



CAMTV Policies and Procedures

Originally approved by the Cable Commission on August 4, 2010

Approved by the Township Board on August 17, 2010

Revised and approved by the Cable Communications Commission on February 1, 2012

Revised and approved by the Cable Communications Commission on April 18, 2012

Revised and approved by the Cable Communications Commission on December 8, 2021

History of CAMTV

Out of the results of the Michigan Uniform Franchise Agreement; Public Act 480, local municipalities are providing great opportunities for the region.

When Public Act 480 was enacted on January 1, 2007, Comcast subsequently closed public access studios across the state, because housing a public access studio on the part of the video service provider was no longer a requirement of the Act. In fact, there was also no requirements for video service providers to schedule and play programming on public access channels. Comcast, however, continues to do so as a service to their subscribers across the state. However, at any time, Comcast could choose not to provide this service.

As a result of this Act and looking into the future, Meridian Township sought and was awarded a grant which paid for the costs to have the technical capability to playback programming on the public access channels for the Lansing region (Comcast channel 30 in Meridian Township and East Lansing areas, and AT&T channel 99 on the U-verse system across 25 communities). Because of the monies awarded to Meridian Township through the Centers for Regional Excellence Program, that technical capability is still in place, and housed at the Meridian Township government offices as the CAMTV channel.

On top of this effort, the Meridian Township Communications Department continues coordinating efforts with area non-profit organizations and qualified residents to provide programming about the region and for the region. Meridian Township took the lead in this programming effort because of their long standing HOMTV programming tradition of excellence. The Meridian Township facilities and staff are not sufficient to house additional production capabilities and do not intend and has never intended to provide a facility for the general public to produce programming. Instead, producers are directed to use other local facilities for the purpose of creating content to air on the CAMTV channel.

The intended purpose of the CAMTV channel, under the policies and procedures that were originally set in place, is to provide programming to a channel that was under-utilized and without regional focus. The Meridian Township Communications Department staff will continue creating informational programs with a Township focus, while taking the lead in working with municipalities and organizations to provide regionally focused programs for CAMTV. It is the mission of CAMTV to form a consortium that supports programming provided by residents and organizations from the region to provide subscribers of Comcast and AT&T in the Lansing region greater access to information stretching across communities.

Acknowledgements:

Financial: Originally, funding for the purchase of equipment to playback programs on the CAMTV channel was made possible through a 2008 Centers for Regional Excellence (CRE) grant of up to \$25,000. Funds were made available through Michigan State Housing Development Authority (MSHDA).

Currently, the Meridian Township Communications Department funds all CAMTV operations and equipment. Content is provided by community producers and programmed to the channel by Meridian Township's Multimedia Production & Operations Specialist.

Equipment Donation: PEG Central software, equipment, and training donated by Leightronix, Inc.

Meridian Township Board: Leading the way for sustainability of the channel by approving in 2010 that the cable division be allowed to allocate PEG funds received through the AT&T franchise agreement to be used for CAMTV purposes.

CAMTV Purpose: Provide programming relevant to the Lansing region and its local communities.

CAMTV Vision: Capital Area Media Television will provide an additional outlet for nonprofits to connect with Lansing area communities and businesses through local programming.

CAMTV Mission: Capital Area Media Television will support local programming provided by residents and organizations across the Lansing region, allowing for greater access to relevant information stretching across communities.

Video Service Providers:

- **Comcast Channel 30:** East Lansing, Meridian Township
- **AT&T Channel 99:** Alaiedon Township, Bath Township, Blackman Township, Charlotte, Delhi Township, Delta Township, DeWitt Township, East Lansing, Eaton Rapids Township, Eaton Rapids, Jackson, Lansing, Lansing Township, Leoni Township, Liberty Township, Mason, Meridian Township, Oneida Township, Rives Township, Sandstone Township, Summit Township, Tompkins Township, Vevay Township, Watertown Township, and Williamstown Township.

Social Media:

- **Facebook:** www.facebook.com/CAMtvCapitalAreaMedia

Channel Operations/Office Location:

Meridian Township Municipal Building
5151 Marsh Road
Okemos, MI 48864

Regional Channel Coordinator:

Brandie Yates
Meridian Township Communications Manager
517.853.4208
yates@meridian.mi.us
5151 Marsh Road
Okemos, MI 48864

Channel Programming Requests and Submissions:

Meridian Township has the technical capability of sending the CAMTV signal to Comcast across the region. For CAMTV to be seen in your municipality, your government which holds a franchise agreement contract with Comcast, must submit a letter to Meridian Township agreeing that CAMTV can play programs supplied by residents in their community and that their community would like to receive the CAMTV channel in said municipality.

