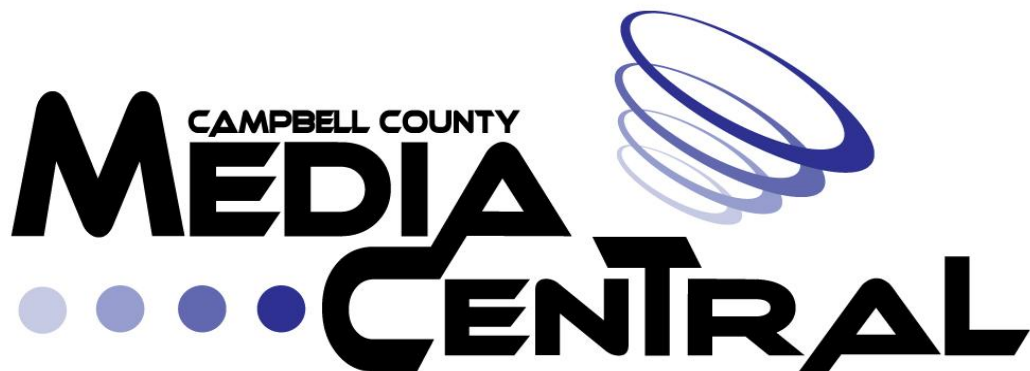


Campbell County Media Central



Policies & Procedures

Revised November 2010

**10 Hilltop Drive
Highland Heights, Kentucky 41076
(859) 781-3495
www.campbellmedia.org**

Campbell County Media Central

Mission Statement:

Reaching Out to Our Community Through Media

Campbell County Media Central is a service of the Campbell County Cable Board. The Cable Board was created by an Interlocal Agreement among the Campbell County Fiscal Court and 12 local cities within the County. The member cities are: Highland Heights, Alexandria, Bellevue, Cold Spring, Southgate, Wilder, Silver Grove, Melbourne, Crestview, Woodlawn, California, Mentor and Fiscal Court serving the unincorporated county. The Cable Board administers the cable television franchise agreement with Insight Communications and Cincinnati Bell Extended Territories. The Board is made up of representatives from the government agencies.

Our goal, at Campbell County Media Central, is to reach out into our community and provide a wide range of media tools and mechanisms while maintaining a direct outlet for community programming through cable channels. Campbell County Media Central is a service of the Campbell County Cable Board.

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What Is Community Media?

Community media is an opportunity to add to and be a part of the cable programming for your community and provides an outlet for your viewpoints and opinions. MEDIA CENTRAL's channels can help you get a specific message to those who need to know. You can educate the community about a particular program or service that's available. Tell and show people about your role in Campbell County. Entertain or enlighten cable viewers in your community.

There are many ways for you to be involved in and contribute to local community programming on cable television. Community media is a chance for you to learn and use a very useful and powerful communications medium that can be rewarding, satisfying and LOTS OF FUN!

- If you have a source of non-commercial programs that you feel are of interest to residents of Campbell County, you can submit these programs for playback on the appropriate channel.
- If you have ideas for programs you would like to produce, we can provide you with the training, equipment and guidance you need to produce such programs.
- If you need more crew members to help with a production, we have a network of volunteer producers just waiting to help you.
- If you don't have any ideas yet for a program but would like to help produce shows for access, you can join our volunteer producer network.
- You can be the creative writer, a part of the production team behind the cameras (camera operator, director, video tape editor, lighting, stage and art) or the talent in front of the camera (performer, guest, host or announcer) OR you can do it all!

As a catalyst for some creative thinking, some examples of past successful types of programs that have been produced by people in your community just like you include: sporting events, music videos and concerts, talk shows on many civic, entertainment, political and educational subjects, comedy skits, monologues, art montages of nature scenes or city sights and skylines, etc., art displays and discussions, histories of cities, buildings and organizations, instructional programs, hobby conventions and exhibits, political discussions and meetings. These are only a few examples of the unlimited possibilities for programming on community media channels.

USE YOUR IMAGINATION!

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Media Central's Cable Channels

CGOV (Channel 16)

This channel is for Campbell County governmental bodies to disseminate out to their communities. It is used for council meetings, planning and zoning meetings, special government related programming, and schedules of upcoming meetings.

CCRN (Channel 17)

This channel offers the opportunity for all Campbell County Churches to use the cable system to reach congregation members, shut-ins, and neighbors. CCRN may be used for church services, teachings, choir music or any type of communication between the churches and the community.

