



# Granite Town Media Policy and Procedures Manual

## Table of Contents

### Introduction

1. Purpose of this manual
  - 1.1 Definition of Terms
  - 1.2 Broadcast Locations
  - 1.3 Personnel
2. Statement of Non-Discrimination
3. Equal Opportunity
4. Education Access Policies
5. Government Access Policies
6. Community Bulletin Board
7. Live Programs
8. Channel Time
9. Broadcast Procedures
10. Audience Feedback
11. Prohibitions and Clearances
12. Conduct
13. Violations and Consequences
14. Grievance Procedures
15. Amendments

## **Introduction**

Granite Town Media was established to provide residents, local government, educational, and nonprofit organizations of Milford, New Hampshire (and other surrounding towns that may elect to participate), with the opportunity, facilities, and access to cable television and streaming media for the purpose of producing and broadcasting public interest, cultural, education and government programs.

The Policy and Procedures outlined below are designed to ensure that GTM resources are used only for intended purposes and that all who wish to participate have an opportunity to do so on a fair and non-discriminatory basis. Granite Town Media neither selects nor censors access programming. Rather it is the local residents, organizations, schools, and government bodies that determine what information is important to share with the members of our communities.

The Director of Community Media, the Granite Town Media Advisory Committee, and their designees are authorized to interpret these Policies and Procedures.

### **1. Purpose of this Manual**

Public Access, Educational Access, and Government Access (PEG) channels give individuals and/or organizations that otherwise might not have access to the media, a forum to display their talent, knowledge, interests, or other information and thereby enhance the quality of life in our communities.

The Director of Community Media for the Town of Milford, through the Town Administrator, exercises control over the Public Access Channel, Educational Access Channel, and the Government Access Channel.

The Granite Town Media Advisory Committee and staff exercise control over the Public Access Channel to the extent provided by law.

### **1. Definition of Terms**

The following definitions are applied throughout the Policy and Procedures:

- A. "PEG Center" refers to the Public Access Channel, Educational Access Channel, and Government Access Channel and to the facilities or equipment used to produce or distribute content for the above.
- B. "Community" refers to Milford and the area towns which are served by the local cable company and which have contributed funds to the operation of the PEG Center.
- C. "Community Member" means
  - I. Anyone legally residing in, or employed by the Town of Milford or public schools within, or acting on behalf of such organizations.
  - II. Anyone producing content for a non-profit organization within the community as defined above.

- D. Obscene material will be defined as stated in New Hampshire Revised Statutes Annotated (NH RSA) Chapter 650 as it now exists and as it may be amended in the future.
- E. The "Public Access Channel" refers to the Milford Cable Public Channel or any other channel(s) designated for Public Access broadcasting.
- F. The "Education Access Channel" refers to the Milford Cable Education Channel or any other channel(s) designated for Education Access broadcasting.
- G. The "Government Access Channel" refers to the Milford Cable Government Channel or any other channel(s) designated for Government Access broadcasting.

## **2. Broadcast Locations**

Currently Granite Town Media has the ability to provide live programming from the Milford Town Hall and the Milford High School. Granite Town Media is also capable of providing live streaming content from locations that have an Internet connection.

## **3. Personnel**

### **Director of Community Media**

The Director of Community Media reports administratively to the Town Administrator or his/her designee. The major part of the Director of Community Media's time will be charged to operating the Government and Education channels. The Director of Community Media is functionally accountable to GTM, but can be terminated by the Town Administrator. The Director of Community Media shall have a background in television broadcast management, live production and operations and have experience as a videographer/producer.

The Director of Community Media is responsible for the overall management of all Milford community access television operations, which includes making recommendations on all equipment to be purchased. The Director of Community Media is also responsible for the recruitment, retention, and management of any additional personnel as needed.

## **2. Statement of Non-Discrimination**

No individual or group will be denied access to the PEG Access facilities or equipment on the basis of race, sex, age, disability, religious or political belief, or sexual orientation.

