community
media
center

Patron Member Handbook

PATRON MEMBER HANDBOOK

Welcome

Welcome to the Community Media Center of Carroll County. For short you will hear us referenced as the Community Media Center or CMC. As we continue to grow, improve upon and introduce new services, our residents will remain at the heart of our mission. We are committed to excellence and we are committed to community.

Introduction

The CMC is an independent 501(c)3 nonprofit organization formed in 2000. The CMC's initial purpose centered on providing public, educational and governmental (PEG) access to local cable production resources and channels. Since that time our mission and purpose has evolved as community needs and technology has changed. Some people think of the CMC as a television station, but we are much more that what you experience from traditional TV.

History

Giving local individuals a voice has been the vision of Carroll County's Channel 19 since it first went on the air in March 1989 as Channel 55. In 2000, the new cable franchise was negotiated, a 501(c)3 non-profit Board was established, and it set about the task of creating a Public, Educational and Governmental (PEG) access facility. It was envisioned as a permanent home for a studio that local channels and the public could share. Career and Technology students would also have the resources to learn real life career skills producing projects in new media for non-profit organizations serving the community. In 2003 the new media center was completed. Since then, the CMC Board has worked diligently to realize its commitment to the community with programs and Municipal meeting coverage including the addition of Channel 23, the Town and Community Channel.

Mission

The mission of Community Media Center is to provide Carroll County residents and organizations with services, tools, training and access to innovative digital technologies that engage, inform and connect them to their community.

Vision

Carroll County residents access, engage and create digital content while increasing understanding of their community and expand their civic participation.

Purpose

The CMC's purpose is as follows:

1. To establish, maintain, and operate one (1) or more media access center(s);
2. To ensure that CMC operates in the public interest in accordance with Federal Communications Commission Rules and Regulation in providing Public, Education, and Governmental access telecommunications needs and services for the County and Towns it represents;
3. To ensure that CMC serves the community and region with non-commercial content reflecting the activities, concerns and interests of the residents of Carroll County;
4. To develop funding resources and administer such funds in order to promote Public, Education and Governmental programming in the public interest;
5. To provide individuals and organizations the necessary resources and support to produce programming for the access channel(s), including training, equipment, production facilities and channel time;
6. To promote and develop activities, concerns, and interests of the residents of Carroll County in a manner that promotes a free exchange of ideas and information.

Values

As a fundamental part of our strategic and day to day actions the CMC board and staff chose one concept: The Platinum Rule. This is that we seek to treat others as they wish to be treated in the accomplishment of our mission.

Strategic Framework

The CMC board of directors routinely adopts a guiding strategic framework. This framework is used by staff to develop operational plans. The board and staff working together develop an organizational evaluation.

To Engage

Increase community engagement, participation and retention of residents, organizations and businesses from Carroll County who support our mission, create digital media and/or utilize our services.

To Innovate

Initiate innovative research and development projects exploring technical integrations, platforms, methods, and tools for the creation and/or dissemination of digital media.

To Create Impact

Increase organizational capacity to further the outcomes and impact of the CMC.

Funding

As an independent nonprofit organization the CMC relies upon a diverse source of funding including set aside cable franchise fees, special cable funds, in-kind contribution, fee for services, donations, grants and contracts. At this time the CMC receives no tax based revenues. You can help us achieve our mission by donating and encouraging others to donate.

Scope

There are community media centers across the country in smaller communities like Carroll to large urban centers like New York City. The quantity, depth and quality of services vary

as greatly as the communities. In Carroll we are fortunate to have this level of services not available in Howard, Baltimore, Frederick or Lancaster counties. We rely upon the vision of our County leaders and the advocacy and support of our residents to help sustain our mission.

Services

The CMC offers a number of programs and services focused on achieving our mission to a wide array of clients and customers. As an organization with limited resources we strive to create a balance among these services while maintaining prioritization and service level agreements for more critical services.

What follows is a nonprioritized list of services.

Outreach

The CMC will outreach into diverse sectors of Carroll County leading to a measurable change in reputation, reach and impact. This will be done by communicating the importance of and encouraging the participation in public interest community media and digital content creation that expands the public sphere.

Educational Services

The CMC will implement modular client-centered classes, workshops and seminars via classroom and computer based methods that impart media literacy and digital media content creation skills, including services for small business, career and workforce development programs.

Production Facilitation

The CMC will facilitate the production of community media through the extensive use of volunteers by providing graduated support dependent upon the user's skill, availability and aptitude. ***As Patron Members you have an increasing number of options in this category detailed later in this handbook.***

Production Services

The CMC will provide customized levels of enhanced to highly facilitated support in the production of community media dependent upon the community need or level of provided funding.