MediaCentralTV (Channel 20)

This channel is for live programming and content created from Media Central Staff and our volunteer network.

CCTV (Channel 21)

This channel is an open forum for any subject not prohibited under KRS and Media Central Policies and Procedures. CCTV can be used to cablecast concerts, talk shows, skits, sporting events, and more.

Educational Media - The educational channels in Campbell County are assigned to individual schools school systems through channel grants approved by the Campbell County Cable Board. The equipment of Media Central is still open to individuals wanting to make educational programming and will be cablecast on CCTV.

The Educational Media Assignments in Campbell County are:

Channel 15 (On Insight) - Campbell County High School

Channel 18 (On Insight) - Northern Kentucky University

Channel 22 (On Insight) - Silver Grove, Southgate, and Bellevue

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Qualifications for Community Media Usage

To qualify to use Media Central facilities the user must reside, have a sponsor residing in the franchised areas, or represent a nonprofit organization that operates within the franchise. Furthermore, if the candidate intends to use MEDIA CENTRAL provided media equipment, the user must complete a MEDIA CENTRAL approved certification course. To be a sponsor you must reside in a franchised or contracted area of the Campbell County Cable Board. All sponsors are also required to attend an orientation workshop. **Media Services may also be provided to individuals and organizations outside the franchise area, but such services will be provided on a limited basis only in accordance with a separate agreement executed by the individual or organization for such a service. Services will be provided on a first-come, first served basis. Where applicable, priority shall be given to individuals and organizations within the franchise area. Individuals under the age of 18 may use the services of Campbell County Media Central only upon providing a signed parental consent form and satisfactorily completing all certification requirements. *Subject to discussion by the Campbell County Cable Board.***

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Certification

Workshops provide FREE, hands-on training in field equipment, editing, and studio productions. It shall be the certified user's responsibility to make sure that their records of equipment certification are kept current.

Training workshops are designed to help teach individuals proper and confident use of production equipment. Workshops are offered on a first-come, first served, nondiscriminatory basis by appointment during regularly scheduled hours. All workshops require pre-registration.

Producers who come to MEDIA CENTRAL with prior video experience can be certified on specific pieces of equipment by demonstrating their competency instead of attending workshops.

Any producer who has not used MEDIA CENTRAL facility or equipment for more than 12 months may be required to recertify on certain equipment.

The name, address, telephone number, email, and qualifications will be recorded and kept on file with the producer's certification records. If the producer wishes to be on the volunteer producer network, for helping with other productions, we will add pertinent information (such as name, number, and qualifications). No information with the exception of name and city will be given out for any reason without signed permission of the producer.

Workshops

Orientation
Photoshop
Adobe Premiere Basic
Adobe Premiere Advanced
Field Camera
Field Audio
Field Lighting
Tricaster – Remote
Tricaster – Studio Control Room
Studio (Camera, etc.)

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MEDIA CENTRAL's Programming Requirements

(Programs must be submitted on an approved format.)

1. The program must end with the facility disclaimer. A disclaimer states that MEDIA CENTRAL is not responsible for the content on a program. A video disclaimer is available.
2. Producers are responsible for obtaining permission to use all copyrighted material as well as signed release forms from all talent. Use of copyrighted material without written permission is strictly prohibited. Furthermore, producers will obtain signed release forms for all talent before use of the facilities will be granted. For all talent under 18 years of age, producers will be responsible for signed releases from the parent or legal guardian of said talent. Violation of these terms will result in automatic suspension from further use of the facilities. The Campbell County Cable Board; its members, agents, and employees; and the Campbell County Media Central assume no liability for violation of these rules. Producers agree that they will assume sole responsibility for assuring that these rules are strictly followed.
3. No advertising, solicitation of funds, raffles, or other program whose intent is to sell a product, raise funds, or solicit financial compensation will be permitted on a program for cablecast.
4. Indecent material can be limited and obscene material prohibited. Indecent material is defined to include anything which is lewd or lascivious, obscene or grossly vulgar, becoming, unseemly, unfit to be seen or heard, or which violates the properties of language or behavior. Obscene material is material which (1) the average person, applying contemporary community standards would find, taken as a whole, appeals to prurient interests; (2) depicts or describes, in a patently offensive way, sexual conduct specifically defined by the applicable state law; and (3) taken as a whole, lacks serious literary, artistic, political, or scientific value. Miller v. California, 413 U.S. 15, 93 S.Ct.2607. Further explanation of K.R.S. 531.010 is available in the Restricted Material exhibit.
5. No program will be aired without a cablecast request form filed prior to cablecast date.
6. Programming from Campbell County franchised or contracted areas has priority.
7. Programming from outside the franchised or contracted areas, without a sponsor, is scheduled on a first come first served basis with a low priority.
8. Producer/Sponsor is responsible for all programming content. The Campbell County Cable Board / Media Central will be held harmless for any programming content.
9. Artist Release and copyright forms are the responsibility of the producer. Samples are available on <http://www.campbellmedia.org>.

