



# Granite Town Media Policy and Procedures Manual

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## 1. 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, educational 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.

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

### 1.1. History

Table 1 Revision History

Version No.	Date issued	Status	Reason for Change	Changed by
0.5	2015-12-10	DRAFT	First Release	GTM Advisory Committee
0.8	2016-02-25	DRAFT	Added section about meeting coverage	GTM Advisory Committee
<b>1.0</b>	2006-02-26	Review	Submitted to BOS for Approval	GTM Advisory Committee

## 2. 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.

### **3. Definition of Terms**

The following definitions are applied throughout the Policy and Procedures:

- A. Granite Town Media (GTM) refers to the Public, Educational and Government Channels and to the facilities and equipment used to produce or distribute content for the above.
- B. The Granite Town Media Advisory Committee (GTMAC) is the committee charged by the Board of Selectmen to advise in the operation of GTM.
- 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.
- D. Obscene material is defined 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) primarily designated for Public Access broadcasting.
- F. The "Education Access Channel" refers to the Milford Cable Education Channel or any other channel(s) primarily designated for Education Access broadcasting.
- G. The "Government Access Channel" refers to the Milford Cable Government Channel or any other channel(s) primarily designated for Government Access broadcasting.

### **4. Broadcast Locations**

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

### **4. Personnel**

#### **A. Director of Community Media**

The Director of Community Media reports to the Town Administrator. The major part of the Director of Community Media's time is allocated to operating Granite Town Media. The Director of Community Media is accountable to the Granite Town Media Advisory Committee. 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 GTM 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.

#### **B. Videographers**

Videographers report to the Director of Community Media. They are responsible for the operation of audio and video equipment and the performance of related tasks as directed by the Director of Community Media.

### **5. 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.

### **6. 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.

## 5. Public Access Channel and Bulletin Board

Public access television is a community resource intended to allow individuals to distribute programming on any subject that they believe will be of interest to a local audience except as restricted by these policies.

### A. General policies for Public Channel

- I. The intent of the GTM Public Access Channel is to provide content that substantively relates to the Town of Milford, Milford-based organizations or Milford residents.
- II. Granite Town Media will not exert prior restraint regarding content selection. The director maintains discretion over all scheduling of programming.
- III. Producer/sponsor is fully responsible for all submitted content.
- IV. Producer/sponsor will receive an industry-standard disclaimer from the Director of Community Media outlining GTM's and producer/sponsor's liabilities and responsibilities.
- V. Producer/sponsor will be required to sign a release granting GTM unlimited, non-commercial use of submitted content.
- VI. Content not specifically relating to Milford may be accepted if a Milford resident, business or organization submits it as a sponsor.
- VII. Businesses, organizations or individuals seeking to underwrite any portion of GTM content shall apply in writing. An underwriting agency will be announced and displayed without any description of its goods or services and without any other promotion.
- VIII. If a complaint is lodged regarding a program's adherence to these policies, the Director of Community Media may respond by removing the offending program or taking any other actions deemed appropriate.
- IX. GTM will not edit or create content on behalf of the producer/sponsor.
- X. All submissions must meet standard GTM technical requirements. See the Technical Requirements section near the end of this document.
- XI. Submissions must contain the name, address, phone number and email (if available) of the person or organization submitting the content, along with preferred broadcast times.
- XII. The following 15 seconds of disclaimer will be placed at the beginning of each program broadcast on the Public Channel: *The views and opinions expressed in*

## B. Bulletin Board

The GTM Bulletin Board is designed for the display of graphic images and informational notices.

- I. The GTM Bulletin Board is available for noncommercial messages and announcements of public interest.
- II. Listings for events will be accepted if the material is of interest to an audience within the geographic bounds of the Town of Milford.
- III. Submissions must be submitted at least three business days prior to first airing.
- IV. All submissions must meet standard GTM technical requirements. See the Technical Requirements section near the end this document. The Director of Community Media, at his sole discretion, may require resubmission of slides that do not meet these standards.
- V. Submissions 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.
- VI. Frequency and scheduling of slides is not guaranteed.

## C. Scheduling

- I. The Public Channel is used for community member submissions, bulletin board and overflow content from other GTM channels, as needed.
- II. GTM will make a best effort to accommodate requests for a particular time slot. Exact broadcast time is at the sole discretion of GTM and the schedule may be adjusted at any time, without notice.
- III. Programming may be interrupted at any time by GTM, without notice.
- IV. GTM will rebroadcast material based upon interest generated by the programming, schedule considerations and other factors.

## 7. Education Access Channel

Educational access television works directly with the local public and private schools to inform, highlight, and educate citizens about 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 or other educational institutions (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 and community members.
- D. Participating schools may apply school rules and standards to the programming they produce for the Education Channel, provided all material meets all Granite Town Media criteria specified in this document.
- E. Districts and schools may assign liability to individual student users and their parents, as may be specified in their local policies.
- F. Examples of educational access programs are:
  - I. 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 re-broadcast copyright)
  - II. Programs designed to build school and community spirit:
    - Broadcast of school sporting events.
    - Broadcast of school events.
    - Broadcast of special school events
    - Programs that share the classroom:
      - Distance learning
      - Videos of classroom activities that are approved by the school authorities
  - III. Programs that convey philosophy, vision, and actions of educational leaders:
    - School Board meetings
    - School Budget Committee meetings
  - IV. 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

## **8. Government Access Channel**

Government access television serves as an objective, noncommercial, community resource to increase citizens' awareness and understanding of municipal government.

