

Mission Statement

The Mission of MCM is to provide access, without prejudice, to multimedia technology for the purpose of education and information to Milwaukee and surrounding communities.

Adopted by the Board of Directors
December 10, 1985
Revised 5/91
Revised 10/96
Revised 4/98
Revised 11/20/00

TABLE OF CONTENTS

Section	Page
General Information	3
Producer Rights & Responsibilities	4
About Training & Certification	9
About Equipment & Facilities	13
Cablecasting Your Programs	20
Live Programming	21
Miscellaneous Information	22
Glossary	26

Appendixes & Supplements

About Producing a Series	Appendix I
Youth Producer Guidelines	Appendix II
Adult & Potentially Offensive Programming	Appendix III
Community Educational Channel Guidelines	Appendix IV

Section 1

GENERAL INFORMATION

What is MCM?

Sec.1.1

MATA Community Media (MCM) is a private, non-profit organization designated to manage the Public Access channels, the Community Educational channel and facilities in the City of Milwaukee and for the North Shore Cable Commission (NSCC). It is a membership organization governed by a volunteer board of directors, not the cable operator or the City of Milwaukee. Its primary goal is to train individuals and groups from the City of Milwaukee and the North Shore communities (Shorewood, Glendale, Whitefish Bay, Fox Point, Bayside, River Hills and Brown Deer) to produce programs by, for or about their communities. (Residency must be established in the City of Milwaukee or one of the North Shore communities in order to use MCM or NSCC channels or facilities.) MCM provides development in media literacy and video production training and the facilities needed to produce local community programming. It helps people become effective communicators and empowers people to become effective users of emerging and traditional communication technology.

How Does MCM Operate?

Sec.1.2

MCM operations, facilities and channel space are governed by policies developed by community volunteers who serve on the Board of Directors. Day-to-day and ongoing activities and functions of MCM operations are carried out by a professional staff under the direction of an Executive Director. The Executive Director is contracted by and reports to the Board. MCM operates according to a set of Rules and Procedures, which are developed by the MCM staff. The Rules and Procedures guide MCM staff decisions that insure equipment and resources are available to the widest number of people on a nondiscriminatory basis who want to produce programs.

What is the Role of MCM Staff?

Sec.1.3

Operations staff trains and assists producers in creating programs. The engineering staff is responsible for the maintenance of all equipment. The traffic staff schedules programs for playback on MCM and NSCC channels. The administrative staff manages the day-to-day business operations of MCM. MCM community programming productions is dictated by staff development and community interest needs.

What About MCM Membership?

Sec.1.4

You must be a member of MCM or NSCC to use the facility. The training fee for the Producers Workshop is included in an Individual Membership as well as equipment insurance coverage. All MCM members have voting privileges and both MCM and NSCC members receive a newsletter. Memberships are good for one calendar year. Individuals who qualify can provide volunteer services in lieu of membership fees. Organizational memberships are available only for (501c3) non-profit organizations. Proof of residency in Milwaukee or one of the North Shore communities is required for membership. For this purpose, a PO Box isn't an acceptable address.

Section 2

PRODUCER RIGHTS & RESPONSIBILITIES

Renewing Membership

Sec.2.1

All producers must be members of MCM. Both individuals and organizations must renew their memberships annually. To renew membership, fill out the membership application and bring the application, along with the membership fee and proof of residency to MCM. Organizational members will need to provide proof of non-profit status.

Address Correction

Sec.2.2

Periodically, MCM must get in touch with producers in case of questions about programs, or update on policy changes, so MCM must have correct address and phone information for producers. Producers must inform MCM if there are any address or phone number changes. If MCM cannot contact a member by the address and/or phone number provided, then that persons membership will be inactivated until MCM is provided with the correct contact information.

Renewing Certification

Sec.2.3

To keep your certification active, you must use the equipment or facilities at least once a year. If you do not, you will be asked to demonstrate proficiency on the equipment you wish to use. If you cannot demonstrate proficiency, you will be required to attend a refresher-training workshop.

Conduct

Sec.2.4

MCM producers are responsible for their own conduct, as well as the conduct of any guests or callers that come or call MCM in connection with their production. While in the MCM facility, producers, guests and/or crew need to be conducting MCM/NSCC related business. Solicitation is not permitted on MCM premises. Parents/guardians are responsible for supervising their children while in the facility.

Paperwork

Sec.2.5

Because of the number of producers who use MCM's facilities and the expense of the equipment involved, there is some paperwork, which must be filled out when you interact with MCM. This paperwork protects producers by making clear what the producer is and isn't responsible for. Therefore, it is necessary that all paperwork be filled out completely and correctly.

Misrepresentation during Production

Sec.2.6

MCM/NSCC producers are responsible for any misrepresentation arising from their production activity.

Sec.2.7

PROGRAM CONTENT

Program Content

Sec.2.7.1

MCM shall not screen programming for content on the Public Access channels, but only to ascertain that technical specifications for cablecast are met. MCM and NSCC producers/providers take responsibility for the total content of their programs. This includes obtaining all approvals, clearances, licenses, etc., for programs. When program content violations are brought to MCM's attention, MCM will require the producer/provider to take such steps as to comply with the Milwaukee Code of Ordinances (99-6& 99-13[12]), FCC regulations and applicable state and federal laws prior to cablecast. If a program content violation is brought to MCM's attention and that program is cablecast, the producer/provider will be subject to a major infraction.

