

**FALMOUTH COMMUNITY TELEVISION CHANNEL 2  
TOWN OF FALMOUTH, MAINE**

**Mission Statement and Usage Policies**

**Section 1. Mission.**

Falmouth Community Television Channel 2 (FCTC2) is operated by the Town of Falmouth, Maine, as a governmental/educational channel. The mission of FCTC2 is to make local government more accessible to Falmouth residents by providing a direct link between local government and the cable television network. This will promote exposure and access to Town government and further government accountability to the residents. FCTC2 will also allow Town government to access the cable network for training, data transmission and other information exchanges and to provide residents with educational programming.

**Section 2. Programming Priorities.**

To further its mission, FCTC2's activities will include, but not be limited to, the following prioritized programming and services:

- a. Urgent information and instructions during disasters and other emergencies;
- b. Public meetings of Town and School Department bodies, such as the Town Council, Planning Board, Zoning Board of Appeals and School Board and schedule information for these meetings;
- c. Programs regarding Town services;
- d. Community TV Bulletin Board;
- e. Information regarding important community events sponsored by the Town, School Department, or non-profit groups and quasi-governmental organizations in partnership with the Town or School Department;
- f. Reports to residents from elected and appointed public officials;
- g. Events originating from the Falmouth School Department such as athletic events, concerts, plays and ceremonies;
- h. Cultural and educational productions and State government meetings of special local interest.

**Section 3. Station Manager.**

The FCTC2 Station Manager is appointed by the Town Manager and is the principal contact person for FCTC2 matters. The Station Manager is responsible for:

- a. Maintaining and controlling the use of the facilities and equipment;
- b. Developing and publicizing program schedules, utilizing the program priorities contained in Section 2, above;
- c. Supervising volunteers, work study students and interns;
- d. Maintaining the Community Bulletin Board; and
- e. Developing a budget.

#### **Section 4. Use of Equipment and Facilities.**

FCTC2 production facilities and equipment are owned by the Town of Falmouth and shall not be used for personal use.

Only the following are authorized to use the production facilities and equipment:

- a. Town employees designated by the Town Manager or Station Manager;
- b. Work study students, volunteers and interns when acting under the supervision of the Station Manager.

#### **Section 5. Limitations on Certain Types of Programming.**

The facilities and resources of FCTC2 shall not be used for the following except as noted in sub-sections 1.a and b and 2.a below:

1. Material promoting a political candidate state ballot measure or local referendum question.
  - (a) Subject to staff and equipment availability based on the programming priorities in Section 2, FCTC2 will produce programming that (i) affords the opportunity to candidates for Town Council, School Board or other local elective office or the proponents and opponents of a local referendum question to appear in a “candidates night” debate or similar format and (ii) is directed and moderated by a civic organization, the mainstream media or, if the programming is regarding a local referendum question, a moderator agreed upon by the proponents and opponents of the question. If such civic organization, mainstream media or moderator are not available to direct and moderate a debate on local referendum questions, or if the proponents and opponents do not agree to participate in the debate, FCTC2 will, upon request, produce two broadcasts, one for the proponents and one for the opponents of a local referendum question to inform the public of their positions. Each broadcast shall be limited to no more than one (1) hour. FCTC2 will not provide this non-debate forum to candidates for local elective office. Candidates, proponents and opponents that request staff, equipment and space to accommodate a production and/or broadcast of material described above, shall notify FCTC2 at the earliest possible convenience and in no event shall production occur less than ten (10) days prior to the election.
  - (b) Broadcast of pre-recorded programming which meets all of the requirements of Section 5.1.a, above, but which is not produced by FCTC2. Such pre-recorded programming must meet the requirements of Section 6, below, and be delivered to FCTC2 not less than ten (10) days prior to the election.
2. Messages supporting or opposing any ordinance, order or resolve under consideration by the Town Council.
  - a. Subject to staff and equipment availability based on the programming priorities in Section 2, FCTC2 may produce programming that either (i) provides objective information on such measures but does not advocate for a specific position or (ii) affords advocates for various sides of the issues involved the opportunity to discuss the issues in a debate or similar format that is directed and moderated by civic organizations or the media, as described in sub-section (1)(a) of this Section 5.
3. Promotional material concerning commercial products or services. Information promoting gambling, lotteries, gift promotions and the like.
4. Programming which advocates a particular religion or religious beliefs. This does not preclude Community TV Bulletin Board notices for non-profit community events.

5. Any material which constitutes libel, slander, pornography, violation of trademark or copyright, or which violates any local, state, or federal laws, including FCC regulations.

## **Section 6: Technical Quality and Editing.**

The Station Manager may reject any programming submitted for broadcast to FCTC2 if it does not meet the standards listed below.

### **FCTC2 Broadcast Standards**

1. Program must deliver a clear and unbroken video and audio signal to subscribers;
2. All audio must be recorded on 2 channel stereo or mono only;
3. All programs must have 10 seconds of black at the beginning and end of a program;
4. All programs must be labeled with the program title, producer, date of completion and length; and
5. A digital video file that can be played on FCTC2's video server. (Please contact the station manager for video file compatibility.)

### **Editing**

*Special Programs:* FCTC2 may modify or edit programming prepared by a municipal or school department as dictated by scheduling, resource requirements or FCTC2 broadcast standards.

*Community Bulletin Board:* FCTC2 may modify or edit material for clarity or to maximize the capacity of the system.

## **Section 7: Copyright Issues.**

All FCTC2 productions, such as public meetings coverage and public affairs programs, and all special video works produced by FCTC2 will be under the copyright control of the Town of Falmouth unless one or more of the following apply:

- a. The work is produced strictly as a "work for hire" with funding provided by an entity other than the Town, e.g., a State agency or non-profit organization.
- b. The work is produced pursuant to a grant or other contractual arrangement which establishes the copyright holder as an entity or a person other than the Town.

## **Section 8: Freedom of Access Act Compliance.**

Copies of all FCTC2 programming that falls within the definition of "public record" contained in Maine's Freedom of Access Act (1 M.R.S.A. §§401, et seq.) shall be made available to the public subject to the provisions of the Act relating to recovery of costs.

## **Section 9: Retention of Programs.**

FCTC2 will retain the video files of recorded meetings for at least one (1) year or in accordance with other local, state and federal regulations, whichever is more restrictive.

**Section 10: FCTC2 Fee Structure.**

1. Copying
  - a. VHS - - \$20.00 each copy
  - b. DVD - - \$20.00 each copy
2. Editing - - \$40.00 per hour
3. Camera work - - \$40.00 per hour