## **3. Equal Opportunity**

It is the policy of the Town of Milford to provide equal employment opportunities to applicants and employees without regard to race, color, religion, sex, national origin, marital status, age, disability or sexual orientation.

#### 4. Education Access Channel

Educational access television works directly with the local public and private schools to inform, highlight, and educate citizens of local school programs, events and goals, as well as to provide educational opportunities for students interested in communications careers.

- A. The purpose of the Education Access Channel is to further the educational missions of contributing school districts and educational institutions.
- B. Schools which are located geographically within contributing school districts (e.g. private, parochial, and post-secondary schools) may contribute programming to the Education Access Channel.
- C. Programming on the Education Access Channel will be by, about, or for the benefit of students of participating schools as defined above.
- D. Participating schools may apply school rules and standards to the programming they produce for the Education Channel.
- E. Contributing schools may act as producers and are only responsible for programming/content that they produce.
- F. Districts and schools may assign liability to individual student users and their parents.
- G. The Education Access Channel may not be used for religious proselytizing.
- H. Satellite feed programming or a bulletin board may run on any Channel at times when no other suitable programming is available.
- I. Educational programming not produced by schools or school districts may be aired at the discretion of the Director of Community Media.

Examples of educational access programs are:

- Programs designed to showcase student work:
  - Creative student programming
  - Artistic endeavors
  - Multimedia projects
  - Student news & sporting broadcasts
  - Concerts & special projects
  - School plays, musicals, and talent shows (with approved television copyright)
- Programs designed to build school and community spirit:
  - Broadcast of school sports schedules
  - Broadcast of school events schedules
  - Broadcast of sporting events
  - Broadcast of special school events

- Programs that share the classroom:
  - Distance learning
  - Videos of classroom activities that are approved by the school authorities
- Programs that convey philosophy, vision, and actions of educational leaders:
  - School Board meetings
  - School Budget Committee meetings
  - Other topics (except for promoting school positions, salaries, and budgets)
- Programs that make education “more available” to the community:
  - Public Library content to include story hours, cooking classes, and lectures
  - Educational content from other sources
  - Adult Education
- Programs contributed by private and public educational agencies:
  - Programs produced by government and public educational organizations such as NASA, The Carnegie Foundation and Corporation for Public Broadcasting
  - Programs produced by government agencies to educate the public about emergency procedures

## 5. Government Access Channel

Government access television serves as an impartial, objective, noncommercial, community resource to increase citizen’s awareness and understanding of municipal government and to encourage citizen participation in the process of democracy at the local level by televising the conduct of public business by government bodies.

- A. The Government Access Channel will provide direct, non-editorial information to area citizens concerning their government. Emergency messages affecting the health or general welfare of area residents will receive priority.
- B. The Government Access Channel will provide programs of cultural, informational, recreational, and educational value. All programming will be reviewed by the Director of Community Media or his/her designee for suitability, length, and technical quality.
- C. The Government Access Channel may utilize a Comcast music broadcast channel which may include commercial advertising messages as an audio background to an on-screen bulletin board.
- D. The operation and programming of the Government Access Channel will be the responsibility of the Director of Community Media.

Comment [A1]: Universal

Comment [A2]: Universal

Examples of government access programs are:

- Public meetings as defined in NH RSA 91-A such as Board of Selectmen, Planning Board, Budget Committee, and Zoning Board of Adjustment meetings
- Informational programs by either municipal officials or employees relating to their respective departments
- Programming by government agencies that are determined to be of interest to local residents
- Training programs by and for government public safety organizations (e.g. state and local police, fire/rescue and FEMA)
- Municipal primary and election coverage, municipal sponsored events, cultural and economic development programs
- Programs produced by the US Military, the US Centers for Disease Control and Prevention, the US Environmental Protection Agency, and Department of Homeland Security

## 6. Public Access Channel - GTM Bulletin Board

The public channel is currently limited to the GTM Bulletin Board.