Residents meeting the Producer Qualifications, as defined on page 6 of the CAMTV Policies and Procedures, can submit programming for playback on the CAMTV channel.

Subscribers of AT&T automatically receive the CAMTV channel because no such letter of agreement is required. In order to submit programming for playback, you must meet the Producer Qualifications as defined on page 6 of the CAMTV Policies and Procedures.

Producer Qualifications

It is the purpose of CAMTV to provide programming relevant to the Lansing region and its local communities. Any person and/or entity wishing to supply programming to air on CAMTV must first meet the qualifications as defined below:

- Resides within the CAMTV viewing area.
- Owns property or a business within the CAMTV viewing area.
- Is employed by a business within the CAMTV viewing area.
- *And/or those affiliated with an organization/resident within the CAMTV viewing area.

**The affiliated organization/resident must supply a letter to sponsor said person and/or entity wishing to supply programming to air on CAMTV.*

The following criteria must also be met:

In order to financially operate a Capital Area Media Channel, any person and/or entity wishing to supply programming must also agree to the following:

- Sign and complete all CAMTV producer forms.
- A \$50.00 annual fee must be paid prior to programming being aired.
- Programming must meet minimum standards as described under the Programming Content Requirements, page 7 of the CAMTV Policies & Procedures and Compliance/Waiver form, page 12.

Payment and signed forms can be mailed, emailed, dropped off to:

Meridian Township Communications Department
CAMTV
5151 Marsh Road
Okemos, MI 48864
camtv@meridian.mi.us

Programming Content Requirements

Please read carefully the Programming Content Requirements including all terms and conditions. Thoroughly fill out the Application for Playback Form, before signing and submitting your request for playback.

The Communications Commission oversees and assures that the content requirements, waiver and compliance agreement and contractual obligations have been met for programming to air on the channel. The Communications Commission has obligation and right to review programming and make final determination on whether content meets these standards and is appropriate for distribution. A review process of content will be scheduled on a quarterly basis, as needed.

Programming content requirements mirror the core principles of the PBS Editorial Standards and Practices. Although CAMTV is not considered a Public Broadcast Station, the principles that govern the work of producers and staff outlines the mission, vision and purpose of the channel.

CAMTV content is produced by a variety of local producers. In selecting content for distribution, CAMTV staff must rely heavily on the honesty, integrity, talent, skill, judgment and good faith of producers. While producers will, where applicable, adhere to their own editorial policies, they must also carefully adhere to these standards.

The following programming criteria must be met:

1. Programming shall be developed with Diversity, Equity and Inclusion principles in mind and strive to represent the unique make-up of the community and be accessible to all. Inclusiveness means that content should reflect views from different backgrounds, such as geographic areas, ethnicities, genders, age groups, religious beliefs, political viewpoints and income levels.
2. Producers must consider all relevant facts and perspectives on a particular subject and present information in a respectful and responsible manner—without favoritism or discrimination.
3. Editorial independence is essential to serving the public's interest and preserving the public's trust. Content distributed must be free of undue influence.
4. Transparency is the principle that content should be produced in a way that allows the audience to evaluate the credibility of the work and determine for themselves whether it is trustworthy.
5. Accountability requires producers to stand by their work and to be prepared and willing to respond to relevant inquiries about it, including through active and thoughtful digital engagement with the audience. Accountability also means that producers must adhere to the highest professional standards of conduct.

Programming content **must not include** the following:

1. **Commercial Time or Commercial Content** - No commercial content is allowed. Commercial content includes, but is not limited to product placement, solicitation, advertising, bartering or promotion of commercial advertisement and service descriptions provided in exchange for value of any kind or nature. Commercial content also includes promotion of any individual business, partnership, or

corporation by direct or indirect reference or testimonial for the purpose of commercial exploitation.

