

PEPPERELL **Public Access**

PEPPERELL COMMUNITY MEDIA, INC.
6 Cottage Street
Pepperell, MA 01463-1583

Pepperell Community Media Producer “Package”

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Equipment & Facilities Use Policy

To use Access equipment and/or facilities, a person must:

1. Be a resident of Pepperell, be a student of North Middlesex Regional High School, or be working with a Pepperell producer.
 2. Use the equipment/facilities for the creation of non-commercial programming for cablecast on the access channels.
 3. Be certified by Pepperell Community Media (PCM) to operate the specific equipment.
 4. Sign the appropriate checkout form for each usage, taking full responsibility for the care of the equipment being used, and the actions of crew and/or guests. If the Access User is a minor, then a parent must sign.
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- Access user will be billed, at the discretion of the PCM Director, for any costs to repair or replace equipment that is not returned in the condition in which it was checked out or used within the studio environment.
 - Equipment is available on a first-come first-served basis. Efforts to accommodate other users are appreciated.
 - Equipment is not available for rent.
 - In the course of access productions, a user shall not represent to any party that he/she, or any other person involved, represents Pepperell Community Media or the Town of Pepperell in any manner.
 - Equipment to be used in our facilities at Cottage Street is available only when a PCM staff member is present; advance scheduling is necessary.
 - Recording media is not provided by PCM; access users will need to provide their own recording media for camera use and for moving files to and from PCM video editing gear.

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Producer Training Guides and Certifications

Producer training, provided by a PCM staff member to student producers, covers hands-on training and proficiency testing for PCM equipment to be borrowed and used by the student. A “Training Scorecard”, attached, is used by the instructor to record details of the training provided and proficiency acceptance. At this time, training is provided for camera and tripod use, wireless kit use, and very basic video editing computer use. Training in video editing software functionality is not currently provided.

Producer training shall also include a review of PCM policies and forms in the PCM Producer “Package”, especially covering requirements for disclaimers and release documents. A copy of the “Package” should be given to the producer.

For camera gear, the PCM instructor shall:

- Combine a camera and tripod into one group for training and loan
- Present a wireless kit as a separate group for training and loan
- Use inventory lists for training check-offs if appropriate
- Cover usage, care, safeguarding, and procedures (sign out, sign in, battery charging, etc.)
- Discuss media policy – no PCM media is to be used
- Maintain records to indicate PCM instructor acceptance of borrower proficiency and training completed

For editing computer use, the PCM instructor shall provide only introductory information limited to:

- Account info, log-in, log-off
- User specific data storage allocations
- Basic software introduction to describe software resources as currently installed and available at PCM; does not include detailed instruction in the use of that software
- If needed, the PCM instructor shall provide any additional instructions for general information or compatibility with the PCM cablecasting environment (e.g., file naming conventions, and so forth)
- Requirement for the producer to include our disclaimer at end of a video

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Equipment Sign-Out Agreement

Access User Name: _____

Telephone: _____

Project Name: _____

Equipment being checked out
(attach inventory sheets)

Camera and tripod kit

Wireless kit

I agree that while this equipment is on loan to me, I am responsible for the safe keeping and return of all the equipment loaned to me.

I acknowledge and agree that I am responsible to replace all lost or stolen parts of this equipment that has been entrusted to my care.

I agree to repair or replace any equipment loaned to me if it is not in the same working order as it was when loaned to me.

While the equipment is in my care, I will:

- Protect it from excessive shock or vibration,
- Protect it from water, moisture, liquids, and corrosives,
- Protect it from grit and grime,
- Protect it from excessive heat in cars or sunlight,
- Protect the camera lenses from scratches,
- Protect the camera image sensor from direct sunlight, and
- Protect the equipment from theft or vandalism.

I acknowledge that I have read and understood Pepperell Community Media's Equipment/Facilities Usage Policy.

Access user signature and date

**Equipment return date (1 week max.
to be entered by PCM Staff Member)**

For PCM Use: Access User has been trained on the use, care and safeguarding of this equipment.

Staff member approving loan & date

Staff member receiving return & date
(attach checklist for items returned, comments, items missing, need for recharging, etc.)

Request for Cablecast (Page 1 of 2)

(Version 9)

Pepperell Community Media, Inc. welcomes submissions for cablecasting of videos you may have already produced on your own or produced with others. Submittals must be accompanied by a completed copy of this "Request for Cablecast" form, signed by a Pepperell resident as the producer or non-commercial sponsor (sponsor) of the video.

Print and fill out this form, sign where needed, then mail or bring the form to:

*Pepperell Community Media, Inc.
6 Cottage Street, Suite 1
Pepperell, MA 01463*

I _____, as (check one) _____ Producer _____ Sponsor, request to have the following program(s) cablecast on Pepperell Local Access Cable Television.

Name of Program or Series: _____

Producer of Program or Series: _____

Description of Program or Series: _____

Frequency (check one): Single show Weekly Bi-Weekly Monthly Other _____

Preferred day and time for cablecast: _____

Video submittals must include, for each individual video, the total playing time in HH:MM:SS and the suggested text for the video title in our playback schedule listing.

I agree to comply with Pepperell Community Media, Inc.'s (PCM) requirements with respect to local access activity and operations. I give permission to PCM, at its discretion, to display my name at the beginning and/or end of the program as its producer/sponsor; to insert customary program information such as video title; and, to direct any inquiries regarding the program to me.

I agree to include the following text within the submitted video:

The views and opinions expressed in this video are those of the video producer or sponsor and the guests of the producer or sponsor, and do not reflect the official policy or position or views and opinions of Pepperell Community Media, Inc., its staff, its employees, its Board of Directors, or the Town of Pepperell.

