



Operating Rules and Procedures

Spring 2009

145 Pleasant Street
Malden, MA 02148

Table of Contents

Operating Rules and Procedures	0
Mission	2
Rules and Procedures	3
I. MEMBERSHIP	3
II. PROGRAMMING	2
III. PRODUCTION	5
IV. TRAINING	6
V. EQUIPMENT/RESOURCES	7
VI. RESPONSIBILITY & INSURANCE	9
VII. OTHER CONDITIONS	11

Mission

Malden Access Television, Inc. (MATV) is a non-profit, membership-based, technological and educational corporation established in 1988 to manage and operate the Public, Education and Government access channels of the Malden, Massachusetts cable television system. Under the terms of the city's cable television license, MATV receives an annual percentage of gross revenue from the existing cable providers (Comcast and Verizon) to foster the development of community access media in Malden. With studios and offices located at 145 Pleasant Street, MATV provides training, equipment and channel time to individuals and organizations in Malden.

In support of this mission, MATV is committed to:

- Establishing a broad base of community understanding, support and involvement in Public, Education and Government Access
- Providing information, instruction and resources to ensure the effective use of the access channels
- Assessing community response to programming on the channels, ascertaining areas of need, and aiding in the implementation of additional programming
- Providing sound management and financial strategies to ensure continued community access to and use of the access channels
- Participating in the development of further community uses of telecommunications technology throughout the City of Malden
- Working cooperatively with other organizations on the local, regional, and national level to promote and develop meaningful community uses of cable access channels
- Engaging and contributing to the arts community through the use of MATV Gallery space and collaborative efforts

Rules and Procedures

I. MEMBERSHIP

Any person, age 8 years or older who resides, works, or is affiliated with an organization in Malden may become a member of MATV. Members who are 18 and older may vote in the annual election.

A. Types of Membership

There are several membership levels available. Member benefits are based on the membership level, as shown in the table below. Details about each level follow the table.

Member Benefit	Affiliate	Individual	Family	Organization	Community	Business Partner
Annual Membership	See rate sheet	See rate sheet	See rate sheet	See rate sheet	See rate sheet	See rate sheet
Quarterly Newsletter	✓	✓	✓	✓	✓	✓
Promotional Mailings and Emails	✓	✓	✓	✓	✓	✓
Membership Discounts	✓	✓	✓	✓	✓	✓
Monthly Program Guide	✓ (Malden residents only)	✓	✓	✓	✓	✓
Access to Training Workshops and Production Equipment	N/A	✓	✓	✓	✓	✓
MATV Staff Technical Assistance and Support for Media Production	N/A	✓	✓	✓ Specialized to the organization for ≥ 3 people	✓ Specialized to the organization for ≥ 3 people	✓ Specialized to the organization for ≥ 3 people
Number of Votes	0	1	1 vote per family member 18 years or older	1 per organization	1 per organization	1 per organization
Listing in Quarterly Newsletter, MATV website, and on our Community Bulletin Board	N/A	N/A	N/A	N/A	✓	✓
Production Support to create a PSA	N/A	N/A	N/A	N/A	✓	✓
Staff support to develop a program	N/A	N/A	N/A	N/A	✓	✓
MATV business partner logo and website listing	N/A	N/A	N/A	N/A	N/A	✓
Customized Workshops and Seminars	N/A	N/A	N/A	N/A	N/A	✓

Error! No text of specified style in document.

