

POLICIES AND PROCEDURES
For Channel 17
Community Cable Television Programming
Town of Sandown
May, 2004
Revised July 10, 2017

TABLE OF CONTENTS

- I. COMMUNITY TELEVISION PROGRAMMING
 - A. INTRODUCTION
 - B. STATEMENT OF PURPOSE
 - C. OBJECTIVES
 - D. STATEMENT OF FREE SPEECH
 - E. LOCAL ACCESS FACILITIES
 - F. USE OF FACILITIES
 - G. CHANGE PROCEDURE

- II. PROGRAMMING RULES AND PROCEDURES
 - A. ELIGIBILITY
 - B. PROGRAM CONTENT REQUIREMENTS
 - C. SUBMITTING A PROGRAM FOR CABLECAST
 - D. RIGHTS OF OWNERSHIP
 - E. COMMUNITY BULLETIN BOARD
 - F. TRAINING AND CERTIFICATION FOR PROGRAM PRODUCTION
 - G. USE OF FACILITIES AND EQUIPMENT
 - H. PRODUCER RESPONSIBILITIES
 - I. USE OF EQUIPMENT
 - J. PROGRAM SCHEDULING
 - K. POLITICAL CAMPAIGN PROGRAMMING
 - L. GOVERNMENT PROGRAMMING
 - M. EQUAL ACCESS PROVISION
 - N. APPEAL PROCESS

- III. FORMS
 - SANDOWN CHANNEL 17 PROGRAM PROPOSAL
 - SANDOWN CHANNEL 17 EQUIPMENT REQUEST

I. COMMUNITY TELEVISION PROGRAMMING

A. INTRODUCTION

Sandown Channel 17 provides residents of Sandown with the opportunity to publicize civic activities, cablecast public meetings, and make programs on subjects of interest to viewers.

B. STATEMENT OF PURPOSE

This document sets forth the Policies and Procedures that govern the use of Sandown Public/Government Access Channel 17, which is provided by Comcast in accordance with Article 4 of the "Renewal Cable Television Franchise Agreement for the Town of Sandown, New Hampshire" (2001). The Town's primary agent for administering cable television procedures is the Sandown Cable Access Board (CAB).

C. OBJECTIVES

The goal of community television is to provide programming that will:

1. Respond to a wide range of public interests for Sandown residents.
2. Create an open forum for the discussion of public issues and exchange of information
3. Encourage participation in community activities

D. STATEMENT OF FREE SPEECH

No individual or group shall be denied access to training or cablecasting time on the Community Channel on the basis of race, national origin, gender, age, disability, religion, political belief, or sexual orientation. Discussion of issues of public importance will be encouraged by making time available on the channel on a first-come, first-served, non-discriminatory basis for noncommercial community access programming.

E. LOCAL ACCESS FACILITIES

The facilities described in this document available to Sandown as of the date of this version of the Policies and Procedures include:

1. Community Channel – Channel 17 cablecasts on the Comcast Cable Television network to cable subscribers. It is for the use of residents (as outlined in section II.A) of the Town of Sandown for community programming. The Town of Sandown holds editorial control over this channel, within the provisions outlined in this document.

2. Equipment – Television cameras, editing systems, computers, and other equipment owned and maintained by Channel 17 are available to TV producers on a shared basis. The CAB may permit equipment to be used on an occasional basis by Sandown Town Boards, Committees, Commissions, or Departments, schools within Sandown, or non-profit Sandown civic organizations, to further community projects.
3. Community Bulletin Board – The Bulletin Board broadcasts messages of interest to the residents of Sandown.

F. USE OF FACILITIES

The Town of Sandown shall provide an opportunity for producers to broadcast programs over the Community Channel with the following conditions:

1. All Producers wishing to cablecast a program over the channel shall coordinate this program with the Station Manager and CAB.
2. The Station Manager shall have the right to refuse use of this facility if a program violates standards as defined in Section II.B.

Except as provided in Sections I.E.2, and I.G and H, the only allowed purpose for use of Sandown CAB facilities or equipment is to produce and/or cablecast programs or public service announcements for Channel 17.

G. CHANGES TO THIS POLICIES AND PROCEDURES MANUAL

CAB and Board of Selectmen of the Town of Sandown reserve the right to amend this document at any time. Such changes shall be deemed necessary if any additional facilities are made available, any policy changes are made, to clarify any provisions, or any changes in law.