I give PCM the right to duplicate this program, for distribution if requested to do so, without any copyright liability whatsoever.

It is my responsibility to make sure the show arrives at PCM no later than 48 hours before the time of cablecast.

Producers / sponsors are to alert PCM staff to programming that may be inappropriate for younger viewers. PCM reserves the right to cablecast such programming after 11:00 pm, and before 6:00 am, in order to preserve a safe haven for viewing by "all audience members".

I agree that the scheduling of this program(s) is at the discretion of Pepperell Community Media, Inc.

As producer / sponsor of this program(s), I state that the program(s) contains no commercial advertising, obscene or indecent material, misappropriation of images without consents if consents are required, direct or indirect solicitation of money, lottery information, libelous / slanderous material, material violating privacy rights or other lawful rights of any person or any entity, violation of trademark, copyright or other intellectual property rights, or material which might violate any local, state or federal law.

Request for Cablecast (Page 2 of 2)

(Version 9)

I agree that I am solely responsible for the content of this program(s) and am solely responsible for compliance with legal requirements applicable to the content and cablecasting of this program (s) and do not hold PCM, its staff, its employees, its Board of Directors, or the Town of Pepperell responsible for its content or cablecasting or legal compliance in any way.

I acknowledge that the producer/sponsor is responsible for obtaining all approvals, clearances, licenses, etc. for the use of these program materials; including, but not limited to, approvals by broadcast stations, networks, sponsors, music licensing organizations, private individuals, property owners, copyright owners, performer's representatives, persons appearing in the program material and any other approvals that might be necessary in order to cablecast and webcast the program on the PCM public access channels.

I agree to indemnify and hold PCM, its staff, its employees, its Board of Directors, and the Town of Pepperell harmless against any and all claims, damages or liabilities arising in connection with my acts or omissions and in connection with the content and cablecasting of my program(s); or arising out of or in connection with any breach of this Agreement including, but not limited to, any claims in the nature of privacy violation, personal or property damage, misappropriation of commercial or private images, libel, slander, invasion of privacy or publicity rights, noncompliance with applicable laws and unauthorized use of copyrighted material or material subject to other lawful intellectual property rights.

I accept primary responsibility, and will indemnify and hold PCM, its staff, its employees, its Board of Directors, and the Town of Pepperell harmless for any acts or omissions, damages, or liabilities caused by any of my invitees, guests, assistants, or minor children or others under my supervision or otherwise accompanying me or assisting with a production at my request.

I shall not use PCM channels, equipment or facilities for any personal or private financial gain or other commercial purposes and usage shall be consistent with the charitable 501(c)(3) status of PCM.

I understand that violation of the terms of this request is grounds for suspension or forfeiture of the right to use PCM equipment, facilities, or channel time.

<p>Signature of Producer / Sponsor: _____</p> <p>Address: _____</p> <p>_____</p> <p>_____</p> <p>Phone #: nnn-xxx-xxxx Date: mm/dd/yyyy</p> <p><input type="checkbox"/> Check here to certify that you are at least 18 years of age. If you are not, your parent or guardian must complete the block to the right.</p>	<p>If under 18 years of age, parent or guardian must also sign to accept full responsibility of producer / sponsor. Enter printed name of parent/guardian:</p> <p>_____</p> <p>Address: _____</p> <p>_____</p> <p>_____</p> <p>Phone #: nnn-xxx-xxxx Date: mm/dd/yyyy</p> <p>Signature of Parent or guardian: _____</p>
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Disclaimer Policy

Background: Videos cablecast by public access stations are either “sponsored” or “self-sponsored”. Sponsored videos provide content from other sources (that is, not directly from Pepperell Community Media), and self-sponsored videos are videos that we record, edit and cablecast on our own. We regard pretty much everything we record on our own to be self-sponsored: all Town meetings, parades, Library events, Senior Center events, Town Administrator’s Report, and so forth, as these are Public events.

Many sponsored videos come to us clearly identifying the source (e.g., Middlesex County Sheriff, Sen. Donoghue, Legal Ease, Physicians Focus, Shine Medicare Assistance, Folklorist, etc.), but there are other videos that less clearly identify the sponsor. Our procedure in the past has been that if we are asked to cablecast a video that we have even the slightest concern about, we first require the sponsor to submit a completed Request for Cablecast Form.

Previously we were asked by a Pepperell resident, Keith Marciniak, to help with a video (or videos) about the hazards of electromagnetic fields (e.g., wire-less electronics). He’s been working with Cecelia Doucette, an Ashland resident, who has compiled a detailed and well documented description of the issue. Of course, Pepperell Community Media has no knowledge whether this is gobbledy-gook or information useful to the community, and that led us to the decision to also add a disclaimer to any videos like this. Bill August and I drafted the following text (*employees and Town of Pepperell added 04 JAN 2018 by R. Potts*).

Disclaimer Text: *The views and opinions expressed in this video are those of the video producer or sponsor and the guests of the producer or sponsor, and do not reflect the official policy or position or views and opinions of Pepperell Community Media, Inc., its staff, its employees, its Board of Directors, or the Town of Pepperell.*

Guideline for Applying Disclaimer: Many of the videos we cablecast are “public” events, described above, that we self-sponsor, and a disclaimer is not needed. Many videos from other sources (submittals or downloads) are either videos of public events, or have proper identification and/or disclaimers embedded. We will not attach our disclaimer in those cases.

Any video submitted for cablecast, with a Request for Cablecast form, will have the above disclaimer appended.

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Disclaimer Text – Version 3

The views and opinions expressed in this video are those of the video producer or sponsor and the guests of the producer or sponsor, and do not reflect the official policy or position or views and opinions of Pepperell Community Media, Inc., its staff, its employees, its Board of Directors, or the Town of Pepperell.