Civic and Neighborhood Programming

The CMC will produce municipal event coverage, informational and topical programming intended to expand civic engagement, local pride and improved quality of life.

Distribution

The CMC will provide distribution of digital media via all cable services subject to a franchise in Carroll County, a parallel web-based portal, and explore emerging IP delivery platforms.

Research and Development
The CMC will research, experiment, pilot and evaluate the development of innovative digital media projects on traditional and emerging platforms while evaluating emerging work tools.

How These Services Integrate
Our overall objective is to increase the number and diversity of local voices in electronic media. *Distribution* delivers that content to consumers or viewers. Without *Outreach* no one would know we exist. Without *Educational Services* our residents would not how to produce or operate production equipment. Without *Production Facilitation* residents would have no assistance when it came to using the equipment or making sure it was in good working order. Without *Research and Development* we would not know which technology has the greatest hope of achieving our mission. Without *Civic and Neighborhood Programming* we would not have a supported method to learn about our local government, community issues or how our community celebrates. We would become a electronic digital media dessert. So you play an important role in making our local media landscape work together as a whole.

How to Get Involved

At the CMC we almost always want to say "yes" when it comes to accessing our various services, but practically speaking there are some situations in which we must say "no." We constantly look at, reevaluate and work to improve our services to be meaningful and easier to get and stay involved. Some of our Patron Members have belonged for years. While others produce a single project. Some learn to create content and then work on their own submitting content just for Distribution.

Digital Media Production is creative, innovative, stimulating and fun. You can go it alone, build your own team, or join forces with others to be a "digital media maker." The CMC wants to further your creative and intellectual pursuits in an environment of mutual respect and win-win.

Your Responsibility

By agreeing to the CMC's terms of use, you accept full legal and financial responsibility while in the facility or equipment is in his/her use and/or possession. You must reimburse CMC for the cost of repair or replacement as determined by CMC. CMC shall not be held liable for any losses or damages due to unavailable or inoperative equipment. You must agree to hold harmless cable operators that distribute CMC's programming, CMC and its designated agents from any and all liability or other injury, including reasonable costs of defending claims or litigation arising from or in connection with use of CMC's equipment, facilities and resources.

Educational Services

Most but not all of our educational services require you to become a Patron Member. Our Educational Services are the starting point. The CMC offers a range of subjects intended to provide you with basic to advance skills in digital media content development.

Internships

Most of our internships are focused on currently enrolled high school and college students and last for a semester.

Hands-On Digital Media Maker

The vast majority of our current classes, workshops and seminars are focused on supporting those who are digital media makers of noncommercial content.

Career Track

The CMC partners with Carroll Community College in offering non-credit career development courses in digital media production. Check out the current offerings by going to www.carrollcc.edu.

Enterprise Development

In the near future classes will be offered that assist those in business who want to learn content development skills and create commercial content.

Certification

We want you to become as independent as possible to become successful at digital media making or production. It might seem intimidating at first, as there is a lot to learn by doing it all, or you could learn one aspect and team up with others. The key is getting certified in the right areas to achieve your goals. Passing our Hands-On classes results in becoming certified in its subject area.

But it all first starts with the prerequisites of an Orientation and Introduction, so you can get the basics and then decide which route is best for you. Here are the basic areas.

Field Production

You must become Field Production certified to gain access to production resources for use out in the community including a single camera package.

Studio Production

You must become Studio Production certified to gain access to production resources for use in our facility including a four camera package with control room and virtual green screen.

Post Production

You must become Post Production certified to gain access to editing resources for use in compiling and rendering your final production.

Maintaining Active Status

In order to remain certified at the end of the year, you must:
1. Pay the annual Patron Member fee, and
2. Worked on at least one program, or
3. Attend and pass additional classes within the certification area

Recertification

If you are unable to achieve the above your status will be considered *inactive* and will remain that way until you can get back on track to become recertified. Recertification requires that you:
1. Pay the annual Patron Member fee, and
2. Take an exam to demonstrate continued skill, or
3. Attend and pass additional classes within the certification area

Creating Digital Media Content and Programming

The following rules and procedures are not intended to limit or discourage free expression. Rather, they are intended to create a balance between an individual's right to produce programs containing free speech and a viewer's right to make an informed decision about appropriate cable television/Internet programming.

Project Proposal

Community Producers must submit a Project Proposal Form and receive staff approval before checking out equipment or using the CMC facility for editing or studio access. In order to assure timely completion of programming, a Community Producer may have up to two open projects at a time. Once a program is completed and submitted for cablecast scheduling, a Community Producer can submit a new project proposal, check out equipment, and reserve editing time. First time Producers have 6 months to complete their project from the day equipment is taken out and then 3 months for every project thereafter.