- The GTM Bulletin Board is available for noncommercial messages and announcements of public interest.
- Listings for events will be accepted only if the primary audience is within the geographic bounds of the Town of Milford.
- Number and time of exposures is not guaranteed.
- Granite Town Media may edit announcements.
- Submissions must be submitted at least three business days prior to first airing.
- All submissions must meet standard GTM technical requirements. See the Technical Requirements section near the end this document.
- Listings must contain the name, address, phone number and email (if available) of the person or organization submitting the announcement, along with the requested start and end dates of the announcement.

Comment [m3]: Add reference here

Comment [m4]: Review and include in delivery options above

## 7. Live Programs

Live broadcasts are restricted to those produced by GTM.

## 8. Channel Time

The Director of Community Media retains the right to schedule programming playback at times of his/her discretion. Every attempt will be made to schedule programs in a fair and equal manner. The Director of Community Media will have the authority to interrupt any scheduled programming for live programs and emergency broadcasts.

## 9. Emergency Broadcast/Emergency Management

Public, Educational, and Government programming/channels may be interrupted at any time for the purpose of broadcasting emergency service bulletins and programs by government public service agencies and departments in the interest of public health and safety.

## 10. Broadcast Procedures

Before broadcast, all programs must be submitted in an approved format and clearly labeled with the following information:

- A. Title of program
- B. Producers' name(s)
- C. Production date
- D. Precise pre-roll and total running time (PR:30 / TRT 1:05:45 [1 hour, 5 minutes and 45 seconds])

For complete technical details, producers are encouraged to refer to the GTM Technical Requirements document.

## 11. Audience Feedback

GTM encourages feedback concerning its programs. All comments should be addressed to the Director of Community Media; by email to [CommunityMedia@milford.nh.gov](mailto:CommunityMedia@milford.nh.gov) or **mail** through the US Postal Service (USPS) to Community Media Department, Town of Milford, 1 Union Square, Milford, NH 03055. The town, per NH RSA 91-A, will keep a record of all public comments. The staff will, upon request, make a copy of viewer comments available to the producer of the relevant program(s).

Comment [m5]: Add address

## 12. Prohibitions and Clearances

Producers are fully responsible for the content of all program material which they produce. Said producers are solely responsible for any and all legal expenses associated with their productions.

Comment [m6]: See attorney

The following material is prohibited:

- Any obscene, indecent, libelous, or slanderous material;
- Any advertising or sale of commercial products and services (community based, licensed nonprofits and charitable organizations exempted). Advertising and promotion is further defined as praising or telling about a product, service or business so as to make people want to buy; as intentionally displaying business or product names, logos, or symbols; as having the intent to make a profit as a result of the telecast;

- Any violation of trademark, copyright or publicity rights which may violate any local, state, or federal law;
- Any programming that promotes illegal activity.

GTM strongly suggests that producers obtain a signed Performer Release Form from all people appearing on any program and a signed Location Release Form for all non-studio locations.

Comment [m7]: Or whatever we call it

Producers of community-generated programming must not represent themselves as employees of GTM or as being authorized to speak for the organization or the Town of Milford.

Comment [m8]: Consider producer agreements

### 13. Conduct

It is expected that all participating individuals (including but not limited to producers, guests, and volunteers) will conduct themselves in a responsible manner at all times and not interfere with the orderly conduct of GTM activities.

### 14. Violations and Consequences

Violations include, but are not limited to:

- Unauthorized commercial or profit-making uses of the Public Access equipment or any uses of equipment for purposes other than programs to be broadcast
- Willfully or egregiously disregarding or violating policies or procedures
- Harassment of personnel, volunteers, and/or guests
- Falsifying forms or any other misrepresentation
- Taking or reserving equipment without staff permission
- Abuse of equipment, including attempted repair and/or reconfiguration

Violations may result in temporary or permanent loss of all privileges.