Responsibility for Program Content

Sec.2.7.2

Producers/providers are responsible for any misrepresentation, loss, liability or damage arising from their programs. MCM, North Shore Cable Commission, Warner Cable, their directors, officers and staff are harmless against any claims arising from a producer's program on the Public Access channels. MCM has editorial control over all program content that cablecast on the Community Educational channel.

Programs May Not:

Sec.2.7.3

1. Contain advertising material designed to promote the sale of commercial products or services, or material which identifies any product, service or trademark or brand name in a manner which is not reasonably related to the non-commercial use of such a product, service, trademark or brand name of the product.
2. Contain direct solicitation or appeal for funds or other things of value for any and all purposes.
3. Contain MCM's office phone number without the expressed written permission of MCM.
4. Contain political endorsements or advertising by or on behalf of candidates for public office.
5. Contain obscene or sexually explicit conduct.
6. Constitute or promote lottery information or gambling enterprise in a manner which is in violation of any applicable local, state or federal laws.
7. Contain material soliciting or promoting unlawful conduct.
8. Contain material, which may create an immediate danger or damage to property or injury to persons, or of creating a public nuisance.
9. Contain libel, slander, invasion of privacy or public rights, unfair competition, violation of trademark or copyright.
10. Contain potentially offensive material between 5:00am - 10:00pm. (see appendix A)

Sec.2.8

DISCIPLINARY ACTIONS

Purpose of Disciplinary Actions

Sec.2.8.1

To ensure that MCM/NSCC equipment and facilities remain in good working order, available to the broadest possible range of users, and that all available resources are used in such a manner as to fulfill the mandate under which MCM was created, MCM reserves the right to initiate disciplinary actions. These include the necessary, legal action against individuals or organizations interfering with or jeopardizing MCM's operations or otherwise violating MCM's guidelines, rules and procedures under which MCM provides such resources and services. Immediate suspension of privileges may be imposed for a major offense. The assumption is that MCM's rules are followed, but if we have concerns, we may independently verify rule compliance.

Being Asked to Leave the Premises

Sec.2.8.2

MCM may request that an individual or individuals leave MCM premises immediately and shall take additional disciplinary, legal or other action for the following:

- If an individual appears to be under the influence of alcohol or drugs, or consumes, sells or dispenses drugs on MCM premises.
- If an individual or individuals interfere(s) with the orderly conduct of MCM activities, facilities or programs.

Minor Infractions

Sec.2.8.3

Types of Minor Infractions

Sec.2.8.3.1

Disciplinary action for minor infractions including but not limited to, the following violations of the published guidelines, rules and procedures may be imposed by the MCM management:

- Failure to return equipment on time
- Transportation of equipment that has been improperly packed or that is dirty
- Leaving production facilities unclean and/or improperly storing equipment
- Making equipment and/or facilities reservations on behalf of others
- Smoking, drinking or eating in any restricted areas of MCM
- Unauthorized posting of materials in the MCM facilities
- Unauthorized use of MCM office equipment

Disciplinary Actions for Minor Infractions

Sec.2.8.3.2

MCM management staff may impose the following disciplinary actions in cases involving minor infractions:

- First infraction results in a verbal warning with a notation made in the individual's file
- Second infraction results in a written warning by MCM management staff
- The third infraction results in suspension of all MCM privileges for up to 60 days

If there are previous suspensions for a major offense, the third minor offense may result in a suspension longer than 60 days.

Notification of Minor Infraction Disciplinary Action

Sec.2.8.3.3

MCM will notify the individual who has been cited for a third minor infraction, in writing within 10 days, stating the disciplinary action to be taken. Such notification shall also indicate any conditions for reinstatement of the user's privileges.

Minor Infraction Appeals

Sec.2.8.3.4

Any individual, against whom MCM has imposed a disciplinary action for a minor infraction, may appeal such action by following the procedures outlined in PT-8905 (resolution of disputes) in the MCM by-laws.

Major Infractions

Sec.2.8.4

Types of Major Infractions

Sec.2.8.4.1

MCM may impose appropriate disciplinary action, in addition to legal or other actions, for major infractions of the published guidelines, rules and procedures including, but not limited to the following:

- Misuse or abuse of MCM/NSCC equipment or facilities
- Theft or vandalism of the property of MCM/NSCC, City of Milwaukee, or of any MCM staff member, volunteer or visitor
- Failure to return equipment through intent, negligence or loss
- Making false or misleading statements on any MCM document or to MCM staff
- Use of MCM/NSCC facilities for commercial/profit-making purposes or for personal purposes, without contractual approval in advance (MCM must be reimbursed for all equipment use before the producer's suspension is ended)
- Removal of equipment or other materials from the MCM/NSCC facility without proper sign-out and supervision by a MCM staff member
- Allowing the use of MCM/NSCC equipment by non-certified or suspended users
- Chronic or willful disregard of MCM guidelines, rules and procedures. Chronic is defined as six violations within a six-month period
- Abuse and/or harassment of MCM staff, board, volunteers or visitors
- Program content violations

- Representation as a MCM or NSCC employee

Disciplinary Actions for Major Infractions

Sec.2.8.4.2

MCM management staff may suspend an individual's use of equipment, facilities and other resources as a result of a major infraction. The first infraction may result in a suspension of no longer than 90 days. A second infraction within five years may result in a suspension of no longer than six months. Three infractions may result in a suspension no longer than one year. Permanent suspension of all MCM resources may result from a fourth major infraction. In cases where an individual's conduct has endangered MCM's facilities, other individuals, or the property of others, refusal of services may be permanent, regardless of the number of previous infractions. A condition for reinstatement of user privileges in cases of lost or damaged equipment and/or facilities shall be satisfactory restitution or compensation for such loss or damage.

