

MILWAUKEE ACCESS TELECOMMUNICATIONS AUTHORITY

REMEMBER:

To initiate a program on MATA/NSCC Channels, you must fill out a Project Planning Outline. Be sure the form is dated and initialed by a staff person.

YOU WILL NOT BE ABLE TO MAKE AN EQUIPMENT RESERVATION UNTIL THE PPO HAS BEEN APPROVED.

Approval will generally take two business days after submittal, if it has been dated and initialed by staff. At that time, facilities or equipment may be requested.

PROJECT PLANNING OUTLINE

Date Rec'd _____
Staff Rec'd _____
Project # _____
Facilitator _____
1st Prog Yes No
NSCM Prod Yes No
Entered By _____

Producer / NonProfit Organization _____

Organizational Member _____
(if producing for a nonprofit MCM member)

Address _____ City _____ Zip _____

Home Phone _____ Office Phone _____

Youth Sponsor _____ Youth Sponsor Phone _____

PROJECT TITLE _____

Project Description _____

☛ Check here if program will contain Adult or Potentially Offensive Programming

☛ Project Type & Allocation (circle one) Standard Portable Standard MPACT Standard Studio
Standard Edit Standard PVOM Custom (attached)

☛ Production Start ____/____/____ Tentative Playback Date ____/____/____

☛ Project Category (circle one) Community Information & Opinion Entertainment
Faith-Based Special Interest

☛ Approximate length of completed program (max length: 58 min) _____ min

☛ Program Format (circle one) Dramatic Documentary Game Show Instructional
Music Video News Magazine Panel Talk Show Video Art

Other (describe) _____

☛ Target Audience (be specific) _____

☛ What is the main message you are sending to your audience, what will they learn or experience?

➤ Describe your program's content: what will happen, what situation(s) will unfold, what will be discussed, what segments will be featured.

➤ Describe the look, sound, feel and aesthetics of your program. What mood are you trying to create? What is your point of view and how can you use the equipment to build this point of view? _____

➤ Who will be appearing on the program (list completely) _____

➤ Have you obtained any and all needed clearances or releases regarding talent or source material? _____

➤ At what location(s) will your program be shot? _____

➤ Have you secured permission for the location(s)? Y N ➤ Have you scheduled site survey(s)? Y N

➤ How do you plan to promote your program or "get the word out" to friends, neighbors, interested parties and your intended target audience about the playbacks of your program on MATA Channel 96?

➤ If you will need staff assistance in locating any crew, please list positions here. _____

➤ List the crew who have committed to working on your productions and their crew position. All crew must have active memberships and be certified for their position:

	Name	Telephone	Position
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____
6.	_____	_____	_____

PRODUCER RESPONSIBILITIES

1. Producer is fully responsible for all program content.
2. Producer is fully responsible for any misrepresentation arising from their program production activity.

PRODUCER ASSURANCES

1. Program contains no advertising material designed to promote the sale of commercial products or services, or material which identifies any product, service, trademark or brand name in a manner which is not reasonable related to the non-commercial use of such a product, service, trademark or brand name on the program.
2. Program contains no direct solicitation or appeal for funds or other things of value for any and all purposes.
3. Program contains no political endorsements or advertising by or on behalf of candidates for public office.
4. Program contains no obscene or sexually explicit conduct as defined by local, state or federal laws.
5. Program does not constitute or promote lottery information or gambling enterprises in a manner which is in violation of any applicable local, state or federal laws.
6. Program does not contain material soliciting or promoting unlawful conduct.

I hereby acknowledge my responsibility for the total program content of the program I am about to produce. I acknowledge that in addition to the content restrictions identified above, that program materials which contain the following are prohibited: program materials which constitute libel, slander, invasion of privacy or public rights, unfair competition, violation of trademark or copyright. I will obtain all approvals, clearances, licenses, etc. for my program.

I indemnify and hold harmless MATA Community Media (MCM), North Shore Cable Commission (NSCC), Time Warner Cable, their directors, officers and staff against any claims arising out of any program that I produce. I acknowledge that the use of MCM/NSCC equipment, facilities and channels are for public access use only, unless otherwise stated.

In return for the use of MCM/NSCC equipment and facilities, I give MCM/NSCC license to use my completed program for any nonprofit use as described in MCM Policy PT-8904(3).

Producer Signature

Date

Youth Sponsor's Signature

Date

MCM Approval

Date

MATA Project Number <div style="border: 1px solid black; height: 40px; width: 100%;"></div>
Staff Consultant <div style="border: 1px solid black; height: 40px; width: 100%;"></div>