Campbell County Media Central is an equal opportunity employer. Any programming that discriminates on the basis of race, gender, religion or age is prohibited. Furthermore, Campbell County Media Central reserves the right to limit or exclude programming or messages that advocate public violence or are designed to inflame through fighting words; are discriminatory; or encourage, create, or advocate a hostile environment based upon race, gender, religion or age.

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Technical Standards for cablecasting programming through MEDIA CENTRAL are listed in an addendum to this manual. Failure to meet the programming and technical requirements may result in the inability to cablecast your program.

While MEDIA CENTRAL does its best to insure the scheduled playback of a program, there are times when circumstances beyond our control, such as equipment failures, may prevent cablecast. In such cases, programs would be rescheduled in a reasonable amount of time.

If a producer disagrees with MEDIA CENTRAL's determination they may follow the appeal process listed in this manual.

Cablecast Time Request and Agreement:

The Agreement is the form requesting air time as well as general information about the program (length, producer, etc). All programming must be accompanied by a completed cablecast form.

Frequency of Playback:

Programs will run at least twice on the appropriate channel for up to eight weeks, exceptions being made through management. Requests for playback will be handled as the schedule permits.

Live Programs:

A "Cablecast Time and Request Agreement" must be submitted for live programs and should be made 45 days in advance but no later than one month prior of the desired date. For extreme circumstances which prohibit the proper notice, staff will review the request for pre-emption. Live programs will be scheduled on a case-by-case basis. MEDIA CENTRAL staff will review the request and verify if the time slot is available. If the time slot is available and the program meets MEDIA CENTRAL requirements, the slot may be approved. If the time slot requires the pre-emption of pre-existing programming then MEDIA CENTRAL staff will do the following:

- Notify the producer of the pre-existing programming within one week from receipt of live programming request.
- If the producer agrees to the pre-emption, they will be required to sign a consent form and MEDIA CENTRAL will air the pre-empted program at a different time or day and schedule the pre-emption at least two days in advance on the Community Bulletin Board.

If anyone is aggrieved by staff decision then they may appeal the decision by following the appeal process listed in this manual.

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Operating Hours

1. Operation hours will be as posted at the facility, on the channels when programming is not running, and on www.campbellmedia.org.

Monday: 10-9
Tuesday: 10-9
Wednesday: 10-6
Thursday: 10-9
Friday: 10-9
Saturday: 10-3
Sunday: Closed

2. Appointments for equipment sign-out will be scheduled during posted facility hours.

3. Media Central will generally follow this holiday schedule and will not be open on these days:

New Year's Day
Presidents Day
Memorial Day
Independence Day
Labor Day
Thanksgiving Day and the day after Thanksgiving
Christmas Eve, Christmas Day,
1/2 day for New Year's Eve