1. **Affiliate** - Any person can become an affiliate member of MATV. Affiliate membership is for those interested in supporting MATV, but with no interest in taking training workshops or using equipment. Affiliate members receive the quarterly newsletter, all promotional mailings, and membership discounts. The monthly program guide is mailed to Affiliate members who reside in Malden.
2. **Individual/Family** - Individual or family membership is open to anyone who resides in Malden. Senior and student discounts are available. Family membership covers one family member at the rate of an individual member with an additional charge for each family member. Individual and family members receive:
 - (a) All privileges of Affiliate members
 - (b) Access to training workshops and production equipment
 - (c) Technical assistance and support from MATV staff for media production
 - (d) One (1) vote per family member 18 years or older in the election of membership representation to the MATV Board of Directors
3. **Organizational** - Any Malden-based organization may become an organizational member. Organizational members receive all privileges of an Individual/Family membership, with the following exceptions:
 - (a) Organizations as a whole receive one (1) vote to the election of members to the Board of Directors
 - (b) Organizations may receive specialized training workshops for three or more persons specifically geared to the needs of the organization
4. **Community Partnership** - Any Malden-based not-for-profit organization may join MATV as a Community Partner and receive all the benefits of an organizational member plus the following:
 - (a) A listing in our Quarterly Newsletter, MATV website, and on our Community Bulletin Board (CBB) as a MATV Supporter
 - (b) Additional staff support in developing a program on our channel
 - (c) Production support in creating a public service announcement (PSA) video
5. **Business Partnership** - Any Malden-based business may join MATV as a Business Partner and receive all the benefits of an organizational member plus the following:
 - (a) Listing in our quarterly newsletter, MATV website and on our Community Bulletin Board as an MATV Supporter.
 - (b) An MATV Business Partner logo and link on our web site
 - (c) Free, customized workshops and seminars

B. Procedure for Becoming a Member

1. Applicants must provide proof of eligibility. Malden residents must show a picture ID, plus 2 proofs of Malden residency. For individuals who work in Malden, a staff

Operating Rules and Procedures

person must verify employment with the employer. For organizational members, a letter from the Malden-based organization is required.

2. Applicants must pay the current membership fee or do equivalent volunteer work through MATV's volunteer program and as determined through staff.
3. Applicants must complete a *Membership Application* form.
4. All members are required to attend a one-evening orientation class prior to taking any training workshops or sign out equipment. Orientations are recommended for Affiliate members.

C. Term of Membership

All memberships are active for a one-year period from the date of application. Membership must be renewed on each member's anniversary.

II. PROGRAMMING

A. Scheduling of Programs

1. **Requesting time** - Any Malden resident or organization may request time for cable casting a program on one of the three access channels. MATV staff will determine which channel is appropriate for the program. Those requesting time for programs not produced at MATV must submit an *Import Program Sponsor Form* and a *Program Submission Form*, along with the finished program, at least one week in advance of the programming deadline. Programs produced outside of Malden require local sponsors who are active MATV participants and who act as local producers for the imported programs. Local sponsors must attend an MATV orientation prior to submitting programs.
2. **Series Programming** - A series is considered to be at least four new programs with a consistent theme or format. Members producing or presenting a series can receive a regular time slot in accordance with local producer/import time slot guidelines. Series producers must make continuous use of their time slot with no more than three repeats of a program in order to hold on to that time slot.
3. **Time Slots** - Time slots for Public Access are available on a first-come, first-served basis and in accordance with general guidelines detailed below (a-h). Program time slots for the Education and Government channels are scheduled by the Director of Programming and New Media; the Education Access Coordinator provides input for educational programs, and the Government Access Coordinator provides input for government programs.

In general, MATV staff will program all three channels with the goal of presenting a coherent schedule to cable subscribers, and by considering audience building, diversity of programming, and technical/logistical factors. The general guidelines are:

- (a) Locally produced programs will have priority over imported, sponsored programming in terms of time slots and the number of times recablecast
- (b) Call-in programs will have priority over programs with no call-in feature
- (c) Live programs will have priority over taped programs
- (d) Series programs will have priority over single programs

Operating Rules and Procedures

- (e) Original (first run) programs will have priority over repeat programs
- (f) Single programs will be cablecast in both peak and non-peak viewing times and will be scheduled at least three times during the first full month of cablecast
- (g) Programs deemed unsuitable for children will be cablecast after 10 P.M.
- (h) MATV retains the right to pre-empt programming at any time.

B. Requirements:

1. **Technical Requirements** - All programs cablecast on MATV must meet minimum technical requirements. MATV staff has the right to pull a program that does not meet these requirements as stated on the *Program Submission Form*.