Multiple violations may consist of compounded sanctioned time for one occurrence. The period of time may exceed that noted for a single incident violation.

Notification of Major Infraction Disciplinary Action

Sec.2.8.4.3

MCM will notify the individual who has been cited for a major infraction in writing within 10 days, and state the disciplinary action to be taken. Such notification shall also indicate any conditions for the reinstatement of the user's privileges.

Major Infraction Appeals

Sec.2.8.4.4

Any individual, against whom MCM has imposed disciplinary action for a major infraction, may appeal such action by following the procedures outlined in PT-8905 (resolution of disputes) in MCM by-laws.

Section 3

ABOUT TRAINING & CERTIFICATION

Procedure for sign-up

Sec.3.1

MCM offers training frequently throughout the year on a first-come, first-served basis. Reservations for training should be made and paid for at least 24 hours in advance. Receipt of payment is required to register for a workshop. Space in most workshops is limited so that MCM staff can offer individual attention. Therefore, it is a good idea to sign up for workshops early. If a workshop is full, MCM will place your name next in line for the next available workshop. If you must cancel a workshop, please call MCM at least 24 hours in advance. MCM will transfer you to an upcoming workshop. Your fee will be applied to that workshop. If you do not give at least 24 hours notice, your fee will not be refunded. Individuals and/or organizations that utilize MCM to conduct their "classes" through MCM must set-up any training with MCM in advance and arrange terms of tuition. Failure to do so would be a major infraction.

Properly Completing Training

Sec.3.2

If all or part of a workshop is missed, the producer will be required to repeat that workshop. During training, every producer has the opportunity to demonstrate proper use of the equipment. If a producer is having difficulty and needs additional training, an opportunity to repeat the workshop, once per year, will be offered at no additional cost. Producers who aren't certified on a specific piece of equipment or facility are unable to utilize those facilities or equipment, either as producer or as crew.

Sec.3.3

BASIC WORKSHOPS

Basic Training Cycle

Sec.3.3.1

Producers must be trained and certified on equipment before equipment can be reserved or checked out. Most MCM/NSCC producers go through the basic cycle of workshops to become "full- fledged" producers and get their programs on the air. Adults designated as youth sponsors must attend the orientation and producers workshops before the youth producer is allowed access to the equipment. No youth less than 12 years old are permitted to register for training or operate MCM equipment.

The Steps You Must Follow to Become a Certified Producer:

Sec.3.3.2

1. Attend a MCM Orientation session.
2. Attend the Producers Workshop. At this workshop, you learn about MCM's Rules & Procedures and receive a printed copy. You will be asked to think about ideas for your program and receive a Program Planning Outline (PPO) to fill out. You will receive a take home quiz over the Rules & Procedures and assigned a staff liaison that will guide you through the process.
3. Attend a "roster appointment." Bring your signed "Statement of Compliance" and completed take home quiz. Your staff liaison will call you to set up this one-hour appointment. During the appointment, he or she will discuss your ideas for a program and help you complete your PPO. This finalized PPO will be used for your first project. You will have 6 months to complete your first project. Later projects will have a maximum three-month time line. Your staff liaison will give you a receipt for the appointment to allow you to register for the Portable, MPACT or Studio Workshop.
4. Attend the Portable, (There is a separate Portable Workshop offered for MCM and NSCC producers.) MPACT or Studio Workshop. These three, 4-hour sessions must be completed with proficiency before you are certified to check out the equipment and start to tape your program.
5. Reserve the equipment and record your footage. (See section "About MCM Equipment and Facilities" for more information.)
6. Return the equipment and raw footage tape to MCM. Tape stock owned by MCM must be stored at MCM.
7. View your raw footage and document each shot (this is called "logging"). You must present proof that you have logged your tapes to register for an Edit Workshop.
8. Attend the Edit Workshop. (There is a separate Edit Workshop offered for MCM and NSCC producers.) These three, 4-hour sessions must be completed with proficiency before you are certified to edit your raw footage.
9. Reserve times in an edit suite and complete your project.
10. Request that your show be cablecast by submitting a Playback Request Form with your finished tape to a facilitator. All raw footage for this project must be purchased or turned in for recycling at this time.
11. Attend a post-production assessment appointment to review and critique your first project with your facilitator.

Congratulations!

You are now a full-fledged, certified MCM/NSCC producer!

Keeping Certification Active

Sec.3.3.3

To keep your certification active, you must use the equipment or facilities at least once a year. If you do not, you will be asked to demonstrate proficiency on the equipment you wish to use. If you cannot demonstrate proficiency, you must attend a refresher course. In addition, any current certified producer that cannot demonstrate proficiency with equipment would be required to

retake the workshop covering the equipment that the person isn't proficient with. You must renew your membership annually in order to use the facility.

Sec.3.4

ADDITIONAL WORKSHOPS

Purpose of Additional Workshops

Sec.3.4.1

Once a producer has mastered the basic techniques of portable equipment and editing, they may want to learn how to use additional equipment. The producer should have an active PPO on file before signing up for these workshops, to incorporate this new equipment into a cablecast program. Here are some workshops that may be attended:

MPACT Studio Training

Sec.3.4.2

The MPACT is a small studio with two cameras and equipment for using pre-taped segments. There is room for a host and up to two guests. It has a separate phone line for call-ins. The MPACT Studio can be completely operated by one person. Training is two, 4-hour sessions, in which the first session covers the MPACT studio and the last session covers basic edit techniques. You can take MPACT Studio training after the Producer's Workshop and roster appointment.

