her privileges suspended, unless a fee of the fair market value is paid for the use of the equipment.

7.9

Services of SRC-TV will not be available to anyone who refused to identify him or herself, or whom refuses to have his or her identity maintained in records available for public inspection.

7.10

Failure to use the studio or portable equipment as scheduled may result in cancellation of your privileges unless you have canceled your reservation in advance of the start time.

7.11

Individuals returning equipment late may face forfeiture of privileges.

7.12

Although equipment and materials are loaned free of charge, the borrower is responsible for all damages, loss, or cost of repair involved while the equipment is signed out. ***Equipment is to be handled with care. Producer's must not store equipment in extreme heat or cold conditions.***

7.13 Any individual found to have improperly accessed, misused or misappropriated SRC-TV related passwords or other confidential station information without the knowledge or consent of the access center staff will have their privileges immediately and permanently revoked.

In order for these rules, regulations, and policies to be effective and to keep operations running as smoothly as possible, a penalty system is established as follows:

MAJOR VIOLATIONS

Commercial or profit making use of equipment or facility

Falsifying a form or application

Taking equipment without permission (All paperwork must be completely filled out)

Abuse of equipment or facilities, including attempted repairs

Abuse of staff or volunteers ***either verbally or physically, by phone or email correspondence.***

Falsely identifying yourself

Being under the influence in SRC-TV facilities or at a SRCTV recording event.

MINOR VIOLATIONS

Late pickup or return of equipment
Mishandling the equipment
Eating, drinking or smoking in areas not allowed

THE PENALTIES FOR VIOLATIONS ARE AS FOLLOWS:

MINOR VIOLATION

First Occurrence - Verbal Warning

Second Occurrence - Written Warning – 60 day suspension

Any Further Occurrence – Committee Hearing

MAJOR VIOLATION Automatic

90 Day Suspension

Any further Occurrence - Committee Hearing

7.14 If disputes or disagreements occur between a potential or actual SRC-TV user and the staff of SRCTV, the following steps will be followed in resolving such disputes or disagreements.

- a. The access user will request, in writing, an appointment with the Access Center Director to discuss the matter. Such discussions must be scheduled and held within ten (10) working days of the dispute. A decision will be communicated in writing within one week of the meeting.

- b. If the decision made by the Access Center Manager is unacceptable to the access user, the matter will be brought before the SRCTV Board at a mutually convenient time for final resolution of the dispute.

8.0 Regional Production Facility

8.1

To use SRCTV equipment, you need to complete an Equipment Material Reservation form. Each reservation form needs to be signed by the Access Center Manager.

8.2

Portable production equipment must be scheduled at least ten (10) working days in advance of the requested date. All equipment checked out over the weekend is due back by noon on Monday.

8.3

An Equipment Program Report should be completed and filed with the Access Center Manager any time you experience difficulties with SRC-TV equipment. A copy of this report can be obtained at the station.

8.4

Because of the high estimated traffic through SRCTV, only those people who are scheduled to use the facility or who are on-air guests will be allowed in the studio and/or control rooms. All other persons are asked to wait in the reception area.

8.5

There is no smoking allowed anywhere in the SRCTV Cablecast facility.

8.6

Use of the SRCTV studio is free of charge and available to individuals who have been determined to be proficient in its use by the Access Center Manager.

8.7

Normally, studio production time must be scheduled at least three weeks in advance of the requested use date. Exceptions to this time limit must be obtained from the Access Center Manager.

8.8

Pre/post production equipment must be scheduled at least ten (10) working days in advance of the requested use date. Exceptions to this time limit must be obtained from the Access Center Manager.

An Equipment Problem Report should be completed and filed with the Access Center Manager for any and all equipment difficulties.

8.9

It is recommended that producers try to do a studio recording straight through as though it were being broadcast live. Thirty minute shows are recommended but other lengths are acceptable.

8.10

You may provide your own crew to tape your program(s). A list of studio certified volunteers who may assist you with your production is available from the Access Center Manager. ***If you are unable to locate a crew, SRC-TV's limited staff may, as time allows, choose to volunteer on your production at their own discretion. You should plan to cultivate a crew of volunteers to work on your program as SRC-TV is DIY "do it yourself" television.***

8.11

To maintain all SRCTV equipment in good working order, we request that you complete an Equipment Problem Report and file this report with the Access Center Manager any time you experience any difficulties with SRCTV equipment. A copy of this report can be obtained at the station.

8.12

It is possible to originate a live program from the SRCTV studio. Those wishing to produce a live program must follow all appropriate guidelines listed in this handbook. The prospective producer must have permission from the Access Center Manager in the form of an Approved Channel Time application. Any use of additional town facilities should be coordinated with the Town Manager.

8.13

Facility/equipment users should give notice at the earliest practical time when cancelling any reservation for use of the facility or equipment. A message left on the answering machine or fax will be sufficient when the facility is closed. However, repeated cancellations will trigger a review of privileges resulting in possible suspension of equipment/facility use.

8.14

Unless otherwise approved by the station director, no pets are allowed in the facility except for guide animals. Users are expected to help break down the set and clean up after they have finished their recording sessions.

8.15

Training sessions will be held at the Regional Access Center on a regular basis. The schedule of these sessions will be posted. Interested citizens should contact the Regional Access Center at 207-727-5702

8.16

There will be some weekend and weekday evening hours made available for both training and production.

9.0 Public Records

9.1 The staff of the Regional Access Center will maintain a record of all person, agencies, groups, or community organizations making written requests for airtime on SRC-TV or use of its equipment or facilities.

9.2

Such records will be maintained in the SRCTV public information file and will be available for public inspection. Under no circumstances may the public records be removed from SRCTV.

9.3

Persons requesting such inspection shall identify themselves by name and address in order to assure control of such records.

9.4 All records mentioned shall be kept for a minimum of one (1) year.