2. Submission Requirements

- (a) Submitted program media must be labeled to include:
 - (i) Program Title
 - (ii) Cue-in time (not to exceed one minute)
 - (iii) Exact Length of Program (from first shot through credits)
- (b) A *Program Submission Form* must be completed in its entirety, signed by the producer, and accompany each program submitted.
- (c) Only one program per media (VHS, DVD or accepted media file) may be submitted.
- (d) Programs must have a continuous control track or video content from beginning to end as noted by the Total Running Time.
- (e) Program submissions will not be accepted as raw file formats such as .avi, .mov or any other computer based video file. All content must be submitted on media that can be shown on standard consumer based devices, unless technological advances allow for such.
- (f) Program submissions will not be accepted via email, unless arranged in advanced with MATV staff.
- (g) MATV does not accept direct-mailed programming.
- (h) Import programs must be delivered in person by either the producer or sponsor.
- (i) All programs produced at MATV must begin with a disclaimer similar to the following: "The views expressed on this program are those of the producer(s), [host(s)], [guest(s)], [and callers] and do not necessarily reflect the views of Malden Access Television, the City of Malden, or the cable provider." Note that MATV provides disclaimers in the editing suite computers that may be used by members.
- (j) All programs submitted must have a graphic that identifies the producer somewhere within the program or included within the closing credits. Programs lacking this requirement may be excluded from cablecast.

Operating Rules and Procedures

C. Access for Political Candidates

Whenever possible, MATV will encourage programs that enhance the political process on our Government Channel. Political candidates are subject to the same rules and procedures as other users of the MATV access channels in addition to the following:

1. The Government Access Channel Bulletin Board will be made available (one digital campaign sign and one event promotion per week) for individual use by political candidates running for office.
2. Such use will begin ninety (90) days prior to a primary or general election day.
3. Programming endorsing any particular candidate or ballot question cannot be submitted later than the Friday prior to the Election Day.
4. All political programming will end on Election Day.
5. Political programming not sponsored by MATV staff requires a programming disclaimer.

D. Prohibitions/Clearances:

1. Producers or sponsors requesting time on access channels are fully responsible for the content of their programs.
2. Commercial advertising is prohibited.
3. Any material which constitutes libel, slander or is considered obscene by local community standards is prohibited.
4. Producers are expected to alert MATV staff on the *Program Submission Form* when their program may be inappropriate for younger viewers.

E. Publicizing Programs

MATV staff will publicize the program schedule through a printed monthly program guide, local newspapers and the electronic bulletin boards. Two weeks advance notice prior to publication deadline is necessary for non-series program to be included in monthly program guide. Individual producers are encouraged to do press releases and further publicity for their own programs. All promotional materials must be approved by MATV staff to ensure accuracy of information conveyed.

F. Community Bulletin Board (CBB):

As a public service, MATV operates an electronic bulletin board on our three access channels 24 hours per day when there is no programming being cablecast. Messages of a non-personal nature and of interest to Malden residents may be submitted by Malden and surrounding community-based, non-profit organizations and Malden residents. Examples of the types of messages suitable for each channel follow.

1. Public Access Channel Messages

- (a) Notices of upcoming public events
- (b) Fund-raising events for not-for-profit organizations
- (c) Producers promoting their programs
- (d) MATV Program Schedule for Public Access programming

Operating Rules and Procedures

2. Education Access Channel Messages

- (a) Notices of upcoming school functions and events
- (b) Fund-raising for school or parent events
- (c) Program schedule for Education Access programming
- (d) Malden Public Library notices

3. Government Access Channel Messages

- (a) Notices of government meetings
- (b) Listing of government officials
- (c) Political campaign messages (during election cycles)
- (d) Lost and found pets
- (e) School closings and snow no parking emergencies
- (f) Program schedule for Government Access programming

4. Message Guidelines

- (a) Messages must be submitted on the proper MATV form available on the Website.
- (b) New messages begin on Monday and will run up to the day of an event.
- (c) Ongoing messages, except those promoting an MATV program, will run for three weeks. MATV program promotions will run as long as the program is on.
- (d) The deadline for submissions is Wednesday at 5:00 p.m. for messages to begin the following Monday. No exceptions.
- (e) Messages promoting an event may be received up to 45 days preceding the date of the event and will begin running not more than 30 days prior to it.
- (f) No agency, organization or MATV producer may run more than two different messages simultaneously on the Public Access channel.
- (g) MATV may edit messages for space and clarity.