Studio Training

Sec.3.4.3

An individual may take studio training after completion of two programs using portable equipment and their submission for playback, or a group of at least 4 people working on the same program may take studio training after completing the Producer Workshop. Training is three 4-hour sessions. Operating equipment in the multi-camera studio and how to work with a crew will be covered. Producers must complete and submit for cablecast two taped studio productions before doing a live studio production.

Portable Video Operations Module (PVOM) Training

Sec.3.4.4

PVOM training consists of three 4-hour sessions. The PVOM is a portable mini-studio with a switcher, cameras, and monitors that can be taken off site. This equipment requires a crew. The prerequisites for this training are the same as Studio training.

Sec.3.5

ADVANCED TRAINING WORKSHOPS

Purpose of Advanced Trainings

Sec.3.5.1

A certified producer may wish to hone his or her skills by taking advanced training. MCM offers specialized workshops throughout the year. Get more information and sign up for these at the front desk.

Sec.3.6

TRAINING AS A GROUP

Studio & PVOM Trainings

Sec.3.6.1

After attending only the Orientation and Producers Workshop, a group or organization may enter directly into studio or PVOM training if they meet all the following conditions:

1. The group has 4 - 10 members.
2. The group has a specific focus that **does not** require portable equipment use.
3. The group will train and produce programs as a group and in the studio.

If you receive Studio/PVOM Training as part of a group, you can only produce programs for the group. If you want to work as an independent producer in the studio, you will need to take the basic cycle of workshops and complete a program before enrolling in the studio workshop.

ABOUT MCM EQUIPMENT AND FACILITIES

Introduction Statement

Sec.4.1

All visitors to MCM, including producers and their guests, must sign in every time they come to MCM. MCM/NSCC equipment and facilities are available to producers on a nondiscriminatory basis. (Separate portable, editing and studio equipment will be made available to MCM public access, Community Educational channel and NSCC producers.) Production work must take into account other users in the facility and not be excessively loud or distracting. You may phone or fax reservations to MCM, but make sure you get the facilitator's name that you spoke with and confirmation of the reservation. (Producers and crew must be certified on the equipment to use it.) For example, the studio cannot be used unless the producer has successfully completed the Studio Workshop. Remember that all equipment and facilities must be used to produce programs toward cablecast on MCM or NSCC channels. MCM/NSCC equipment can only be used free of charge to move programs toward cablecast. Non-series producers on the Public Access channels may only have one reservation and one in-work project active at a time. Producers must be present at the start and end of all reservations and sign all check in and checkout forms. (Adults acting as youth sponsors must be present to sign for equipment upon check in and checkout.) The producer also must be sure that all crew are certified and are active MCM members. MCM staff will not serve as crew for a production. Producers are financially responsible for all equipment and facilities listed on the checkout form. All equipment must be used in Milwaukee County. If you experience any equipment problems, tell the MCM staff and fill out a "Trouble Report" as soon as possible.

Allocation System

Sec.4.2

Each producer receives an allocation in MCM resources for each project. This amount can be applied to any equipment or facilities as outlined in the Program Planning Outline. Tardiness, late cancellations and no shows will result in a charge to the producer's allocation for the full reservation. If a producer does not complete a program by the time the project allocation is exhausted, they will be billed at current rate card prices for all resources used. Projects not completed within the budgeted allocation can be completed at current rate card prices. All costs incurred for canceled shows will be carried over to the next program. Unused allocations for completed programs are not transferable.

Sec.4.3

VIDEO TAPES

Video Tape Procedure/Policy

Sec.4.3.1

Once the footage is shot, it should be logged using MCM equipment. MCM tape stock must be kept at MCM. However, tapes may be checked out for up to 48 hours for logging or viewing. MCM will only lend producers up to a one-hour DVCPRO tape for an edit master for up to six months for each program. Due to limited space, producers can only store one edit master tape and up to six personal tapes at MCM. MCM will recycle loaned DVCPRO edit master tapes that are not properly labeled and will recycle edit masters after 30 days from it's last cablecast.

Sec.4.4

PORTABLE EQUIPMENT

Definition of Portable Equipment

Sec.4.4.1

Portable equipment consists of any equipment approved for off-site use. Both DV and Hi-8 formats are available to MCM producers for shooting and DVCAM format is available for NSCC producers for shooting. Portable equipment is not available for on-site use without prior permission from MCM management.

Portable Allotments

Sec. 4.4.2

You will be charged for the full time that you reserve the equipment, since you will block access to others and staff time will be planned for the reservation. If you do not return the equipment by the scheduled end of the reservation, your allocation account will be charged for every hour that you are late. Chronic lateness may result in suspension of privileges.

Procedure for Using Portable Equipment:

Sec.4.4.3

1. Have your project carefully planned out before you submit your PPO.
2. Fill out a Program Proposal Outline and submit it. The PPO must be submitted at least 48 hours before an equipment reservation can be made.
3. After the PPO is approved, you can call, fax or talk to a facilitator to request the equipment. Be sure to specify the exact equipment for the projected shoot, and the name of the program you are working on. Sometimes, it is helpful to talk with staff. They can help you make sure that you request everything you will need.
4. Reserve the equipment at least 24 hours, but not more than 30 days, in advance. Portable equipment can only be taken out for 24 hours. Since MCM is not open on Sundays, if you take out equipment on a Saturday you will have until Monday to return it. You must return the equipment at least 30 minutes before closing on Monday-Friday and by 1pm on Saturday.