Programming Content

Community media is meant to serve the public interest as a forum for free and diverse expression and exchange of ideas in a non-commercial context. The specific nature of the programming depends upon the interests and abilities of Community Producers. Programs produced with CMC equipment and/or facilities are intended for cablecast on the CMC Public Access TV channel, and/or CMC Web VOD, for the local community and may not be used in for-profit purposes. Solicitation of funds or anything of value by individuals, whether within programming and web content or in relation to a production, is strictly prohibited.

Prohibited Content

1. Advertising material designed to promote the sale of commercial products by a specific or implied call to action nor include audio or visual reference to any commercial business, service, or product for which any economic consideration was received by anyone in exchange for the display, announcement and/or reference to such business, enterprise, product or service;
2. Solicitation or appeal for funds or other property or items of value, except for 501(c)3 organizations;
3. Information concerning any lottery, gift enterprise or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of prizes drawn or awarded by means of any such lottery, gift enterprise or scheme, whether said list contains any part or all of such prizes;
4. Content that is intended to defraud the viewer or designed to obtain money by false or fraudulent pretenses, representations or promises;
5. Content that is libelous or slanderous as defined by law;
6. Obscene matter as defined by law;
7. Any other content which is defined as illegal content not protected by the First Amendment.
8. Copyrighted materials or other intellectual property, unless the producer has obtained prior written permission to use said materials, and can provide written permissions at the request of the CMC. Content Ownership

Content Ownership

Community Producers retain ownership of the creative and intellectual property rights to the content and programming they produce, and may register and establish a copyright or

other ownership indicia at their sole expense and discretion. In exchange for use of CMC facilities, the Community Producer must grant to CMC a nonexclusive perpetual license to distribute the programming via the PEG Access cable channels and/or CMC Web VOD. Community Producers may apply for a waiver and seek a limited license, subject to approval by the Executive Director.

Clearances, Releases and Approvals

Community Producers are wholly responsible for obtaining all necessary clearances, licenses and permits from broadcast stations, networks, sponsors, music licensing organizations, performers' representatives, and without limitation from the foregoing, any and all other persons (natural and otherwise) as may be necessary to distribute the program over the CMC networks. Users must retain documentation and be prepared to submit proof of 3rd party clearances, licenses, permits and agreements.

Talent release forms must be obtained from all persons appearing in programs and are the responsibility of Producers/Sponsors.

CMC reserves the right to request copies of all applicable aforementioned permissions. Failure to provide these permissions will result in the removal of the program in question and a review by the CMC Executive Director, who may choose to administer additional sanctions.

Objectionable Content

The Community Producer is required to notify CMC on the Cablecast Request form if a program contains material that may be considered inappropriate for children and young audiences due to potentially offensive, adult, violent or indecent content or subject matter. If a minor submits potentially objectionable programming, the CMC requires that the sponsoring parent or guardian sign the Cablecast Request/Web VOD Form compliance portion, certifying that the sponsoring parent/guardian has previewed the program and will accept responsibility for the content. A Viewer Advisory Warning must be displayed.

CMC requires that adequate notice be given to cable viewers in the event that programming contains potentially objectionable content. Potentially objectionable content includes but is not limited to:
- Profanity
- Nudity
- Extreme physical violence or degradation
- Graphic depiction medical procedures or mutilation

Viewer Advisory Warning

If a program includes any of the aforementioned elements, a viewer advisory must be displayed on screen immediately prior to the beginning of the program and displayed again for 15 seconds at 30-minute intervals for the duration of the program.

The Viewer Advisory Warning shall read as follows:

THE FOLLOWING PROGRAM CONTAINS MATERIAL WHICH MAY BE OFFENSIVE TO SOME VIEWERS OR INAPPROPRIATE FOR VIEWING BY CHILDREN AND YOUNG PEOPLE. VIEWER DISCRETION IS ADVISED. THE CONTENT OF THIS PROGRAM IS SOLELY THE RESPONSIBILITY OF (insert Producer's or organizations name) AND NOT THE COMMUNITY MEDIA CENTER OF CARROLL COUNTY.

Responsibility for including the viewer advisory rests with the program's Producer or local Submitter. Programs with viewer advisories will be scheduled at the discretion of the CMC staff. A Producer or Sponsor who submits a program with objectionable content as outlined and does not inform the CMC and include a viewer advisory, will be subject to strong sanctions including the permanent loss privileges.

Distribution of Digital Media Content and Programming

Programming Submitter

To submit programming for a public access presentation on one of the local cable channels you must be a resident of Carroll County or acting as a representative of an organization that serves Carroll County. Priority will be given to programs produced by Carroll County residents utilizing CMC's facilities. The CMC can, however, cablecast programs produced outside the county when it is felt the programming contributes to the overall goal of presenting diverse and timely programs of relevance to the community. Locally submitted programming shall not comprise over 25% of the total programming within a scheduled period.