III. PRODUCTION

Equipment is only available for productions intended to be run on one of the three access channels. Producers 15 years through 17 years may take equipment without staff supervision, but must have parental permission. MATV members wishing to produce a program must file a *Program Proposal* form and have it approved by staff prior to their first production equipment or facilities reservations. Certified producers are allowed access to equipment for one program proposal at a time. Exceptions will be made at the discretion of the staff.

A. Ownership

1. MATV members own their programs.

Operating Rules and Procedures

2. Since projects are kept on hard drives for a limited time, producers should export their project from the hard drive when completed and retain a master of their program.
3. Unless other arrangements are made, MATV has the right to maintain a copy of any program produced with MATV's resources for unlimited cablecast or promotional purposes.
4. MATV is not required to archive all programs and it is the responsibility of the producers or sponsors to pick up their programs after completing their scheduled cablecast.

B. Unfinished Programs

1. Program proposals not acted upon for two months are subject to cancellation and must be resubmitted to reactivate them.
2. Three program proposal withdrawals will come under staff review and could lead to suspension of access privileges.

C. Donations, Sponsorship and Credits

1. Donations may be sought only after consulting with MATV staff.
2. Sponsorships will be dealt with on a situational basis by the staff.
3. Commercial advertising is prohibited on the access channels.
4. All programs using MATV facilities, resources or equipment must credit Malden Access Television, Inc.
5. MATV members are encouraged to seek grants from outside sources for their productions.

IV. TRAINING

Any Individual, Family or Organizational Access member is eligible to participate in a variety of workshops.

A. Workshop Offerings

1. Class schedules will be promoted through email, MATV website and the CBB.
2. Class reservations are on a first come, first served basis.
3. Classes for specific groups or needs can be arranged on an ad hoc basis.
4. MATV encourages qualified members to make proposals to teach classes which are not offered by the staff.
5. Class schedules are subject to change.

B. Certification

Before any producer can book any equipment, studio time or an edit suite, they must demonstrate their understanding of the workshop they participated in.

1. To become certified to use portable (ENG) equipment and editing facilities, successful completion of the Basic Video Production workshop series, including a certification project, is required.

Operating Rules and Procedures

2. Members must produce at least one program beyond their certification tape before taking advanced portable or advanced editing classes.
3. To become certified to use the studio facilities, a member must complete the studio workshop series and crew on at least two studio programs.
4. To become certified to use the portable studio equipment, a member must complete a portable studio workshop series and produce at least one portable studio production. (Prerequisite: studio certification)

V. EQUIPMENT/RESOURCES

A. General Guidelines

1. MATV-certified members may reserve portable production, post-production and studio production equipment on a first-come, first-served basis for the production of programming on any of our three PEG channels.
2. Equipment may not be used in hazardous situations without prior approval of the MATV staff.
3. According to our insurance policy, no equipment is allowed to travel out of state.
4. Members wishing to reserve equipment must file their program proposal with the MATV staff before their first reservation.
5. Improper bookings will be considered canceled.

B. Location Production Equipment

1. Guidelines:

- (a) A normal booking is a 24-hour use of equipment. For weekends, Friday or Saturday pick-up with Monday morning return constitutes one booking.
- (b) The amount of equipment available for a given request will be determined by the staff, based on the experience of the equipment members, their needs, the needs of others, and the equipment repair schedule.
- (c) It is required that equipment be reserved between 30 days and 48 hours in advance.
- (d) Bookings are limited to two reservations in any week per program.
- (e) There is a maximum of four reservations per finished program.
- (f) Exceptions to these rules may be made at the discretion of the staff and subject to the review by the Station Manager.

2. Equipment Pick-Up

- (a) Equipment must be picked up at the MATV facility within 30 minutes of the reservation time by the certified member who reserved it, unless alternate arrangements were approved in advance by the Station Manager.
- (b) Alternative arrangements can be made to release equipment to another certified member only. It is the responsibility of each individual producer to be sure each kit is complete and in good working order before leaving MATV. By signing the *Portable Equipment Request* form, the producer accepts responsibility for any loss or damage up to the insurance deductible.