If you must cancel the reservation, call at least 24 hours in advance to avoid having your resource allocation account charged for the reservation. Reservations are nontransferable.

5. Check out the equipment. Since the equipment checkout is considered an appointment with MCM staff, it is important for you to be on time. If you are more than 30 minutes late, MCM has the option of reassigning the equipment to another producer. The equipment checkout takes a minimum of 30 minutes. During the checkout, you will be asked to set up the equipment and make a test tape to demonstrate that everything works. You will sign a statement that the equipment is in good working order and that you agree to be financially responsible for all items. MCM will keep your producer identification card until you return the equipment. **No equipment will be released without your card and you must have a valid phone number that MCM can contact you.** If equipment is stolen, you must report it to the police immediately and then contact MCM.

6. Return the equipment to MCM at your scheduled time as listed on the checkout form. The equipment check-in takes a minimum of 30 minutes. You will set up the equipment and show that it is in good working condition. After this is done, MCM will release your identification card. (The latest time allowed for equipment checked ins or check outs is 30 minutes prior to MCM's close of business with the exception of Saturdays, when all equipment must be checked in by 1pm.)

7. Equipment reservations are not transferable between individuals or groups. Equipment may only be reserved, checked in or checked out by the producer.

8. The following will lead to a suspension regarding portable equipment use:

- missing equipment
- failure to return equipment on time
- misused, damaged, or abused equipment
- equipment not returned by user that signed the check out form
- chronic lateness

Sec.4.5

EDIT SUITES

Edit Suites Cannot...

Sec.4.5.1

Edit suites cannot be used for dubbing tapes, re-editing of an already cablecast program, or compiling material. Other equipment cannot be connected to the MCM editing equipment, technical adjustments made, nor the edit suite reconfigured.

Edit Allotments

Sec.4.5.2

You will be charged for the full time that you reserve the equipment, since you will block access to others and staff time will be planned for that time. If you use additional editing time past your scheduled end time, you will be charged for the extra time. Your allocation account will be charged for every hour you use this resource. Chronic lateness may result in suspension of privileges.

Procedure for using the Edit Suites:

Sec.4.5.3

1. Before making an edit reservation, log your raw footage. Logging means to view raw footage and make plans for editing. Logging sheets are available from the MCM staff. All raw footage and edit master tapes must be properly labeled, boxed and shelved, or they will be immediately recycled.
2. Reserve the edit suite at least 1 hour, but no more than 30 days, in advance. At the time of the reservation, you must specify the technical set-up needed, if different than the standard configuration. Any cancellations must be made at least 24 hours in advance or your allocation account will be charged for the full reservation. Reservations are nontransferable.
3. You must have your MCM ID to use the edit suite.
4. If you are more than 30 minutes late without giving MCM prior notification, MCM has the option of reassigning the suite to another user.
5. There is no eating, drinking or smoking allowed in the edit suites.
6. Headphones must be used while editing when the suite is shared with another producer.
7. Clean up and return the edit suite to "normal" when you are finished. The edit suite must be ready for the next editor by the end of the scheduled edit session. Edit sessions are scheduled back-to-back and the ending time assigned to each session is also the start-time of the next session.
8. The following will lead to a suspension regarding edit equipment use:
 - chronic lateness/no shows in arrival or departure during edit reservation time
 - dubbing tapes
 - re-editing an already submitted program unless required by MCM
 - technical reconfiguration
 - chronic lateness

Sec.4.6

PVOM

Procedure for using the PVOM:

Sec.4.6.1

1. A PPO outlining the details and plans for the production must be on file for the project at least 48 hours before the reservation.
2. Reserve the PVOM at least 3 days, but not more than 30 days in advance. Be sure to specify the exact equipment necessary for the shoot. Any cancellations must be made at least 24 hours in advance or your allocation account will be charged for the full reservation. (An individual PVOM camera {Canon XL-1} may be reserved for portable use, but for no more than 48 hours in advance.) The PVOM can only be taken out for 24 hours at a time. Since MCM is not open on Sundays, if you take out equipment on a Saturday, you will have until Monday to return it. You must return the equipment at least one hour before closing on Monday-Friday and by 1pm on Saturday.
3. Check out the equipment. The equipment checkout takes a minimum of 60 minutes. During the checkout, you will be asked to set up the equipment and make a test tape to demonstrate that everything works. You will sign a statement that the equipment is in good working order and that you agree to be financially responsible for it. MCM will keep your producer identification card until you return the equipment. **No equipment will be released without your card.** If equipment is stolen, you must report it to the police immediately and then notify MCM.
6. Return the equipment to MCM at your scheduled time as listed on the checkout form. The equipment check-in takes a minimum of 60 minutes. You will set up the equipment and show that it is in good working condition. After this is done, MCM will release your ID card.
7. Equipment reservations are not transferable between individuals or groups. Equipment may only be reserved, checked in or checked out by the producer.
8. The following will lead to a suspension regarding portable equipment use:
 - missing equipment
 - failure to return equipment on time
 - misused, damaged, or abused equipment
 - equipment not returned by user that signed the check out form
 - chronic lateness

Sec.4.7

STUDIO & MPACT (also see live programming)

Using the MPACT and Studio

Sec.4.7.1

The MPACT and Studio provide all the tools necessary for a finished program to come out of each reservation. Production is to be done, as much as possible, as a complete production. MPACT programs cannot be comprised of more than 50% of roll-ins. (Producers are allowed one MPACT/Studio reservation per project.) Both the Studio and MPACT must be used "as-is" unless you have authorization from the engineering staff. You may not add technical components or do any rewiring. (If less than the required four active, certified crew members show up for the production, MCM staff may, at their discretion, choose to cancel the shoot.) All Studio productions must end one-half hour before the end of your reservation time, and MPACT productions must end 15 minutes before the end of your reservation time to allow time to return the studio/MPACT to "normal."

