

# Martha's Vineyard Community Television HANDBOOK

This Handbook is a living document: it is one that will change. The intent of this document is to provide MVTV members with rules that are reasonable, clear, and impartial.

## Martha's Vineyard Community Television:

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Website: [www.mvtv.org](http://www.mvtv.org)

MVTV Hours of Operation:

**Monday - Friday 9:00 a.m. - 5:00 p.m.**

MVTV Operates a community media that includes a video production facility, and public (Channel 13), Educational (Channel 14), and Government (Channel 15) access on Martha's Vineyard.

Possession or use of any illegal substance, drugs, alcohol, firearms or lethal weapons is strictly forbidden. Smoking is not permitted *anywhere inside or outside on MVTV Property.*

# MVTV Member Benefits and Responsibilities Handbook

## **Benefits:**

- Members enjoy a nominal membership fee.
  - Members may attend MVTV's free classes on video production, studio production, editing as well as training in related topics and related workshops.
  - Members enjoy access to MVTV production facilities and equipment to produce programs for cablecast on MVTV.
  - Members may reserve channel time on MVTV channels 13 or 14 for cablecasting.
  - Members may utilize MVTV's digital community bulletin board.
- **Membership Categories and Dues:**
  - Individual
  - Organizational
  - Family
  - Student / School Teacher
  - All membership dues are non-refundable.

## **Role of MVTV Staff**

Successful public access programming depends on the participation by many active, trained volunteers who use video communication tools in order to independently reflect their ideas. Because of this, as well as limited staff time, MVTV cannot provide production services for community members or organizations. Staff will assist community members in assembling production crews from among trained and qualified community volunteers. Community organizations and members planning to do programs on a regular basis are encouraged to form a television production committee, which MVTV will then train.

## **Rules & Responsibilities:**

### **I. Access to Equipment:**

- Certification must be achieved to use each type of equipment MVTV has to offer.
- Anyone utilizing MVTV equipment must be oriented to the philosophy of access, as set forth in the MVTV Access Rules and Responsibilities and producer's contracts.
- Programs produced with access equipment and facilities must be cablecast on the access channel.

### **II. Timing, quantity and procedures regarding equipment reservations:**

- Reservation times are as follows:

After 12:00 noon - Pick up time for reserved equipment  
Before 12:00 noon – Return borrowed equipment

- Normally equipment may be used for no more than 24 hours or one weekend unless the Executive Director or Training and Operations Manager grant permission.
- Only one camera is allowed to be used per person per weekend, unless approved by the Executive Director or the Training and Operations Manager.

### **III. MVTV Community Bulletin Board**

- The nonprofit community groups of Martha's Vineyard may use the digital bulletin board to publicize their activities and events.
- Please call for details about posting a new community bulletin board announcement, and/or promotional announcements for your television show.
- MVTV reserves the right to edit, re-format, and/or refuse any message.

### **IV. Series Scheduling**

- Regularly scheduled “series” time slots will be allocated based on availability at the discretion of staff provided ample time remains available for other community programming requests.
- If a series producer fails to produce new original programming for more than two consecutive “time slots” or regularly fails to have the program ready for cablecast, the time slot may be reassigned to other users.
- It is recommended that the producer have six programs completed before submitting to MVTV for a series consideration.

### **V. Editing, Post-Production & Media Management:**

- It is recommended that MVTV members purchase an external hard drive that will store your productions as well as an SD card for camera recordings.
- Community producers are responsible for their own media. MVTV is not responsible for archiving.
- If a user requires staff assistance during an edit session, this assistance must be requested when the editing time is scheduled.
- Producers may schedule a maximum of one two-hour session during any given week.
- MVTV's individual staff names are not permitted for usage on any productions. You may thank MVTV in your credits.
- MVTV's logo shall not be used in any part of the program, or in any promotional material.
- Anyone who produces programming using MVTV facilities and equipment retains ownership of the copyrights to that program.