2. **Political Campaigns or content that is political campaigning in nature.**
Programs providing fair and balanced election coverage in an informational based format is permitted. Programming shall ensure that all programming featuring registered candidates be fairly balanced with programming featuring their opponents. In cases where balance is not possible due to the lack of participation of one or more candidates, the participating candidates will receive balanced coverage in comparison to the entire field of participating candidates.
3. **Gratuitously Offensive or Objectionable Material** - While controversial and sensitive material may need to be included in CAMTV content, material that is gratuitously offensive (e.g., extreme violence, racial epithets, profanity, indecency, obscenity, or nudity) should not be included unless it is essential to understanding the matter at hand and does not violate federal law against airing indecent and profane content. Material that is included merely to shock or draw attention and that does not impart valuable information is gratuitous. Given that questions of taste cannot be answered in the abstract, specific issues should be resolved in consultation with CAMTV staff and the Communications Commission. If the conclusion that the exclusion of such material would distort an important reality or impair the content's artistic quality, CAMTV may condition distribution of the content on providing audiences with sufficiently clear advance notice.
4. **Slander, Libel or Defamation as defined:**
 - Slander- The speaking of false and malicious words concerning another person whereby injury results to his reputation.
 - Libel- A false and unprivileged publication in print, writing, pictures or signs of defamatory material.
 - Defamation- The unprivileged publication of false statements which result in injury to another (injure reputation, diminish the esteem, respect, goodwill or confidence, or to excite adverse, derogatory or unpleasant feelings or opinions against another).

Sponsorship/Underwriting Policy

Sponsorship and underwriting recognition may be given to businesses or other organizations that have contributed goods, services or funding supporting program production. Individual credits for such contributions are limited to fifteen seconds. Total recognition for such is limited to sixty seconds. Recognition may include an acknowledgment of the contribution made. Recognition may not contain any advertising information. The following guidelines apply to recognition for such:

- Recognition must appear at either the beginning or end of the program.
- Recognition may be oral, visual or both.
- Recognition may include a name, address, phone number, web address, and email.
- Recognition may include a phrase describing the nature of the contribution.
- Recognition may include a phrase describing the nature of the business or organization.
- Recognition may **not** contain any qualitative or promotional information.
- Recognition may **not** contain a call to action.

Program Credits for Contribution of Goods & Services

Programs may contain credit for individuals, businesses or other organizations that have contributed goods or services used in the program production. Individual credits for such contributions are limited to *text only* during a program's *final credits*. Individual credits may appear on-screen for a maximum of fifteen seconds; total credits for all contributions are limited to sixty seconds. Credits may include text acknowledgment of the contribution made. Credits may not contain any advertising information. The following guidelines apply to all credits for contributors:

- Credit must appear at the end of a program.
- Credit may be textual only.
- Credit may not include a logo or voice-over.
- Credit may include a business or organization name, address, and phone number.
- Credit may include a phrase describing the nature of the contribution.
- Credit may not contain any qualitative or promotional information.

Phone Numbers, Website Addresses and Other Contact Information

Commercial phone numbers and website addresses cannot be shown for more than 30 seconds during any 30-minute segment of a program. This restriction does not apply to telephone numbers displayed for the sole purpose of facilitating non-commercial live call-in or programs requesting audience participation.

Use of copyright

Producers are responsible for securing authorization for the use of any copyrighted content they wish to incorporate in their programs, and proof of such authorization may be required by CAMTV.

Programming in Foreign Languages

Programs submitted in a language other than English, must be accompanied by a written or audio transcript/translation in English at the time of submission for playback.

Sale of Time Slots

Time on the CAMTV channel is available free of charge. Channel users may not require compensation from individuals in exchange for appearing on a public access channel. Furthermore, channel time may not be bartered or sold.

Origin of Programming

CAMTV accepts programming from residents within the CAMTV viewing area.

Limits of Liability

CAMTV is not liable for any mistakes, omissions or interruptions in the cablecast and any other means of distribution of programs.

Purpose and Intent

Any person or entity that wishes to use the CAMTV channel managed by the Communications Department of Meridian Township, under contract with Meridian Township for CAMTV shall first provide to the staff and Communications Commission of CAMTV a digital or DVD copy of any such programming so that said programming may be reviewed for compliance with the terms, conditions and spirit of this Section.

The policies of this Section are designed to provide programmers and viewers with all the rights and protections afforded by the United States Constitution and to be consistent with the obligations imposed on franchising authorities and their agents by both State and Federal law. The terms, conditions and spirit of this Section, as well as any restriction upon programming imposed under this Section, shall at times be viewpoint, opinion and idea neutral. Any restriction on programming imposed by this Section shall be tailored as narrowly as possible to limit the effects on a person or entity's freedom of speech or freedom of expression.

