

**December 4, 2019**

**Agawam Media**

**GUIDELINES FOR  
AGAWAM COMMUNITY  
TELEVISION and  
PEG ACCESS POLICIES**

**AGAWAM MEDIA**  
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**Studios located at Agawam High School**

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## **GENERAL INFORMATION**

### **What is AGAWAM MEDIA?**

Agawam Media exists to permit individuals and groups in the community to produce programs by, for, and about the community of Agawam and the surrounding area. Agawam provides development in media literacy and video production training as well as the facilities needed to produce local community programming.

Agawam Media also produces coverage of City Council and School Committee meetings and from time to time, other special meetings and events.

As part of the franchise agreement between Comcast and the City of Agawam, anyone who lives or works in this community will be provided with access to television production equipment, training, and time on the public/government access channel on a non-discriminatory, first-come/first-served basis. All uses of Agawam Media facilities and equipment shall be expressly for the purpose of producing non-commercial television programs to be cablecast on the Agawam Media channel or internet.

### **MISSION STATEMENT**

The primary goal of Agawam Media is to promote access on the designated Public, Education, Government (PEG) Access Channel, by coordinating the use of the channel, providing production facilities, technical assistance, and training to any individual, group, or organization interested in producing non-commercial, educational, cultural, informational, or other television programs.

To achieve this mission Agawam Media will:

Train members in the use of video technology.

Develop outreach programs to diverse segments of the community.

Maintain a strong presence in the community.

Assist community members and organizations in the creation of programs.

Encourage the production of technically and aesthetically high-quality programming.

For further information call: 413.726.9724

### **POLICIES AND PROCEDURES**

Community access demands certain standards of conduct and cooperation. These rules and procedures have been created to promote access of eligible users and to ensure fair allocation of access resources.

## **Eligibility**

Free access services and facilities provided and/or managed by Agawam Media are available to:

Agawam residents or individuals who work in Agawam.

Organizations and institutions, or their designees, located in Agawam.

Individuals under the age of eighteen (18) who wish to use the services and/or facilities must have a signed parental consent form on file with Agawam Media.

## **Use of Equipment and Facilities**

All producers will be required to read these rules and procedures. As one of the qualifications for certification, community producers must sign a document stating that they understand these rules and procedures and will abide by them.

The sign-off sheet is the last page in this booklet. Each producer's signed statement will be kept on file.

Production equipment and facilities are available at no charge to certified community producers for the purpose of:

- Preparing programs for PEG cablecast or internet.

- Producing programs that are non-profit and intended for non-commercial purposes.

Public Access equipment is for the express use of production for the PEG access channels and may not be used for any personal or commercial production.

All persons operating the equipment must have completed the appropriate training classes.

## **Role of Staff**

The primary role of Agawam Media staff is to outreach to the community, train community producers, maintain equipment and facilities, schedule programming, and foster the best use of community access television on Agawam's Public Access channels.

New members are encouraged to sign up for time to practice with equipment or facilities.

Community producers may crew on other producer's programs or produce their own.

## **Facilities Scheduling**

Only designated staff may schedule equipment and studio time.

Equipment and facilities are available on a first-come/first-serve basis.

The studio shall not be scheduled for more than a four-hour time block, except when permitted by the Agawam media staff.

Cancellation of equipment and facility reservations must be made 24 hours in advance, except in cases of emergency.

If a producer does not show up within an hour of the time of a reservation for equipment or facilities, the reserved equipment or facilities may be used by any waiting, certified individual.

### **Equipment Check-in Check-out**

All equipment must be checked in and out by Agawam Media staff.

An equipment check-out form must be filled out accurately and signed by the user with date and daytime phone number.

Users must report any problems or breakage when returning the equipment. Please be as specific as possible about the nature and condition under which problems have occurred in order to facilitate repairs. It is suggested that user's setup and test equipment before removing it from the Agawam's facilities.

Users are responsible for loss or damage due to negligence or abuse while the equipment is checked out to them.

Equipment should be reserved as early as possible. Reservations are made on a first-come/first-served basis.

Equipment must be returned within two (2) business days when initially signed out by the user.

### **Care of Equipment**

Individuals using Agawam Media equipment or facilities will not tamper with, attempt to repair, or change any wiring or components.

Users of Agawam Media equipment or facilities should report any defects, damage or problems to staff.

Any damage caused by unauthorized tampering or maintenance will be charged to the user.

No food, drink, or smoking is allowed near any equipment at any time except as needed when used as a prop for a production.

Portable video equipment should not be kept in a car overnight or for long periods of time.

### **Studio Use**

To use the studio and control room, the community producer must be certified for studio production, or arrange for staff certified assistance.

Studio productions require the supervision of a staff member.

Producers are entitled to studio time as needed. Scheduled studio time includes time needed for lighting, set-up, taping, break-down and clean-up and must be approved by

staff at the time of scheduling. Exceptions to the length of a session may be granted by the Agawam Media staff. Producers are responsible for the behavior and actions of their crew, guests, talent and others in attendance.

### **Facilities must be left in a clean and neat condition**

Any props, tapes, scripts, or other materials should be removed at the end of a session.

The Studio floor should be swept after use.