II. PROGRAMMING RULES AND PROCEDURES

A. ELIGIBILITY

The following individuals or organizations are eligible to use the community television facilities for the purpose of producing community programming on cable television:

1. All Sandown residents
2. Non-resident employees of the Town of Sandown, employees of businesses within the Town, and employees of schools located within the Town. The “right to

cablecast” belongs to the department, organization or institution and not the individual, subject to the approval process outlined in Section C - 8.

B. PROGRAM CONTENT REQUIREMENTS

Programs should be of general interest to the residents of Sandown. Producers are liable for the content of all program material. Presentation of the following is prohibited on Channel 17:

1. Obscene matter
2. Any lottery, or any advertisement for profit or information concerning any lottery or raffle, except those benefiting and sponsored by non-profit groups within Sandown.
3. Any material which constitutes libel, slander, invasion of privacy or public rights, unfair competition, or material which violates local, state or Federal law.
4. Any material in violation of copyright and trademark regulations.
5. A program may be refused by the Station Manager if it is not of adequate technical quality for broadcast.
6. If a program may be offensive to some audiences, or may be of a “graphic” or “mature” nature, an appropriate warning shall be edited onto the beginning of the program and in any program listings. In addition, the CAB may require the program to be scheduled at a time slot between the hours of 10 PM and 5 AM.
7. Advertising material designed to promote the sale of commercial products, services, or businesses.
8. Commercial programming which in whole or in part depicts, demonstrates, or discusses products, services, or businesses with the intent of substantial effect of benefitting or enhancing a profit-making enterprise.
9. The direct solicitation or appeals for funds or other things of value for any and all purposes, except for non-profit organizations.

Violation of these rules may subject the producer to immediate forfeiture of the privilege of using community channels.

A pre-recorded program can be refused or a live cable cast terminated if program rules are violated.

Community producers shall be legally responsible for the content of their programs.

Programs produced by community producers or submitted for cablecast by community producers will have a disclaimer added to the beginning of the program. An example of such a disclaimer would be "This program was produced entirely by community members. The views expressed in this program do not reflect the views of Channel 17, the Cable Access Board, the Town of Sandown, the Sandown Board of Selectmen, or Comcast."

C. SUBMITTING A PROGRAM FOR CABLECAST

Persons wishing to make and broadcast programs on the Channel 17 must accept responsibility as a Producer. To have a program cablecast, a Producer must follow the procedures below:

1. Comply with all CAB Policies and Procedures as stated in this document.
2. Submit a signed Program Proposal to the CAB at least one week in advance of the initial broadcast. This shall identify basic information about the program: who, what, when, where, type of program (studio or location), format (interview, talks show, video art, etc.), requested cablecast dates and times, program length, etc. The Producer assumes all liability for the program. All scheduling requests will be handled on a first-come, first-served nondiscriminatory basis. Approval may take more than one week if the Board of Selectmen or legal review is needed.
3. Request access time for minors in the name of a parent or guardian. The parent or guardian of a minor must authorize and accept all liability with respect to the minor's use of equipment and facilities.
4. In order to use any Sandown equipment, a person must be certified for equipment use through the community television training or demonstrate proficiency with the equipment to the satisfaction of the Station Manager.
5. Fill out an Equipment Request for the use of station equipment. All items of equipment taken out of the Town Hall must be accounted for on the form. All items of equipment must be returned by the agreed date to the Channel 17 Office in the same condition as when borrowed. Violators of this policy may lose their right to borrow equipment.
6. Community producers not certified for equipment use and unfamiliar with access channel use must schedule a conference with the Station Manager to discuss a proposed program.