Further, it shall be the intent of this Section to secure programming that the local viewing community considers valuable and to limit and restrict access by children and young adults to programming that is considered obscene, patently offensive, indecent or adult in content by the viewing community.

The Communications Manager may impose, at their discretion, sanctions and penalties for failure to comply with CAMTV policies.

CAMTV reserves the right to refuse playback requests to any person who violates any of the stated policies. Individuals who wish to appeal a decision made by CAMTV may do so in writing. The Communications Commission will attempt to respond within 60 days.

Program Submissions:

All material submitted for playback must not exceed in length for a 30-minute program; 29 minutes, and 54 seconds or for a 60-minute program; 59 minutes, and 54 seconds. Program times are from the start of the program until the end of the program.

Options to Submit:

- Upload video to Vimeo or YouTube and provide the Multimedia Productions & Operations Specialist with the link.
- Submit using Dropbox.
- Upload to Google Drive and share with the Multimedia Productions & Operations Specialist, camtv@meridian.mi.us.

Program Preparation & Scheduling

Preparation:

- Programs that do not meet these time requirements will be cut by the Multimedia Productions & Operations Specialist at the specified end point listed above.

Playback Scheduling:

- All programs submitted to Meridian Township Communications Department must fall within the guidelines as defined under the Producer Qualifications section on page 5.
- A completed Application for Playback Form, and Annual Producer Compliance/Waiver Form must accompany each program submitted via email or mailed to 5151 Marsh Rd, Okemos, MI 48864. New program series and programs submitted for playback will be considered on a first come, first served basis.
- CAMTV will, to the best of its ability, provide channel time on a first come, first-served basis, subject to the policies and guidelines herein. CAMTV will schedule programs within the parameters of overall program composition and flow, taking into consideration audience building and the representative diversity of programming on the channel.

- Determination of the program schedule is at the discretion of CAMTV staff and the Communications Commission.
- CAMTV will also exercise scheduling discretion to ensure access for new channel users, single programs, series of limited duration, and special events.
- It is the producer's responsibility to keep the rotation current.
- CAMTV reserves the right to remove any program after one airing.
- No timeslot is ever permanently assigned to a producer. All timeslots are subject to change and CAMTV staff may temporarily remove a program from its scheduled timeslot in order to play another program that is time or date sensitive.

Annual Producer Compliance/Waiver Form

CAMTV (Capital Area Media Television) and the Communications Department of Meridian Township require all members sign this form once it is read and understood.

I have read and understood the CAMTV content requirements, resident qualifications and agreement, and am thoroughly familiar, and agree to abide by them.

I assume full responsibility for the content of all program material produced, created or included, and ensure that such program materials will not violate the rights of any third party.

I agree to indemnify and hold harmless the participating municipalities, CAMTV, and their agents, employees and representatives from any and all liability and injury (including reasonable attorney fees and costs incurred in defending claims) arising from, or in connection with: claims for failure to comply with any applicable laws, rules regulations or other requirements of local, state or federal authorities; claims of libel, slander, invasion of privacy, or the infringement of common law or statutory copyright; claims for unauthorized use of any trademark, trade name or service mark; for breach of contractual or other obligations owing to third parties by the producer including union residuals or other payment for any purpose whatsoever, and claim, in law or equity, which may arise or result from this program or the producer's utilization of the Communications Department of Meridian Township and CAMTV services, equipment, facilities and cable access channels. I understand that I may be criminally or civilly liable for producing or presenting such material for transmission.

I will not represent to others that I am an employee, representative or agent of the Communications Department of Meridian Township, CAMTV or its affiliates; nor will I make such representations on behalf of any other person involved with my production.

I agree that use of facilities and equipment is not for public use and is for use only by the Communications Department of Meridian Township.

I understand that false or misleading statements or omissions made in this application are grounds for forfeiture of the privilege to submit programming to CAMTV and I will hold the Communications Department of Meridian Township and its affiliates harmless and indemnify such against any loss or claim which results from any false or misleading statements or omissions.

I agree no oral or written modification, amendment, extension, or waiver of this agreement will be binding upon me or the Communications Department of Meridian Township and its affiliates.

Name: _____

Address: _____

City/Township: _____

Zip: _____

Phone: _____

Signature: _____