Allocation of MPACT/Studio Use

Sec.4.7.2

The producer's allocation account will be charged for the facility use. (There is a separate MPACT Studio designated for producers providing programs for the Public Access channel and those providing programs for the Community Educational channel.) The public access producer is responsible for all program content, the conduct of the crew, talent and guests and for the orderly operation of the facility. Crew, talent and guests cannot arrive earlier than the scheduled beginning of the reservation time. The equipment and facility will be released only to the producer no earlier than the scheduled start time of the reservation.

The Studio

Sec.4.7.3

MCM's Studio has multiple cameras and a control room, with separate phone lines for call-ins. The studio can be used for both live and taped programs. Studio reservations require four studio-certified production crew that are active members of MCM. (If the studio crew are minors, then there must be a minimum of 2 adults for supervision, one of which must also be studio certified). All crew must sign in with a facilitator before each reservation. If four studio-certified crew do not show up for the production, MCM may choose to cancel the shoot. All studio productions must end 30 minutes before closing time so that you can return the studio to "normal" before MCM closes.

The MPACT

Sec.4.7.4

The MPACT (mini studio) allows a producer to present a live talk-show style production with a minimum amount of training. The MPACT studio can be used for both live and taped programs.

The MPACT studio is ideally suited to nonprofit community organizations and to independent producers who wish to work in the interview, talk show or news style of video production. All MPACT productions must end 15 minutes before closing time so that you can return the MPACT studio to "normal" before MCM closes.

Procedure for using the Studio or MPACT:

Sec.4.7.5

1. A PPO outlining the details and plans for the production must be on file for each project at least 48 hours before the reservation can be made.
2. For a taped program, reserve the facility at least 1 day, but not more than 30 days in advance.
3. You must file a Live Request Form for a live cablecast at least one week before the live date. The maximum time for an MPACT Studio facility reservation is 2 hours; 4 hours for a main studio production. This includes 30 minutes set-up time, production time and 30 minute strike time for the studio; and 15 minute set-up and strike time for the MPACT Studio. All cancellations must be made at least 24 hours in advance or your allocation account will be charged. **No facilities or equipment will be released without your ID card.**
4. There is no smoking, drinking or eating in either studio.
5. All equipment checked out for a studio shoot must be checked in at the end of the shoot. If there are questions about whether equipment belongs in the studio, bring them to a facilitator.
6. Return the studio to "normal" by the end of your reserved block of time. No personal sets/props may be stored at MCM without entering into a lease agreement.
7. The following will be a major infraction regarding Studio or MPACT use:
 - technical reconfiguration
 - not returning the facility to its "normal" condition by the end of your reservation
 - damaging equipment
 - chronic lateness

Sec.4.8

Series Rules

For special rules regarding series production, see the "About Producing a Series," Appendix A.

Section 5

CABLECASTING YOUR PROGRAMS

Policy for Cablecasting

Sec.5.1

Programs produced by MCM Public Access producers are cablecast on the Public Access Channel on Time Warner Cable in the city of Milwaukee and programs produced by NSCC producers are cablecast on NSCC channel in the communities of North Shore. All programs must meet MCM's technical standards. The standards are on the Playback Request Form. The maximum length for a single program is 58 minutes. If a program is turned in that is longer than 58 minutes, the program will only be aired for 58 minutes. A producer may only have a single

program (58 minutes or shorter) in playback during its initial play cycle. All programs must have, "Produced through the facilities of MATA Community Media" as the last image of the program for at least 15 seconds. Each program must feature new content, not just footage from programs that have already cablecast.

Submitted programs may only cablecast in the block category that best matches MCM content block. See the programming block grid that's attached. MCM has final say as to which program block is appropriate for that program. Programs are scheduled to run a maximum of 2 times when initially submitted for playback. MCM's scheduling priorities are local programming over out-of-house programming and new programming over programs that have already run their playback cycle. Series programming has a different priority system (see appendix A). A new project planning outline, (PPO), will not be approved until the last program submitted for playback is accepted and scheduled by traffic.

Playback requests may be evaluated with the following considerations:

- Overall program composition and flow. The programs content category must match the requested programming block.
- Audience building characteristics of the program
- Constraints of schedule building with regard to other program submissions
- representative diversity of programming
- adult and potentially offensive programming
- FCC regulation

Procedure for cablecast:

Sec.5.2

1. Completely fill out a playback request form, label your tape and give it to MCM staff. If you submit your tape before the 15th of the month, it will be played the following month, subject to available airtime. If you submit your tape after the 15th of the month, MCM will do its best to honor your requested playback times. A minimum of one week is required to schedule non-series programs after it submission to the traffic department. You will be notified of the scheduled cablecast dates and times. According to MCM policy, consideration of playbacks will involve:

- allowing one prime time playback per program (6:00pm-10:00pm)
- FCC guidelines
- a nondiscriminatory policy within block programming categories
- potentially offensive programming (see guidelines in appendixes)

2. The Traffic Operator will cue and evaluate your tape. This means that the tape will be checked to see that it meets technical standards, as listed on the Playback Request Form. If your tape does not meet technical standards, you are responsible for bringing the tape up to standard before it will be played. If you have a tape rejected by traffic, you must fix that tape before starting/continuing your next project.