## **VI. Income Generation:**

- MMTV production equipment and facilities are to be used as a forum for community communication.
- MMTV equipment and facilities are to be used for producing programs for cablecast on MMTV channels 13 or 14.
- MMTV equipment, facilities and technical support are not to be utilized as an income-generating source by community producers.
- No commercial content is allowed on the public access channel. Commercial content includes, but is not limited to, product placement, advertisements of goods or services of for-profit entities, qualitative or comparative descriptions of products or services, or testimonials for the purpose of commercial exploitation.
- If subsequent use of any media produced at MMTV or utilizing MMTV's equipment generates income, that income must be shared with MMTV on a 20% basis.
- Before making any solicitation for program funding or sponsorship, you must meet with the Executive Director regarding your plans. The Executive Director will review with you the policies and procedures governing underwriting/grant solicitations. No solicitations may be made on behalf of a program unless MMTV has given prior written approval.
- MMTV will not administer or manage any grants.

## **VII. Equipment Use, Care and Management**

- Please return MMTV equipment in the same condition that you have received it.
- Remove SD card, microphone & tripod plate from camera upon returning.
- Camera cables should be coiled appropriately and batteries should be removed from the camera upon returning.
- Equipment may not be kept in the car overnight, or exposed to elements that could cause equipment failure.
- All equipment defects, damages, and /or problems must be reported to MMTV staff upon check-in.
- Users are responsible for damage due to theft, negligence or abuse while the equipment is checked out to them. All fees in connection with repair or replacement must be paid in full or a payment schedule agreed upon before any further equipment use will be allowed.
- MMTV reserves the right to revoke certification if, in the opinion of MMTV staff, an individual is unable to demonstrate sufficient working knowledge of the equipment or fails to demonstrate an attitude of respect and care for MMTV equipment.

## **VIII. Presentation of the following material on the community access channel is prohibited:**

- All programs that violate copyright regulations.
- Any programming that includes advertising or a call to action;
- Any material which constitutes libel or slander;

- Any obscene material or pornography;
- Any unauthorized use of copyrighted material or publicity rights, or invasion of privacy.
- Any material in violation of FCC regulations and;
- Any material, which violates local, state or federal law.

**IX. Producer Conduct:**

- No one will be allowed to operate equipment or remain at MVTV facilities while exhibiting unacceptable behavior.
- Proper respect and care of the equipment must be maintained at all times.
- Programs produced utilizing MVTV equipment are for non-profit, non-commercial purposes only.
- No member will install or delete software or rewire or reconfigure any equipment owned or provided by MVTV.
- In keeping with the station's goal of maintaining a neutral and productive workplace and community facility, no solicitation is allowed on MVTV property, except with the written approval of the Board of Directors. This rule shall apply to all station staff, members, visitors and guests.
- Pets and non-service animals may not be brought into the access center.
- No eating or drinking is allowed around MVTV digital equipment.
- Personal business and cell phone use should be kept to a minimum.
- MVTV telephones and office machines are for MVTV staff use.

**X. Unacceptable behavior includes but is not limited to:**

- Improper equipment use.
- Abusive language or actions, as determined by MVTV staff.
- Harassment or intimidation of staff, members, guests, volunteers or board members.
- No-shows on equipment reservations, classes and appointments.

**XI. Violation Penalties:**

- Violations of MVTV policies will be audited at the discretion of the Executive Director with the penalty ranging from a verbal warning to permanent suspension.

**XII. Indemnification**

- Any user of the MVTV facilities, equipment and/or channel time shall indemnify and hold harmless Martha's Vineyard Community Television, its officers and staff, and the island of Martha's Vineyard against any and all liability claims arising out of the breach of the "Community Access Agreement".

**ACKNOWLEDGEMENT OF RECEIVING OPERATING  
RULES & REGULATIONS AT MVTV STUDIOS**

By signing below, I acknowledge I have received and read the MVTV operating rules and regulations and state that:

1. I understand the policies as written;
2. I agree to abide by the policies and understand that failure to do so may result in suspension, revocation of all privileges, or expulsion from Martha's Vineyard Community Television.
3. I sign the document of my own free will.

\_\_\_\_\_  
Signed

\_\_\_\_\_  
Date