

LINCOLN COUNTY TELEVISION (LCTV) PROGRAMMING POLICIES AND PROCEDURES

MISSION STATEMENT

Our mission is to strengthen the community by:

- Sharing community information
- Exhibiting community arts and talents
- Increasing participation in government and the democratic process
- Fostering liberties of the individual through freedom of speech
- Working with the public and private sectors to promote access to evolving communication technology in Lincoln County

PURPOSE

Community access requires certain standards of conduct and cooperation. These policies and procedures have been created to protect the rights of access users and assure fair allocation of access resources.

ELIGIBILITY

LCTV accepts non-commercial programming requested by those who live in, work in, study in and/or represent a non-profit, school or local governmental body in Alna, Bristol, Damariscotta, Dresden, Edgecomb, Newcastle, Nobleboro, Waldoboro, Westport Island or Wiscasset (the “Franchise Area”). Programs can be mailed or delivered to the LCTV Media Center and must be accompanied by a completed “Request for Airtime” form which can be found on the LCTV website, www.lctv.org.

MEDIA FORMAT AND DOCUMENTATION

1. LCTV currently accepts DVD, VHS or MPG2 file formats.
2. All shows produced at LCTV and/or with LCTV property and equipment must acknowledge LCTV in the program credits.
3. Submitted DVDs or VHS tapes should be labeled as follows:
 - a) Producer’s name
 - b) Program title
 - c) Program length (hh:mm:ss)
 - d) Hard drives and flash drives should have your name on them

CONTENT

All programming should comply with the following guidelines:

1. Local, state and federal laws must be adhered to.
2. All programming must include a verbal introduction and/or a written title at the beginning and a verbal and/or written credit at the beginning or end of the video acknowledging the producer of the video.
3. Sale of lottery tickets is not permitted.

4. Commercial or obscene material is not permitted.
5. Violation of copyright or protected material, illustrations, graphics or music is not permitted.
6. Implicit or explicit threats of violence against any person or group of people are not permitted.
7. Commercial advertisements are not permitted.
8. Fundraising for political candidates or causes is not permitted.
9. Political advertisements or endorsements are not permitted.

SHOW UNDERWRITING/SPONSORSHIP CREDIT GUIDELINES FOR PRODUCERS

All producers should comply with the following guidelines concerning the underwriting or sponsorship of shows:

1. Include a maximum 15-second visual and/or aural credit at the beginning and/or end of the show.
2. **Allowed:**
 - picture of product and/or physical business
 - logo, trademark, slogan
 - telephone number, address, website
3. **Not Allowed:**
 - calls to action
 - inducements to purchase
 - superlative descriptions or qualitative claims
 - direct comparisons with other companies
 - reference to value or price

PROGRAM SCHEDULING

While LCTV makes every effort to schedule broadcast time on a first-come, first-served basis, programs produced by residents and organizations from the Franchise Area are given priority over programs produced outside the Franchise Area. LCTV reserves control over when and how frequently shows are broadcast within the limitations set by sponsors and/or producers.

OWNERSHIP

1. Producers own their programs and grant the right to LCTV to broadcast their programs within the limitations set by the producer. LCTV may also use the program for promotional purposes related to LCTV.
2. It is the responsibility of the producer and/or requester to retrieve their hardcopy material (VHS, DVD, hard drives or flash drives) from the LCTV Media Center. Or, upon receipt of a self-addressed stamped envelope, hardcopy material will be mailed back to the sponsor and/or producer. LCTV reserves the right to dispose of unclaimed material after 60 days.

PROMOTION

1. The current schedule of programs for the week (Thursday – Wednesday) is submitted to the

Lincoln County News by noon on Tuesday and published that Wednesday.

2. Those who have requested shows are encouraged to send their own press releases to local media outlets.
3. Those who have requested shows may submit promos to highlight their programs.