7. Obtain in writing, letters or talent release forms for all necessary approvals, clearances, releases, copyright permissions, licenses, etc. for the use of any program materials to be cablecast, including but not limited to broadcast stations, networks, performers material, or any other party that has a legal connection of rights with the event to be telecast.
8. **Shows will only be rejected by CAB with reason, for the producer's failure to comply with regulations and conditions set forth in this Policy, or making false statements on the Program Proposal.** The reason for any program rejected will be documented and forwarded to the producer.
9. Bicycled Programming – The Station Manager may cablecast programs not locally produced by Sandown Channel 17 (bicycled programming) as long as the program meets all program requirements set forth in this section. In most cases, these programs have been originally produced for cablecast on other PEG Access channels. A Sandown resident must act as sponsor and Producer, by signing the Program Proposal, and assuming all responsibilities therein. The CAB may lend Sandown programs to and borrow programs from local access stations in other area towns.
10. The Master media for a program must be submitted to the Station Manager at least two days prior to initial broadcast. Content in the program will be consistent with the signed program proposal.
11. It is the responsibility of the Producer to retrieve the Master media after broadcast. Channel 17 will not be responsible for materials left longer than two weeks after the last broadcast.
12. **The CAB retains the right to pre-screen all programs.** Reviewing a program for cablecast may need to be added to the next CAB meeting agenda.

D. RIGHTS OF OWNERSHIP

Producers retain all rights to the content of their programs subject to the following exclusive license and rights granted to CAB:

- Retention of the program edited master for its archive.
- Right to make duplications of the program for CAB facilities.
- Right to broadcast the program as often as is deemed appropriate locally or on other public access stations or for any other non-commercial purposes.
- Right to exercise the option of erasing an obsolete or unusable program after it has been broadcast.

- Right to receive credit by name, Sandown Cable Television, within the video of each broadcast.
- Right to submit programs for award recognition.

E. COMMUNITY BULLETIN BOARD

Channel 17 provides individuals or organizations with the opportunity to inform the public of activities through the Community Bulletin Board (CBB).

Anyone wishing to have an announcement on the CBB should submit a written or e-mailed request to the Station Manager in advance of the desired air time. All requests must contain the sender's name, address, and phone number.

The Channel 17 staff reserves the right to edit announcements for length and content. Announcements should be brief and contain all the information that the viewers will need to know if they are interested in following up on the event or organization posted. They should be received at least one week prior to the event advertised.

Announcements are subject to all other guidelines for programs. Channel 17 will only post announcements from town departments and local non-profit civic organizations. No for-profit advertising will be accepted. No political advertisements will be accepted. The Town of Sandown assumes no liability for the accuracy or content of the announcements. It is recommended that bulletin board slides be submitted as Powerpoint presentations using a standard sized 4:3 ratio slide.

F. TRAINING AND CERTIFICATION FOR PROGRAM PRODUCTION

Any eligible person who wishes to utilize the equipment and/or the Community Channel must have successfully completed a basic certification workshop. The CAB shall provide training in the use of equipment to Sandown residents by request. Individuals with previous training and/or experience in television production may be certified by the Station Manager by demonstrating proficiency in the use of the equipment.

G. USE OF FACILITIES

The CAB reserves the right to refuse the use of its resources to any person who is under the influence of alcohol, drugs, or otherwise not under full control of his/her faculties; who interferes with the orderly conduct of station business; or who has misused equipment or facilities.

If any producer violates the rules set herein, the CAB may at its discretion, revoke that producer's broadcasting privileges for a period of up to 180 days.

The following rules for the access channel shall be applied so as to afford maximum utilization by all persons desiring access to channel time and production resources.

1. Use of the public Access Channel and its equipment for personal use is prohibited.
2. If a producer is under 18 years of age, he/she must have a parent or guardian co-sign his/her Program Proposal and/or Equipment Usage Form. The co-signer will be responsible for any damage to facilities or equipment.
3. Channel time, resource scheduling, and use of equipment will be on a first-come, first-served nondiscriminatory basis at times assigned by the Station Manager. Station Manager will advise the CAB of times assigned and to whom.
4. Reasonable opportunity for legitimate opposing opinions or points of view will be made available, if requested. **It is not the responsibility of the Town of Sandown or Comcast to solicit such activity or to produce a program for the requestors.** Opposing view programming will be scheduled in adjacent or comparable timeslots whenever possible to the best ability of the Station Manager.

H. USE OF EQUIPMENT

Production equipment may be used only under the supervision of a certified producer. Equipment will be available on a first-come, first-served nondiscriminatory basis. Please be advised that Channel 17 has a part time staff, so giving more notice on equipment or facilities request may increase the possibility that request could be granted.

