



Local TV, Inc.
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(631) 537-2777
www.ltveh.org

The Local TV, Inc. Producers' Manual

What is Community Access?

Community Access, or Public, Educational and Governmental (PEG) Access television, allows any citizen of our town access to this station to create programs for broadcast provided he or she meets all criteria and follows all Policies, Procedures, and Codes of Conduct established by Local TV, Inc. LTV is part of a nationwide system of access channels ensuring free speech for all citizens.

What is LTV?

LTV is a non-profit organization providing an access television facility for the citizens of East Hampton. LTV provides production classes, equipment, studios, editing suites, and production assistance to our citizen producers for nominal fees. Programs are scheduled and cablecast free of charge.

Is LTV owned by CABLEVISION?

No. The cable company provides the Town of East Hampton with access channels and the Town engages LTV to run them. As a non-profit organization, LTV is governed by a volunteer Board of Directors who determine policy based on FCC guidelines in addition to the interests of the community. Since 1984, LTV has managed all PEG programming for the Town of East Hampton.

Where can I watch LTV?

LTV operates 2 channels. **Channel 20** is for the general public and programming is almost entirely produced, directed and engineered by local people. **Channel 22** is for exclusive use by our schools and government, and includes all East Hampton Town and Village meetings, and the East Hampton School Board meeting. LTV also selects and airs educational programs from satellite and other sources. In addition, we provide Live Streaming and Video-on-Demand on our website at www.ltveh.org.

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Who funds LTV?

LTV is funded with the franchise fee Cablevision pays to East Hampton Town and Village. Through contracts with The Town and the Village of East Hampton, a portion of that franchise fee supports LTV. Cablevision also grants LTV an annual fee for equipment upgrades. Additional funding comes from our contributors, underwriters, grants, production services, and membership fees. LTV funding does not come from property taxes. LTV is a private, not-for-profit corporation, not a Town department.

What does LTV offer?

LTV has **3 studios**, including one talk-show set, one kitchen studio for cooking shows, and one black box studio for large events. A central Director's Station can control up to 3 digital cameras in one studio at a time. The Director's Station has camera-control units, a digital switcher, audio board, and a computer program for graphics. Additionally LTV has **edit suites** where producers can use either iMovie or Final Cut Pro X for Post-Production Work.

LTV boasts an archive of more than 25,000 shows of historic interest to the community filmed over the past 30 years. It is also home to The Frances Dougherty Studio, our "big black box," which can be used as a screening room with a state-of-the-art projector and screen, a theatrical space, a meeting room, or a large event. LTV staff can be hired for editing and dubbing services.

How to CONNECT

What do I need to know about becoming a Producer at LTV?

First of all you must be a resident of East Hampton or have a resident sponsor (see Local TV, Inc.'s *Policies & Procedures*) and have taken the orientation course offered several times per year at LTV.

What are my responsibilities as a Producer?

As a Producer, you are solely responsible for the shows you put on the channel. Therefore, you must have permission to use material that is not your own and you must get signed releases from individuals who appear on your show.

What kind of programs can I make?

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You are free to express yourself in any way you like. However, the FCC prohibits lotteries, pornography as defined by community standards, advertising, and libelous material. (Please see "LTV Access Program Content" in *Policies & Procedures* on our website.)

Will anyone edit or censor my program?

No. However, if a program violates any of the restrictions stated above, or if it is technically substandard, we will return the footage with suggestions on how it can be changed to become suitable for airing.

Does my program have to be produced at LTV?

No. The facility and equipment are provided if needed. Any finished footage you have produced or which you have permission in writing to air may be submitted as long as it meets the standards set in LTV's *Policies & Procedures*, available on our website www.ltveh.org.

How do I get started?

Every Producer must take LTV's 2-hour Orientation class as a prerequisite to become an LTV Member. At the Orientation, you can ask any question about becoming a Producer, host, or crew member and the Staff will guide you to the appropriate Production Workshop. Even if you are a seasoned professional, knowledge of our particular system is a must for any producer.