PRODUCER CERTIFICATION AND ELIGIBILITY

1. Those who wish to use the LCTV Media Center and/or equipment to produce programming must reside in the Franchise Area or be affiliated with an eligible nonprofit organization or represent a public institution. They must also complete an orientation course and demonstrate proficiency in the use of equipment. Classes are offered in the use of field equipment, editing programs and studio production to help gain this proficiency. Upon successful demonstration of proficiency, a Producer Certification will be issued allowing full use of facilities and equipment. Certification records will be kept on file at the LCTV Media Center.
2. LCTV production equipment may only be used by Certified Producers who are 18 years of age or older. Those under 18 must have the supervision of a Certified Producer and have written permission from their parent or legal guardian.
3. Certified Producers may be required to take courses on new equipment.
4. Certified Producers must submit a production for airing on LCTV within six months of first using the LCTV Media Center and/or equipment or lose their Certified Producer status.
5. You do not have to be a Certified Producer to request airings for your or others productions.

CARE AND USE OF LCTV MEDIA CENTER AND EQUIPMENT

1. The use of the LCTV Media Center and/or equipment must be for the purpose of making a production that will appear on LCTV and that may appear on partnering public access stations' channels. Any other use of the LCTV Media Center and/or equipment, excluding contracted arrangements with LCTV, must be approved by the Board of Directors.
2. Producers must complete all necessary forms, i.e. Equipment Loan Request, Request for Studio Time, in order to use the LCTV Media Center and/or equipment.
3. Producers must provide a crew and guest log and advise when an audience will be present for each studio production.
4. All LCTV equipment should be handled as instructed during training and during productions with reasonable care and safety.
5. Producers should not change equipment settings or rewire the studio other than as instructed during training.

ELECTRONIC BULLETIN BOARD

PURPOSE

The policy of the LCTV Board of Directors is to provide a bulletin board when video programming is not being cablecast as a means for eligible nonprofit organizations in the LCTV viewing communities to announce upcoming events, activities or public services.

It is also the policy of the LCTV Board of Directors to establish any and all procedures necessary to provide a clear, uniform system of accessing this bulletin board, so that the ability to post messages is equal and fair for all members of the LCTV viewing community. This includes quality control that will ensure the bulletin board is used for its intended purpose and that messages are readable.

ACCESS

Direct access to Carousel, the program that creates slides for the bulletin board, can be obtained by any eligible nonprofit organization located within the LCTV viewing community by requesting a user name and password. To obtain a user name and password, send an email to lctv1@lctv.org with a brief description of the organization. LCTV will email to you your user name and password and instructions on how to use the Carousel program.

If you do not plan on posting more than two slides a year, you may request that LCTV post your slide for you. You may email LCTV a PowerPoint slide, jpeg or the exact text you want on the slide. Please let us know the beginning and ending dates for the posting. [Please be aware that events are posted no earlier than 30 days from the beginning day of the event.] You may also send text-only requests to LCTV by mail at: LCTV, 29 Sheepscoot Road, Newcastle, ME 04553. All bulletin board slides are subject to approval by LCTV.

CONTENT

The following are content guidelines for posting messages on the bulletin board:

1. All messages must announce a specific community organization, event or activities with a specific time and place associated with the event or activity. Some examples are: community meetings, nonprofit fundraisers, public services, town sponsored fairs, parades, celebrations, cancellations or schedule/situational changes, public school events, religious services.
2. Statements or opinions will not be accepted on the bulletin board unless they are part of an announcement of the event being posted. No profanity or libelous statements will be posted.
3. Wording of messages must be concise stating primarily who, what, where and when.
4. Slide must be easily read and understood in 10 seconds or less.

COMPLAINTS

Any resident in the Franchise Area may file a complaint regarding violations of LCTV Content Guidelines to the Station Manager. Violations of content do not include a difference of opinion of views expressed in program content. Complaints will be reviewed by the LCTV Station Manager and, when necessary, the LCTV Program Committee.

Complaints regarding decisions to post or not to post messages on the LCTV Electronic Bulletin Board, must first be made in writing, either by email to lctv1@lctv.org or by post to LCTV, 29 Sheepscot Road, Newcastle, ME 04553. If the person filing a complaint does not receive a response that satisfies him/her within 10 days of submitting the written complaint, the person with the complaint may address the appeal to the President of the LCTV Board of Directors in writing (same addresses as above) for review by the LCTV Board of Directors. The LCTV Board of Directors will issue a written decision to the person filing the complaint/appeal within (30) thirty days of receiving it. All decisions of the LCTV Board of Directors are final