3. If you have 3 programs rejected by traffic within one year's time, you will be required to attend a refresher workshop.

4. When a program is completed on MCM tape, a decision will have to be made after the tape has run its play cycle on MCM channels. The producer must purchase or dub the tape or the tape will be erased and recycled 30 days after its last cablecast.

5. MCM can make copies (dubs) of programs after your tape has been through its cablecast cycle. (See Miscellaneous Information for more on dubbing of programs.)

Section 6

Live Programming

Definition/Explanation of Live Programming

Sec.6.1

Live productions are those that are cablecast as they are produced in the Studio or MPACT. Telephone equipment for call-ins is available. The maximum length for a live program is 28 minutes for a half-hour program; 58 minutes for an hour program. (In the main studio and MPACTs, producers must have done two taped studio productions before their first live studio production.) MCM reserves the right to allow for a two-minute window for channel identification between programs. Producers have total responsibility for all guests and callers on their program.

Procedures for live programs:

Sec.6.2

1. File a Live Request Form for a live cablecast at least 1 week before the date your program will be cablecast for a main studio production or MPACT production. This allows MCM's Traffic Operator time to review the schedule for cablecast. All live programs must cablecast in the block category that is appropriate for that program. Failure to comply with the cablecast of a live program in the appropriate block may be grounds for no future live requests granted and/or the producer being subject to suspension.

2. Special set and technical set-ups must be confirmed and approved by MCM staff at least 48 hours in advance of the production.

3. Producers will be considered in default of their live reservation for any of the following reasons:

- Inadequate crew
- Lateness
(Arriving less than 15 min. before the live MPACT time, or less than 30 min. before the live Studio time.)
- Demonstrating a consistent inability to begin and end programming in scheduled/required time
- Poor performance and resultant poor quality of programming
- Content violations occurring during live programming

If a producer is in default, MCM staff may cancel the shoot.

4. All live programs must be recorded on tape at time of live cablecast in order to be cablecast later and in case of disputes arising from content.

5. "Produced through the facilities of MATA Community Media" must appear as the last image of your live or taped production for at least 15 seconds.

Section 7

MISCELLANEOUS INFORMATION

Sec.7.1

PROGRAM AND TAPE RIGHTS

Authorship

Sec.7.1.1

Although all non-commercial copyrights and content responsibility belong to the producer, the actual tape stock belongs to MCM. MCM does have the right to show MCM/NSCC programs or any portion of them, for purposes of promotion, etc.

Recovering Costs of Programs

Sec.7.1.2

Copyright ownership of programs produced through MCM/NSCC facilities does not extend to sale of the program or commercial distribution of such. (If the program is sold or leased or put into commercial distribution, MCM requires first dollar for all production costs.

Prior Permission for Dubs for Others

Sec.7.1.3

MCM will not make copies of programs for anyone without the producer's permission. Crew and talent may be given prior permission for dubs by including them in the "Crew and Talent" section of the Playback Request Form.

If MCM Stores the Master

Sec.7.1.4

Once a program has cablecast, the producer can purchase the master. If it is not purchased, MCM will keep it on file for 30 days after its last cablecast and then recycle it. MCM reserves the right to playback any program at any time, to "bicycle" the program to other cable systems for non-commercial use, and to use excerpts of programs in promotional events.

Procedure for requesting Dubs:

Sec.7.1.5

1. You can request dubs of your tape only after it has been through its cablecast cycle.
2. You cannot dub your tapes using MCM/NSCC equipment.
3. You can check out your tape for 48 hours and have it dubbed out-of-house. MCM will make dubs for a fee. There is no fee for MCM to dub roll-ins for MPACT productions as long as the roll-in is no longer than 5 minutes, otherwise regular dubbing fees apply.

Sec.7.2

ABOUT GETTING PAID FOR PRODUCING PROGRAMS

Sources for Financial Aid

Sec.7.2.1

Sometimes a producer can recover costs through grants from foundations, organizations or individuals. All contributions made to producers must be reported to MCM.

Production Agreement

Sec.7.2.2

Producers are not allowed to contract other parties for pay (with the exception of contracts made prior to August 1, 2001) for production assistance if MCM resources are used. Producers must enter into a contract with MCM if paid production assistance is needed using MCM's equipment.

Organizational Underwriting

Sec.7.2.3

MCM's underwriting policy will allow individuals and businesses to be solicited to underwrite the general operational costs of MCM. For an annual fee, underwriters will be identified with an on-screen acknowledgement that will be a part of the 24-hour program guide/community bulletin board that appears on both channels 14 and 96 and on NSCC channel 14 while programs are not running. Underwriting will be for a 12 month (365 day) period. The on-screen acknowledgement will include: the underwriter's name, address, phone number, and a one-line message or product/service description.

Program or Series Underwriting

Sec.7.2.4

All monetary underwriting (contributions & grants) sought by individual program or series producers must go through MCM in a formal, contractual way with a budget for what the underwriting would be used for. All funds will be contributed to MCM, and MCM will receive 25% of the total for administrative overhead and return 75% to the producer. On-screen credit and acknowledgement is limited to a single screen similar to the one proposed for MCM underwriting. Producers seeking underwriting are to state their intentions prior to production approval and to clear all requests and materials through MCM. Soliciting present or previous MCM underwriters is prohibited.