- A. The Government Access Channel encourages citizen participation in the process of democracy at the local level by broadcasting the exercise of public business by government bodies.
- B. 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.
- C. The Government Access Channel will provide programs of cultural, informational, recreational, and educational value.
- D. 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.
- E. The operation and programming of the Government Access Channel is the responsibility of the Director of Community Media.

Examples of government access programs are:

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

## **9. Live Programs**

Live broadcasts are restricted to those produced by GTM.

## **10. Coverage of Public Meetings**

It is the goal of Granite Town Media to provide meeting coverage for as many public meetings (as defined by New Hampshire Statutes RSA 91-A) as practicable. Prior to initiating meeting coverage with any board or committee, GTM staff and/or GTMAC members will first meet with representatives of said board or committee to discuss any concerns and/or logistical issues that they may have.

GTM recognizes that while no board or committee has any legal obligation to arrange for their meetings to be covered, RSA 91-A:2 paragraph II clearly states that "Any person shall be permitted to use recording devices including [...] cameras and videotape equipment" at all meetings.

GTM personnel will not interfere with or in any way obstruct or disrupt the proceeding of any meeting being covered. GTM recognizes that participants of covered meetings are under no obligation to deviate from their proceedings in order to accommodate issues that may arise with the broadcast of the meeting (i.e. equipment difficulties, need to change camera batteries, etc.).

While GTM personnel may request access to the meeting room prior to the posted meeting time in order to setup equipment, the board or committee members are under no obligation to grant that access. Similarly, GTM personnel will make every effort to break down equipment as soon as possible after said meeting has adjourned so as to not delay the reasonable vacating of the meeting place by the board or committee.

## **11. Channel Time**

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

## **12. 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.

## **13. 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 Producers Technical Requirements document.

## **14. 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.

## **15. Prohibitions and Clearances**

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

The following material is prohibited:

- A. Any obscene, indecent, libelous, or slanderous material;
- B. Any advertising or sale of commercial products or services (community based, licensed nonprofits and charitable organizations are exempt). 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 broadcast;
- C. Any violation of trademark, copyright or publicity rights which may violate any local, state, or federal law;
- D. 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. Forms are available at the Community Media Director's office.

## **16. 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.

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.

### **A. Violations and Consequences**

Violations include, but are not limited to:

- Unauthorized commercial or profit-making uses of GTM 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.

### **B. Grievance Procedure**

#### **I. Informal**

- a) 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.
- b) 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.
- c) Anyone aggrieved by a decision made by the Director of Community Media, and who is unable to resolve the grievance by the informal procedure outlined above shall, within 45 days of the decision, inform the Director of Community Media of their intent to file a formal grievance with the GTM Advisory Committee.

#### **II. Formal**

- a) 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 Advisory Committee, 1 Union Square, Milford, NH 03055. Within seven business days of receipt of a request for a formal grievance process, 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).

- b) 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).
- c) 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 presume the acceptance of the committee's decision. The aggrieved party may request, in writing, a rescheduling of the hearing.
- d) 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.
- e) 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).
- f) During the entire formal grievance period, the Director of Community Media's original decision will remain in effect.

## **17. Production Guidelines**

Minimum standards must be met in order for a program to be broadcast on GTM. The standards are based on industry 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:

- I. Incorrect color balance - Programs should accurately reproduce original colors within the scene. Flesh tones will be the standard by which this is judged.
- II. 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).

- III. Over-modulated or under-modulated audio levels - VU meters should consistently read between -20 dB and -1dB during playback of the program.
- IV. 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.

## **18. Technical Requirements**

All programming will be reviewed by the Director of Community Media or his/her designee for suitability, length, and technical quality.

Programs produced by local citizens or institutions may be considered for broadcast, as well as those, professionally produced, in accordance with the following guidelines.

- Programs delivered physically as a DVD or via USB drive must be MPEG-2 compliant. Other methods of delivery may be acceptable at the discretion of the Director of Community Media.
- Programs must be in Standard Definition (SD) aspect ratio of 720 x 486 (4x3).
- Video and audio quality must be acceptable for broadcast, as defined in Section 15 of this document.
- Programs should be free of any breakup, glitches, or distortion of the audio or video portions of the signal.
- Incorrect color balance - Programs should accurately reproduce original colors within the scene. Flesh tones will be the standard by which this is judged.
- Submitted content should fit into the GTM broadcast schedule that uses programming blocks of 28'30" and 58'30".
  
- At the beginning of each program (prior to start of actual content), a "slate" must be included with the following information:

1. Producer's name;
2. Production date;

### 3. Title of program;

This “slate” can be in the form of a brief (at least 10 seconds) recording of the above information write on a white board (or other similar object), or as an inserted “pre-roll” via your video production software. The “slate/pre-roll” will NOT be broadcast with the programming.

GTM reserves the right to withhold broadcasting of programs which do not meet adequate technical standards.

- I. Content that departs significantly from any of the technical requirements may be rejected.

## **19. 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.