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Media Center Facility Rules

1. Absolutely NO alcoholic beverages or smoking will be permitted in the facility. Smoking only may be permitted outside of facility if cigarette butts are disposed of properly. Food and nonalcoholic beverages are permitted in restricted areas only. Food and beverages will not be permitted in any other areas. Abuse of this privilege WILL result in suspension and most likely revocation of Media Center privileges.
2. Persons using studio and /or editing facilities are restricted to those areas, and are encouraged not to leave equipment which is operating. If staff sees equipment running more than 15 minutes unattended reservation may be terminated.
3. Only those scheduled to attend an editing or studio session will be permitted in the control room or editing areas.
4. All studio, editing, and control room areas are to be placed in order after use. Equipment is to be shut off and stored properly.
5. Facility phone use is restricted unless permission is granted by a MEDIA CENTRAL staff member. The phone in the control room is for staff use only except in cases of emergency. Proper cellular phone etiquette must be used at all times.
6. Time allocated for scheduled visits should include CLEANUP. Users are asked not to linger and to restrict their visit to the scheduled time or the time needed to complete the project.
7. Producer may provide sets and/or props for production or use any sets and/or props that are currently stored in the studio and/or prop storage areas. Any props, scenery, chairs or other accessories are to be provided by the user and removed promptly after production. Storage is provided as a courtesy and Media Central is not responsible for sets and props stored in the prop room. Unauthorized use of MEDIA CENTRAL's property, including furniture, is prohibited.
8. No producers or guests are to be in areas marked for 'Employees Only' or 'Staff Only'. This includes, but is not limited to, Playback, staff offices, and the Garage. There is to be no unauthorized use of office equipment or anything labeled for 'Staff Only'. This includes, but is not limited to, copiers, fax machines, printers, and scanners. No attachments or other abuse of studio or facility walls is permitted. Any misuse of equipment or studios may result in the suspension of equipment privileges.
9. Under NO circumstances is any facility or equipment wiring to be changed or disturbed in any way. No attachment of any non-MEDIA CENTRAL accessories will be allowed unless MEDIA CENTRAL staff installs them. Any requests for changes in wiring need to be addressed to staff. NO producer is permitted to go behind the rack in any edit bay or the Control room.

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10. MEDIA CENTRAL Staff will not make copies of programs not produced by MEDIA CENTRAL. A duplication fee per MEDIA CENTRAL Fee Schedule will be charged for copy requests of MEDIA CENTRAL programming.
11. No producer is permitted to access the back-up drives in the edit bays or Media Central network.
12. No animals are permitted unless it is necessary for assistance or if it is necessary for the production of a program (animal is on the set) and the animal(s) are pre-approved by Media Central staff.
13. Producers are not employees or agents of Campbell County Cable Board or Media Central channels, and no producer is authorized to present himself/herself as an employee or agent. Additionally, no producer shall distribute or use any materials, rented or otherwise, that directly state or indirectly suggest that the producer is an employee or agent of the Campbell County Cable Board/Media Central.
14. Shirt and shoes are required at all times.

Media Center Equipment Rules

1. Studio and editing time as well as other equipment is available on a first come first served basis. The time indicated on the Equipment Request Form dictates priority.
2. Equipment is to be used with the understanding that a program will be created for cablecast in a timely manner. Attached to the policies is a guide for the definition of timely manner based on equipment usage and project.
3. No program produced with Media Central equipment may be reproduced for profit.
4. All appropriate forms must be completed and submitted prior to use of any equipment.
5. Generally, equipment should be reserved at least seven days in advance and may be reserved up to two months in advance. With the approval of MEDIA CENTRAL Management, arrangements may be made to reserve equipment further in advance for special events.
6. Reservations may be made in real time over the phone for studio and/or editing time by the producer of the program only.
7. Cancellations must be made as soon as possible. Failure to keep appointments for scheduled editing time, studio time, or equipment pick-up or return may result in the suspension of the user's Media Center privileges. Users who do not show or at least call within 30 minutes of scheduled time will lose their slot reservation and equipment may be assigned to someone else on a first come first served basis. The first late or no

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show appointment will receive a warning. The second will result with a written warning. The third late or no shows within 3 months will result in a month suspension.

8. Crew position assignments are the responsibility of the program producer. All crew must be certified on the equipment they are to use. Interns and volunteers may be available for assisting in productions. For the volunteer list of certified users to use as crew members please see MEDIA CENTRAL staff.

The producer is fully responsible for the conduct of all crew and guests while in the facility and while using checked out equipment.

9. Portable equipment should be picked up and returned promptly, as agreed. Failure to do so will result in loss of privilege. Normally, equipment will be available for a 24 hour period, but longer periods can be allotted if availability permits and the use can be justified. .Reservations longer than 1 week or taking equipment out of the tri-state area requires authorization from the Executive Director.

10. Limitations on the studio and editing time will be imposed when demand exceeds availability of equipment and personnel.

- a. Studio production time may be reserved in one hour blocks up to 4 hours, Unless an extension is granted.
- b. Editing time may be reserved in one hour blocks up to four hours.

Producers may obtain excess time on a day-by-day basis. Example: if no reservation follows a producer's scheduled time, a producer may continue on an hour by hour basis beyond the scheduled time, or, until the next reserved time on the same equipment, with prior staff approval.

11. The user whose signature appears on the Equipment Request Form and the Equipment Sign-Out Sheet must be the person to pick up and return the equipment, and there is to be no "sub-lending" of the equipment to other users.