Program Length

A Community Producer may produce content or programming of any length. Programming longer than two minutes will be published as part of regular programming guides. Generally programming should be 14 minutes, 28 minutes or 58 minutes. The CMC scheduling does not guarantee a start on the hour or half hour. Programming scheduling will place content within or adjacent to similar programming by topic.

Technical Content and Standards

Community Producers and Local Submitters are required to make sure their programming file or DVD meets the requirements for technical standards. CMC staff screens programming only to determine that technical specifications for cablecast, and web if applicable, are met. Subject matter and treatment are up to the Producer. The Producer/Submitter assumes full responsibility for their programs.

Cablecast/VOD Requests

In order to cablecast a program, a Cablecast Request/Web VOD form must be completed. This form and the program DVD must be submitted to CMC in all cases. Program schedules are available online and at the CMC. The program can be submitted for one additional

month after which it will not be played unless it is determined by CMC staff to be of general interest and a part of the CMC archive.

A separate Cablecast Request/Web VOD form must be filed for each sponsored program, even if the program is part of a series of related programs.

Programming Series Requests

A series registration form is a program request for a regular recurring time slot, over a specified period of time. A Community Producer must submit a request for a series time slot, which is typically of a 13 week duration. CMC staff will determine what time slots are available for series. If requests exceed capacity, staff will allocate time slots. Failure to produce enough content to sustain a series may result in the loss of a dedicated time slot.

Access to Facilities and Equipment

CMC equipment is to be used for the training and production on noncommercial content for the PEG access channels and Web/VOD, and cannot be used by Community Producers in any personal or commercial venture. The facility is the center of operations for CMC and houses the equipment and studio.

General Rules of Operation

CMC staff facilitates the production of content, helping Producers, by conducting training workshops, supervising volunteers and overseeing the facility. The staff also informs and educates the public about CMC services and programs. CMC staff make decisions regarding use of the facility and CMC equipment and enforces rules of conduct. The CMC has the right to refuse service to anyone it feels is not complying with the posted CMC Facility Rules of Conduct. Everyone coming into the facility must sign in and out at the front desk.

Liability for Equipment

All Producers, including minors, are responsible for the equipment they are using. Minors are responsible, as are their parents/guardians. It is the responsibility of the Producer to inform the appropriate staff and note on the equipment check-out sheet any trouble experienced with the equipment. This is to ensure that the problem is fixed. Any incident involving theft, damage or injury should be reported to CMC staff immediately. If it is determined that a Producer is acting carelessly in his or her use of the equipment, a warning may be issued, which may be followed by progressive sanctions including permanent suspension of all production privileges.

Facility & Equipment Reservations

CMC allocates facility resources in a fair and equitable manner; therefore, all reserved equipment must be picked up and returned at the times agreed upon by the Producer and CMC staff. This assures that a staff person is available and the equipment is ready. Pick-up and return times are scheduled appointments.

Only Certified Producers working on approved projects can make equipment reservations. The Producer assumes full responsibility for the conduct of all persons participating in his or her production, and is therefore expected to arrive for studio appointments before guests and crew will be admitted. CMC staff will not supervise a Producer's guests. The Producer must reserve any CMC resources in advance, ideally at least six business days, including for example, use of the CMC small conference room to accommodate their guests.

Equipment Check-out

A copy of the CMC equipment reservation form will be provided to members who sign out field equipment. Members will sign the equipment reservation form and inspect all equipment with CMC staff at the time of checkout. Any malfunction or surface damage will be noted on the form and initialed by both member and staff. If a member fails to pick up equipment at the agreed-upon hour or fails to notify staff of a possible delay, that equipment may be assigned to another member.

Equipment Check-in

Producers must return field video production equipment undamaged and on time to CMC staff. Additionally, the Producer must reimburse CMC for expenditures required to repair damaged equipment or to replace equipment if s/he is found to be negligent or careless as determined by the CMC Executive Director.

Reservation Cancellation

Cancellation of any scheduled appointment or reservation must be made at least 24 hours in advance, to allow other Producers access. A message on the CMC voicemail, recorded 24 hours in advance, is considered acceptable notification. Equipment must be returned promptly at the time noted on the equipment check-out sheet. Delayed equipment return will be cause for suspension of production privileges.

Editing

Time in edit suites is reserved on a first-come, first-served basis. First-time Producers must contact the CMC Volunteer/Intern Coordinator to reserve editing time. Producers who wish to retain a copy of their program must do so by saving it to their own portable storage device.

Compliance Agreement

All persons using CMC facilities, equipment and resources must read the CMC Patron Member Handbook and sign a Statement of Compliance form, agreeing to abide by these policies, guidelines and procedures, after attending a required Orientation.