1. Use of production equipment is for the sole purpose of producing programs for the community channel. Occasionally the equipment may be lent to a town department, school group, or town organization for a civic purpose.
2. Each piece of portable equipment checked out must be listed on the Equipment Request Form. It must also be returned on the agreed date in its original condition. Users must handle all equipment with care and must operate the equipment in the proper way. Users are responsible for loss or damage while the resource is checked out to them other than normal wear and tear.
3. The Producer is responsible for enlisting adequate certified crew for any given production.
4. Users must notify the Station Manager of any equipment problems, malfunctions, or damage as soon as possible so that appropriate repair may be performed.

5. Equipment may generally be borrowed for periods of 72 hours during the week and 96 hours over a weekend. Requests for longer loan periods must be made at time of reservation.
6. Users may not alter equipment or “open” or try to repair any piece of equipment.
7. Only with the permission of the Station Manager can a user take equipment outside community lines; that is, to towns not bordering on Sandown.
8. The equipment user must identify himself/herself to persons involved in productions as a community television volunteer and not as an employee or representative of the Town of Sandown.
9. Special materials supplied by the producer (i.e., sets, graphics, etc.) must be removed from the Town Hall after production is complete.
10. The Rules for equipment use are as follows:
 - a. Equipment is to be used only for the purpose of making programs to air on Sandown Channel 17 OR to further a project for a Sandown Town Board, Committee, Commission, or Department, or a school within Sandown, or a non-profit Sandown civic organization.
 - b. All equipment and facilities must be reserved at least one day in advance by filling out an Equipment Form.
 - c. All equipment and facilities reservations are available on a first-come, first-served nondiscriminatory basis. To insure that all producers get access to equipment, the Station Manager may limit the frequency and the length of time any one producer may use equipment.
 - d. Equipment is due back on the date agreed to by the Station Manager.
 - e. All equipment will be returned in its original, clean, organized, and property packed condition after use.
 - f. Failure to return equipment on date and time specified on reservation sheet may result in loss of borrowing privileges.
 - g. Each producer is responsible for repairs and/or replacement for damage to equipment while in his/her possession other than normal wear and tear.
 - h. Equipment problems and damage must be reported to Channel 17 staff as soon as possible.
 - i. If Channel 17 has an immediate need, equipment borrowed by producers will need to be returned immediately upon request.

I. PRODUCER RESPONSIBILITIES

The producer assumes full responsibility for the use of Channel 17 resources and agrees to incur all costs of repair and /or replacement other than normal wear and tear.

Producers must observe the regulations on the content of programs, as outlined in section II.B, above. Producers assume full legal responsibility for obtaining releases necessary for copyright materials such as music, graphics, or photos.

The producer shall bear sole responsibility for the content and materials used in all programs, including any legal action which results from his/her program. The producer must agree, in the Program Proposal Form, to indemnify and hold harmless the Cable Access Board, the Town of Sandown, NH and its representatives and/or agents, and Comcast from any and all liability or other injury (including reasonable costs of defending claims or litigation) arising from or in connection with claims for failure to comply with any applicable laws, rules, regulations or other requirements of local, state, or federal authorities; claims of libel, slander, invasion of privacy, infringement of common law or statutory copyright, for breach of contractual or other obligation owed to third parties, and for any other injury or damage in law or equity which claims may result from the producer's use of the Community Channel.

J. PROGRAM SCHEDULING

Editorial control of the local access channel is held by the Town of Sandown as represented by the CAB. CAB reserves the right to review all programs prior to cablecast to determine if it complies with this document.

If community members raise objections to a particular program, the Station Manager or CAB can review the program in advance of broadcast. The CAB will be consulted, and the Selectmen will be informed of the review in a timely manner (next available meeting) or sooner if requested. It is recognized that programs should not be kept off the air merely because they address controversial topics.

If the honor, integrity, or like quality of an identified person or group is attacked, the identified person or group will be given equal access to produce and broadcast a program to respond to the original program. The producer of the original program does not have an obligation to produce a program for the challenging individual or group.

Community channel programs will be scheduled according to the following set of priorities:

1. Public meetings in Sandown to include Selectmen's Meetings, Town Meeting Deliberative Session, Meetings of Town Boards, Committees and Commissions, and other Town produced programs.
2. Public access issues that focus on issues of interest to Sandown.
3. Series programming versus one time only programs.