12. (A) Producers assume full responsibility for any damage to or loss of equipment or production facilities while in control of the producer and must sign a liability agreement at the time of equipment checkout unless waived in whole or in part by Executive Director.

(B) In the event equipment is damaged or lost, payment in the full amount of repair or replacement must be made within 30 days of the damage or loss, or satisfactory arrangements made with the Executive Director for the reimbursement of such loss or damage to Media Central. Failure to pay within the prescribed period of time will result in the producer's loss of community media privileges. Media Central further reserves the right to take necessary legal action for failure to pay all costs, including any associated legal and staff costs, associated with damage or loss.

(C) A parent or legal guardian of minor (less than 18 years of age) producers must sign a blanket responsibility agreement that covers equipment and facilities damage or loss during the use by said minor.

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13. Producers are responsible for informing the access staff in the event of any change in equipment reservations. Failure to provide notice of reservation cancellation or any reservation change may result in the loss of access privileges.

STUDIO AND PRODUCTION TRUCK

1. Producer must be certified in studio or production truck and must provide a crew that has been studio or truck certified.
2. No unauthorized persons will be permitted in the studio or production truck during the production. All studio or production truck producers are responsible for the conduct of associated crew, volunteers and visitors.
3. Studio time may not be available on short notice. To ensure that studio time is available, requests for studio time should be made well in advance of shoot date. Studio time can be scheduled in person or by phone during Media Central's regular operating hours.
4. Producers or groups requesting use of the production truck must:
 - Complete a production request not less than 14 days in advance and not more than 45 days in advance;
 - Obtain written approval from Media Central staff;
 - Secure a production truck certified crew.
5. Truck productions will be dependent upon staff availability for supervision. A nominal service fee may be charged for gasoline and/or production costs. Signed premise release forms must be submitted before approval of truck use.

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PROGRAM UNDERWRITING

1. Underwriting is defined as goods, services, and/ or grants in aid of production provided to a program producer by a third party. An acknowledgment of underwriting may be made, but any acknowledgment of underwriting shall be made only in writing at the end of the program. The acknowledgment shall be stated as follows:

"Special thanks to (name of underwriter) for (goods, services, or support provided)."

or

"This program is made possible, in part, by a grant from (name of underwriter or grant provider)."

2. Any producer who produces a program concerning a service or product which the producer sells commercially or in which the producer has a direct or indirect financial interest may not mention the cost of the product or service, where or how it may be purchased, or include an acknowledgement for any business which offers the product or service in which the producer has a direct or indirect financial interest.

3. Any producer found to be in violation of underwriting rules will be given a written notice for the initial violation. Any violation following will result in loss of Media Central privileges.

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Appeal of Facility Rules and Decisions

Any individual who is not satisfied with a rule or decision implementation may appeal by the following steps:

1. Verbal appeal to facility management
 - Individual may voice complaint/appeal to a manager of the facility and request a change/exception.
2. Written appeal to facility management
 - If individual is not satisfied with verbal appeal or wishes to have written documentation of appeal individual may file a written appeal which will remain on record and must be responded to in writing.
3. Written appeal to Access Committee
 - If individual is not satisfied with response to written appeal to management they may forward their written request to the Access Committee of the Campbell County Cable Board. The Committee will make a recommendation to the Board and the Board's decision is final!

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I have read and agree to the policies and procedures set forth in the Campbell County Media Central Policies and Procedures, revised on June 2009. I understand that by signing this, I accept all terms and responsibilities written in this revision and that this is required for me to use the Media Center facilities and equipment. I also understand and agree that failure to observe the rules and procedures set forth in this document can result in my media privileges being suspended and/or revoked.

(Bold Areas are REQUIRED)

Signed: _____ **Date:** ____/____/____

Print Name: _____

Address: _____ **County:** _____

City: _____ **State:** _____ **Zip** _____

Home Phone: (____) _____ - _____

Work/Other Phone: (____) _____ - _____

Fax Number: (____) _____ - _____

Email address: _____ @ _____

** If Producer is being sponsored or represents an organization in the Franchise Area but is not a resident of the Franchise Area This information must be filled out accurately. (Bold lines required, other lines optional)

Signed: _____ **Date:** ____/____/____

Print Name: _____

Organization/Sponsor: _____

Address: _____ **County:** _____

City: _____ **State:** _____ **Zip** _____

Phone Number: (____) _____ - _____

Fax Number: (____) _____ - _____

Organization email: _____ @ _____

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