Sec.7.3

MEETINGS AND VIEWING PARTIES

Viewing Parties

Sec.7.3.1

As possible, MCM will provide space for individuals or organizations to host "Viewing Parties" to view programs for select audiences. Viewing parties are subject to the limitations of space, equipment and staff resources. The program must be scheduled for cablecast before the producer can make reservations for a viewing party. The producer can supply food and drink at their party, but no alcoholic beverages. The producer is responsible for the conduct of guests and clean up after the party.

Meetings

Sec.7.3.2

As possible, MCM will provide meeting space for production planning. Space is scheduled on a nondiscriminatory basis, based upon availability. Meeting room space can only be reserved by individuals or organizations with programming in progress. Set-up and cleanup are the responsibility of the person scheduling the meeting space.

Non-Members Renting Space

Sec.7.3.3

Space is also available to groups not involved in MCM for a fee. Ask the operations manager for current rates.

Sec.7.4

VARIANCES

Definition/Policy of Variances

Sec.7.4.1

A variance is an authorized exception to a rule. A separate variance is required for each additional exception. For example: there is a rule which states equipment may only be checked out for 24 hours at a time, (excluding weekends). If a producer wants to check out the portable equipment Monday through Wednesday, then the producer needs one approved variance. If a producer wants to check out the portable equipment Monday through Thursday, then the producer needs two approved variances. Variances are not automatically guaranteed, but will only be approved if the producer can offer a compelling reason for allowing the exception. Variances are to be used for unforeseen emergencies, not poor planning. Each producer is allowed six variances within a calendar year. No additional variances will be approved. There will be no variances approved to raise allocation amounts. If a producer has exhausted their variances, but if there is a need for an exception to a rule for equipment, then the producer must pay the lease rate for any additional exceptions that apply.

Procedure for receiving a variance:

Sec.7.4.2

1. Fill out a Variance Request Form.

2. If your request is honored, it will be signed by the MCM management or the traffic operator and placed on file.

Sec.7.5

OUT-OF-HOUSE PROGRAMS

(also see producer rights and responsibilities, section 2)

Definition/Policy of Out-Of-House Tapes

Sec.7.5.1

MCM will accept out-of-house programs for cablecast. Out-of-house means that they were produced without the use of MCM or NSCC equipment or facilities. Out-of-house tapes cannot comprise more than 25% of total program time on MCM/NSCC channels. Only single-program tapes will be accepted. MCM will not schedule out-of-house series.

City Resident Sponsorship

Sec.7.5.2

An out-of-house program must be sponsored by a City of Milwaukee resident for playback on MCM. An out-of-house program must be sponsored by a resident of North Shore for playback on NSCC. Sponsors of out-of-house program must be members of MCM and attend a producer's workshop. The person providing the tape will be asked to verify their address. A PO Box is not an acceptable address. If the provider supplies any false or misleading information, the tape will not be cablecast. Providing false or misleading information could result in the forfeiture to submit future programs, participate in trainings or to use the MCM/NSCC facilities.

Technical Standards for Out-of-House Tapes

Sec.7.5.3

Tape must meet MCM's technical standards and must have the name of the local sponsor shown at the beginning of the program. MCM's technical standards are available from the Traffic Operator. The same content restrictions apply to both local programs and out-of-house tapes.

Procedure for submitting an out-of-house tape for cablecast:

Sec.7.5.4

1. Fill out a Playback Request Form, Residency Verification form and Statement of Compliance and give them with the tape to the Traffic Operator. Local programs have priority, so only limited times will be available for out-of-house programs. The Traffic Operator will offer you these times. Generally, the program will be scheduled to play 2 times.
2. If the audio or video is not up to MCM's technical standards, the Traffic Operator will call the provider. It is the provider's responsibility to correct any problems. The provider cannot use MCM equipment to correct any problems unless he or she is certified by MCM to use the equipment needed.
3. It is the provider's responsibility to pick up the tape after it has run its playback cycle. All tapes not picked up within two weeks become the property of MCM.

Sec.7.6

LEASING EQUIPMENT AND FACILITIES

MCM's equipment and facilities are available for lease for the production of video programs or materials for commercial or private use. Ask the MCM staff for the current rate card prices.

GLOSSARY

Allocation: An annual allotment of MATA resources given to each producer. Each program a producer does is credited with a specific amount of MATA resources. All resources such as equipment, studios, edit suites, etc. have a value. As producers use these resources to produce programs, the value is deducted from their allocation accounts.

Archiving: Storing tapes that have finished running their play cycle.

Bicycling: Sending tapes to different local access channels for cablecast on different systems

Broadcast: Using the airwaves to transmit TV or radio signals.

Cablecast: Use of the local franchise's cable to bring programs into homes. Most of the channels on cable television are transmitted via satellite. The cable franchise uses satellite dishes to pick up the signal.

Editing: Putting raw footage together to create a program.

Logging: Viewing raw footage and preparing a plan for editing.

Out-of-house: Programs that are not produced using MATA/NSCC facilities, but are submitted for playback by a City of Milwaukee or North Shore resident.

Playback: The process in which a program is cablecast on Channels 14 or 96. Usually a program will playback 4 times.

Producer: A volunteer Milwaukee or North Shore resident who creates programs for cablecast. The certified producer is responsible for all aspects of a program, is in charge of a production crew and takes responsibility for the equipment, crew, talent and guests. The producer holds legal and financial responsibility for a production.

Provider: A city of Milwaukee or North Shore resident who submits an out-of-house tape for cablecast.

Real time: Actual time as it runs on the clock. For example: A 60 minute program done, without stopping or pausing the tape, in 60 minutes is done in real time.

Variance: A written, authorized exception to the rules.