3. Equipment Return

Operating Rules and Procedures

- (a) Equipment must be returned no later than the time indicated on the *Portable Equipment Request* form.
- (b) Each individual producer is responsible for returning a complete equipment kit to an MATV staff person before leaving MATV. If equipment is damaged or malfunctioning, borrowers must notify an MATV staff person and submit an *Equipment Trouble Report* form.
- (c) Certified members cannot borrow additional equipment until all previously reserved items have been returned in good working order.
- (d) Hours for equipment return will be scheduled by the staff.

C. Post-Production (Editing)

- 1. Members must not change the editing wiring, connections, or bring in accessories, unless authorized by the Station Manager (for example, in the case of an external hard drive).
- 2. Edit time must be reserved no less than 48 hours in advance. There is a 12-hour per week reservation maximum in three 4-hour sessions per program.
- 3. Access producers may not use more than 48 hours of reserved edit time per program.
- 4. Staff will ensure that edit rooms are vacated promptly at the scheduled time and normalized properly per the posted rules.
- 5. Exceptions to these rules may be made at the discretion of the staff.

D. Studio Production

- 1. Crew position assignments are the responsibility of the certified producer.
- 2. All studio crew members must be certified or approved by the MATV staff. Interns and volunteers might be available to assist in the productions.
- 3. Studio time must be reserved no less than 48 hours in advance.
- 4. The studio may be used for a maximum of one 6-hour block per week per program. There is a maximum of two studio uses at 6 hours each per finished program.
- 5. Studio-based program series with regular time slots will have priority use of the studio. However, those producers must follow the regular sign-out procedure.
- 6. Producers must normalize the studio when finished with their production, per the posted rules. A list of normalization procedures is posted in all rooms. Staff will ensure that producers and their crew leave studios clean and as they found them before their productions started.
- 7. Producers are responsible for vacating the studio within the time allocated or be subject to possible loss of privileges.
- 8. Special annual MATV-produced programming may preempt any other programming although every attempt to accommodate the preempted producer will be made.

E. Portable Studio

Operating Rules and Procedures

1. Reservations for the portable studio (TriCaster) must be made at least 48 hours in advance by a TriCaster-certified member.
2. Members are responsible for booking the cameras they need for their production separately. Camera operators must be certified to use the cameras.

F. Cancellations

1. Members are encouraged to give immediate, but no less than 24 hours, cancellation notice for reservations of MATV facilities, equipment or classes.
2. Staff may reassign edit rooms or portable equipment reserved by access members who arrive more than 30 minutes past their scheduled time.
3. Member abuse of this policy will result in an initial warning notice, followed by suspension of privileges for six weeks.

VI. RESPONSIBILITY & INSURANCE

Members are responsible for the MATV facilities and equipment signed out to them. This includes responsibility for the actions of guests, assistants and others, and for loss, damage or theft.

A. Violations

In order for these policies to be effective and to keep operations running smoothly, there are two types of violations, major and minor, which may result in restrictions of an MATV Member's privileges. The Executive Director or designee is authorized to issue warnings and suspensions. Warnings will be in effect for one year from the date of issue.

1. **Major Violations** - Major violations will result in an immediate 90-day membership suspension. These may include, but are not limited to:
 - (a) Commercial or profit-making use of facilities
 - (b) Misrepresentation of member's affiliation with MATV to others
 - (c) Falsifying forms
 - (d) Taking or reserving equipment without staff permission
 - (e) Abuse of equipment, including attempted repair
 - (f) Changing the wiring or connections or attaching accessories
 - (g) Tampering with equipment or scheduling procedure
 - (h) Verbal or physical abuse and/or sexual harassment of staff or other members
 - (i) Consumption of unauthorized alcoholic beverages or illegal drugs on premises
 - (j) Possession of a firearm (excluding law enforcement officers) on the MATV premises
2. **Minor Violations** - Minor violations may include, but not limited to the following:
 - (a) Mishandling or unsafe use of equipment
 - (b) Failure to vacate a studio or edit room within the time prescribed
 - (c) Eating, drinking or smoking in non-designated areas of MATV facilities

Operating Rules and Procedures

- (d) Failure to clean up after using the facilities
- (e) Late pick up or return of equipment without notification or approval
- (f) Failure to cancel a reservation in accordance with section V. F
- (g) Failure to cancel a scheduled training session in accordance with section F. 1.
- (h) Failure to follow the prescribed rules for reserving studio time
- (i) Three late cancellations in any six-month period.