### 15. Grievance Procedure

#### A. Informal

1. Any grievance regarding violations, warnings and/or suspensions or any other matter concerning the Policies and Procedures Manual should first be discussed with the GTM Director of Community Media.
2. If the consultation described above results in an acceptable solution, a written statement of the resolution will be sent to the aggrieved party. If the consultation does not result in an acceptable solution, or if the grievance is with the Director of Community Media, a formal grievance may be filed with the GTM Advisory Committee.

3. Anyone aggrieved by a decision made by the Director of Community Media, or by the Director's interpretation of these policies and procedures, and who is unable to resolve the grievance by the informal procedure outlined above shall, within 30 days of the decision, inform the Director of Community Media of their intent to file a formal grievance with the GTM Advisory Committee.

#### B. Formal

- 1.
2. If the aggrieved decides to file a formal grievance, it shall be submitted to the GTM Advisory Committee via email to [CommunityMedia@milford.nh.gov](mailto:CommunityMedia@milford.nh.gov) or by USPS to Town Hall, GTM Committee, 1 Union Square, Milford, NH 03055. Within seven days of receipt of a formal grievance, the Director of Community Media will send in writing a detailed explanation of the violation, the applicable section(s) of the Policy and Procedures Manual, the action taken, and an explanation of the formal grievance procedure to the aggrieved party (sent via certified mail with return receipt requested).
3. Upon receipt of the decision, the aggrieved party may file a written appeal within seven business days to the GTM Advisory Committee. Failure of the aggrieved party to respond in writing within seven business days will result in acceptance and completion by the aggrieved party of the original action taken. Appeals may be filed in person at the Town Administration Office, with the Director of Community Media or delivered by USPS or courier service (Town Hall, Administration Department, 1 Union Square, Milford NH 03055).
4. The GTM Advisory Committee will, within 30 days of receipt of a written appeal notice, hold a hearing on the complaint and notify the aggrieved party, in writing (via certified mail), of the date, time and place of such hearing, at least seven days before the hearing. The Director of Community Media will be provided a copy of the written appeal. Failure of the aggrieved party to appear for the hearing, without notifying the Director of Community Media or GTM Advisory Committee of adequate reason, will result in acceptance and completion by the aggrieved party of the original action taken. The aggrieved party may request, in writing, a rescheduling of the hearing.
5. No formal rules of evidence or procedure will be required for such a hearing, but the GTM Advisory Committee will hear all evidence it deems relevant and will permit both parties to address the issues raised by the grievance.
6. Within seven business days of the close of such a hearing, the GTM Advisory Committee will issue their final written decision to the aggrieved party (via certified mail).
7. During the entire formal grievance period, the Director of Community Media's original decision will remain in effect.

## **16. Production Guidelines**

Minimum standards must be met in order for a program to be broadcast on GTM. The standards are based on industry standards, best practices and the premise that no program should cause viewers to think the cable channel or system is having technical difficulties.

All programs should be free of the following problems:

- Incorrect color balance - Programs should accurately reproduce original colors within the scene. Flesh tones will be the standard by which this is judged.
- Over-modulated video levels - White levels that are too high cause distortions in the audio portion of the signal (correct exposure during taping is the best way to eliminate this).
- Over-modulated or under-modulated audio levels - VU meters should consistently read between -20 dB and -1dB during playback of the program.
- Low resolution or poorly manipulated computer-generated images.

Although no standards exist regarding camera angles, shot composition, lighting, aesthetics, etc, the producer(s) should always keep in mind that high production values not only increase the attractiveness of a production, but also the effectiveness. The viewers' attention span and retention of information decrease considerably in the presence of shaky camera work, poorly composed and lit scenes, or other distracting elements.

## **17. Technical Requirements**

Programs produced by local citizens or institutions may be considered for broadcast. The program must address at least one of the objectives of the channel on which it is intended to be broadcast and meet the GTM technical requirements.

Current technical requirements are available upon request from the Director of Community Media and will be updated as needed to reflect changes in equipment, software, and bandwidth, etc.

## **18. Amendments**

Granite Town Media Advisory Committee reserves the right to amend these Policies and Procedures at any time and such changes will take effect when approved by the Board of Selectmen.