All cables should be coiled appropriately, and equipment should be put away properly.

### **Program Ownership and copyright**

Anyone who produces a program using Agawam Media equipment and/or facilities holds copyright to their production with the following stipulations:

Agawam Media reserves the right to air said programs and post said programs to various forms of media publication.

In the event that Agawam Media has produced or collaborated or financially supported (actual or in kind) any project, joint copyright will be held.

Agawam Media reserves the right to copy the master of any program produced, whole or in part, with Agawam Media equipment, for its archives, and to replay the program from time-to-time on its access channel.

### **Program Content**

Agawam Media shall not exercise control over program content in any manner.

Neither Agawam Media nor the City of Agawam shall pre-screen programming for content but reserve the right to pre-screen programs to ensure technical and legal standards are met.

Anyone who produces programming using Agawam Media's equipment or facilities is responsible in whole for all program content and legal considerations as described in the "Equipment Use Agreement" and the "Cablecast Request Form".

Producers and others presenting programming for cablecast on a public access channel must sign a "Cablecast Request Form" taking full responsibility for the content of the program.

The following are prohibited on access channel:

Material that is obscene, seditious, libelous, slanderous, invades personal privacy or is otherwise illegal according to Federal, State or local law.

Advertising material, of any length or type, designed to promote the sale of specific products or services.

Advertisement of or information concerning any lottery.

Material or performances that require Copyright or Trademark authorization unless written authorization for the use of such material has been obtained.

### **Political Announcements**

Political Commercials or endorsements for individual candidates will not be aired. However, Agawam Media may air political forums/debates for which candidates are given equal time and opportunity to participate.

### **Channel Time Requests and Cablecasting Procedures**

Though DVD's and live programming are preferred, Agawam Media can also cablecast other digital formats.

Producers may request specific times for cablecasting on the "Cablecast Request Form". However, the time scheduling of the program is entirely at the discretion of Agawam Media.

Pre-recorded programs will not be scheduled until the completed program has been submitted accompanied by a signed Cablecast Request form.

Programs produced outside Agawam Media may be cablecast on the access channel if they meet the standards specified in this document, if they are submitted by a community member, and if they are not subject to copyright violations. Statement of Compliance must be submitted.

In order to facilitate scheduling requests, the completed program must be submitted at least seven (7) days in advance of the first desired air date unless special arrangements are made with the staff responsible for scheduling.

No individual producer or series is to be guaranteed a permanent time slot beyond a single run of a series.

### **Retention and Use of Media Files**

The copy of the edit master may be kept in the Agawam Media library for cablecasting purposes and the program(s) may be played from time to time on the access channel. No duplicates will be made for distribution, nor will the file be lent out to other cable access stations without the producer's permission.

### **Community Bulletin Board**

All messages for the Electronic Community Bulletin Board must be non-commercial in nature and must be submitted on the proper Agawam Media form at least five regular business days in advance of when the message is to first appear on the channel.

Message requests must be clearly identified with a date when the message is to first appear and the date the message expires. No messages will be run on the system for more than 14 days, except when permitted by Agawam Media staff.

To have an announcement put on the Community Bulletin Board the completed form must be submitted to the following location:

Mail or hand deliver to: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### **Program Promotion**

All community producers are encouraged to promote their own programs. Effective promotional techniques may include: short news releases that Agawam Media can send with the cablecast schedule to area newspapers and radio stations, announcements on the Agawam Community Calendar, promotional spots for cablecasting during Channel 15's programming. etc.

### **Underwriting Policy**

Underwriting is a method of acknowledging business or other agencies for support in the production and/or presentation of programming. This support can be, but is not limited to, money to pay for special production costs, or set materials (chairs, tables, plants, backgrounds, carpeting). Underwriting is not to be used to pay for individuals producing programs.

Any producer who solicits underwriting support of any kind for a public access program must first provide the potential underwriter with a copy of the Agawam Media Underwriting Agreement.

Commercial advertising is prohibited on the Agawam Media channel. The only acknowledgment or credit allowed for underwriting support (in dollars, goods or services) of Agawam Media access programs is a listing of the underwriter's name and/or logo, their address, telephone number at the beginning and/or end of the program. The credit may use a photograph, logo or video with or without a voice-over to a maximum exposure of 10 seconds. The credit may include a value neutral service description or "tag line", however, value judgment service descriptions (i.e. "providing the best service"), pricing and call to action are not permitted.

All Credits for underwriting shall include language similar to: "This program was made possible by a grant from. . ." or "Goods and services used in this program were contributed by . . ." or "Support for this program provided in part by . . ."

### **Public Records**

Agawam Media will maintain a record of all persons and organizations granted time on the public access channel. The records shall be maintained in a public file and will be made available for inspection during normal business hours.



**Fees**

There is no charge to produce and distribute programs on the Agawam Media channel.

There may be a minimal fee for special training workshops, media duplication, or DVDs.

## Acknowledgement Document for Agawam Media Rules and Procedures

I, \_\_\_\_\_  
(Print your name)

have read and accept the terms and conditions set forth by Agawam Media Rules and Procedures.

\_\_\_\_\_  
(Signature) (Date)