B. Disciplinary Measures

The following actions will be taken, depending on the type and severity of the violation:

<i>Violation Type</i>	<i>Minor</i>	<i>Major</i>
First	Verbal warning	Immediate 90-day membership suspension
Second	Written warning	Immediate 90-day membership suspension
Third	Immediate 30-day membership suspension	Immediate 90-day membership suspension
Subsequent	Permanent lost of MATV membership privileges	Permanent lost of MATV membership privileges

C. Appeal Process

MATV members and producers are encouraged to resolve difficulties directly with the staff involved. Anybody wishing to appeal a decision of the staff may do so in the following manner:

1. Within 10 days of a staff action, a member may submit a written request for a meeting with the Membership Committee or Board representatives, as designated by the Board President, in order to resolve the situation.
2. The Board of Directors may elect to review an action at their regular meeting, or have a designated Board Committee deal with the appeal, upon request by the Membership Committee.

D. Insurance

MATV has an insurance policy for the equipment while it is being used by members. Premiums are paid by MATV and the policy is in MATV's name. In the event that equipment is stolen or damaged and the insurance company honors the claim, the Access member is responsible for the deductible, which is 20% of the amount of the claim with \$250 as a minimum and \$1,000 as a maximum. In order for the insurance company to honor the claim in the case of thefts:

1. A police report must be filed immediately.
2. Equipment cannot have been left unattended.
3. Equipment must not have been left in a vehicle overnight.

Operating Rules and Procedures

4. There must be proof of forcible entry.

In the event the insurance company does not honor a claim, it is the responsibility of the Access Member to reimburse MATV for the full replacement value of the equipment.

VII. OTHER CONDITIONS

A. Public File

Contact information (phone and email only) for volunteer members who are certified to use MATV equipment will be made available to producers looking for a crew. Additionally, producers may send an email to the Assistant Director with specific information about his or her crew needs. The information will be posted on the Crew Call section of the MATV website.

B. Volunteers/Interns

MATV relies heavily on the services of volunteers. MATV members are encouraged to volunteer during and after their training and certification. Those who are non-residents and cannot become a MATV Member may volunteer as a task volunteer. A non-resident may volunteer on a production crew if they already have video production skills and are working on a specific program under the guidance of MATV staff. Students who are receiving high school or college credits are encouraged to intern. Interns receive the equipment privileges of an Access Member during the length of their internship.

C. Producer in Residence

A video artist who is not a Malden resident may apply for a Producer in Residence designation that would allow that person access to MATV resources. A *Producer in Residence Form* is available to fill out and apply for approval by the staff and board of directors. This application applies to one project at a time. See the *Producer in Residence Form* for the time.

D. Facility Upkeep

Members are responsible for normalizing the premises as per the posted rules. No animals are allowed in the building except for service animals or as part of a production. Smoking is not allowed anywhere in the building. MATV provides some props and supplies for sets. Members, after staff approval, may store props on the premises, in the basement, at their own risk.

E. Right to Refuse

MATV staff reserves the right to refuse the use of its facilities to any individual who appears to be under the influence of alcohol or drugs or who interferes with the orderly conduct of business.

F. Indemnification

Users of the access channels shall indemnify MATV, Inc., the cable providers, and the City of Malden and its employees against any and all liabilities arising out of any use of facilities and resources or out of breach of the Operating Rules & Procedures.

G. Liability Insurance

Operating Rules and Procedures

MATV will secure and maintain liability insurance for its Director and Officers for all potential civil claims made against the corporation.

H. Interpretation

Where the implementation of these procedures is subject to interpretation, decisions shall be at the discretion of the Board, Executive Director or designee(s).

I. Amendments

The Board of Directors reserves the right to amend these policies on an ad hoc basis. Members will be notified of any changes through the newsletter.

J. Unusual Situations

Any situation in which there is not an operating rule or procedure will be temporarily governed by the judgment of the Executive Director or staff person on duty and the issue referred for discussion at the next Board meeting.

K. Suggestions and Ideas

Members are encouraged to submit ideas and suggestions to the President of the Board of Directors.