4. "Bicycled" programs; that is, programs produced outside of Sandown.

K. POLITICAL CAMPAIGN PROGRAMMING

1. Access shall be equal for all legally qualified candidates for public office.
2. Political Campaign programming will be limited to debate, interview, or a similar format in which all legally qualified candidates are allowed equal opportunities. No programming for an individual candidate is permitted. No political advertising will be accepted. The CAB and Channel 17 will not be required to moderate or conduct the event. This should be left to a local community organizer.
3. Political Campaign programming will be limited to elections for offices in the Town of Sandown, Sandown representative to Timberlane School Board or Budget Committee, State Representative from Sandown, or State Senator for the District including Sandown.
4. If a program contains political information about a candidate for public office during his or her campaign, all contenders will be allowed reasonable programming opportunity in accordance with FCC guidelines. **The Town of Sandown is not obligated to solicit such activity or produce a specific program for a rival candidate.**
5. **Warrant Articles:** Issues described in Sandown Town approved Warrant Articles are allowed to be broadcast as well as alternative/opposition viewpoints that follow the procedures and standards described in this document.

L. GOVERNMENT PROGRAMMING

Government programs, which include public meetings held by the Town of Sandown may be broadcast under the following guidelines:

1. Any public meeting may be shown live or recorded, if done so in its entirety. Nonpublic sessions, or other interruptions provided under law, will not be shown.
2. The Town of Sandown may choose to broadcast public meetings either live or recorded, as practical. In this case, the Town shall assume all responsibility as Producer, and the CAB will supervise production. The Selectmen may choose to use or to retain digital or videotaped copies for a specified time period, or may choose not to retain any copies of meetings. In accordance with State law, the official record of a public meeting shall be the minutes as published by the Town.
3. Standard procedure shall be to air public meetings in their entirety with no editing, in order to ensure accuracy. If a producer wishes to show a meeting only

in part, then the public body (e.g. Selectmen, Planning Board, etc.) must agree to do this in advance. In addition, the producer must allow all interested parties the opportunity to preview the excerpts to avoid quoting out of context or leaving out other relevant conversation. Any individuals directly involved in said meeting may request and be granted the opportunity to make a statement to be included as part of the program. The CAB may preview such programs.

4. Government programs take precedence over all other programming.

M. EQUAL ACCESS PROVISION

An individual or organization eligible to use the facilities, as specified in paragraph II.A shall have the right to ask for an equal opportunity to express an opinion opposing that expressed in a particular program that is cablecast. Said individual or organization shall have the right to produce a program expressing his/her point of view.

Channel 17 or the producer of the original program shall not be obligated to produce a program for the complainants.

N. APPEAL PROCESS

When disputes or disagreements with the decisions and rulings of the CAB occur, they will be resolved in the following manner:

The complainant must file his/her complaint within ten (10) days of the cablecast of the program. A meeting will be scheduled with the CAB to discuss the matter. A decision will be communicated in writing within two weeks after the meeting.

If the producer finds the decision of the CAB unacceptable, a written appeal and a request to meet with the Town Selectmen may be filed.

Sandown Channel 17 Program Proposal

Date: _____

Name of Producer: _____

Address: _____

Phone: _____

E-Mail: _____

Name of Proposed Program: _____

Type of Program: _____

Has this program already been produced? Y N

Is program to be produced with Channel 17 resources? Y N

Is program produced by an entity other than Sandown Channel 17? Y N

If yes, indicate the producing organization: _____

Brief Description of Program:

Desired Broadcast Dates: _____

Channel 17 Resources Requested: _____

Statement of Responsibility: As the producer, I accept full responsibility for the production and broadcast of this program. I indemnify and hold harmless the Cable Access Board, the Town of Sandown, NH and its representatives and/or agents, and Comcast from any and all liability or other injury (including reasonable costs of defending claims or litigation) arising from or in connection with claims for failure to comply with any applicable laws, rules, regulations or other requirements of local, state, or federal authorities; claims of libel, slander, invasion of privacy, infringement of common law or statutory copyright, for breach of contractual or other obligations owed to third parties, and for any other injury or damage in law or equity which claims may result from my use of the Community Channel.

Signed: _____