Statement of Compliance

LTV's *Statement of Compliance* must be signed by the Producer and a member of the LTV staff in order to schedule studio time.

Production Workshops

LTV provides a variety of workshops in addition to the Orientation class. After the initial orientation class for studio shows, you are welcome to shadow/work on other producer's shows to increase your skills.

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Does LTV provide a crew?

No. One LTV staff member/technician is present to monitor audio and direct the show. We encourage Producers to have their own Director when possible and bring their own props to personalize their set design.

When will my show be run on Channel 20?

All Producers submit their shows to the Program Director who will work out a schedule for airing. If your show is a series, you will be given a regular time slot quarterly.

How to CREATE

LTV is here to help you create your show. Aside from classes, technical advice, and scheduling, we can help you develop an idea, create a production budget, help you network with other access Producers, find underwriters, and offer constructive criticism.

As an LTV producer, you have the opportunity to make your creative idea a reality.

PRE-PRODUCTION

- LTV Orientation
- Appropriate Production Workshops
- Schedule a consultation with LTV staff to review your idea for a show.
 - List all the elements that it will take to create a production – host, guests, crew, location, timeline, sets, props, budget, etc. with the LTV staff. *Even if you are experienced in TV production, you will need to know our equipment and systems before being qualified to use the studio*
 - Work with an LTV staff member to design your credits and also choose your music. LTV offers a production music library for use on your show. This music is paid for via a service and does not require you to apply for copyright!
 - Consider your program's content. For example, think about anything in or about your show that might be construed as commercial.
- Design your set. The studio comes equipped with chairs, a backdrop, and props and decorations. While LTV does not permit alterations to the basic sets as installed in the studio, we encourage all producers to individualize their show by bringing in something easily set up and broken down. You are in charge of set up

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and striking your set.

- Submit all necessary forms to our Programming Director. These include: a Program Rights Release, Cablecast Request, Verification of East Hampton residency or a Sponsor Form. *Your show cannot be aired until all the paperwork is submitted. There are no exceptions.* You must obtain for yourself and keep for your own records the rights to any copyrighted material as well as a Standard Release Form for your guests
- Sign up for studio time by calling us at 631-537-2777, ext.110. All studio rental fees must be paid at time of show. The studio is rented in one-hour time increments for a 1/2 hour show.
- Studio rental fees include recording media, and technical support by an LTV Staff Member. Shows that require rehearsal time must book additional time separately. These fees do not include duplication (dub) fees.
- *If you plan to use any live instruments, photographs, or video during your show, you MUST consult with LTV at least 3 business days before the shoot.* Extras like this take time and expertise, and might incur a cost. LTV reserves the right to refuse service if you have not properly informed the staff prior to the shoot.
- Producers: Scheduling your crew and coordinating take time. Be patient. It will be worth it! For scheduling, there are several online tools that can help you schedule your guests. We like www.doodle.com. You can set up a few choices of dates and time, and then your guests can pick what works for them. It's free and guests don't have to sign up for anything. *Reminder: This is to schedule your guests and crew, not booking your studio time at LTV.*

PRODUCTION

The LTV technical staff will have the studio cameras, lights and microphones ready before you start your show.

- You are in charge of setting up your set and breaking it down with guidance from staff.
- A technician will be present for the recording of your show.
- Your guests and crew should be in the studio at least 15 minutes before the start of the show. You should arrive early enough to arrange your set and prepare
- Guests, friends and others not directly involved with the show should wait in the Producer's Room (Kitchen Studio). The Director's Station is not for preliminary planning or conference. The Producers' room is usually available to all producers and their guests as they prepare for a show. There is a small kitchen area, refrigerator, coffee machine, microwave oven, and conference tables. If you plan to use the room, please ask at the Front desk or while you are scheduling, as it might be already in use.

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- We reserve the right to cancel a recording if the host and/or guest is not ready to begin at the scheduled time.
- Once at the studio, take the time to explain to guests how the show will flow, and the obligations of the host. Assure guests that the host will be paying attention to timing and that they should continue on with their responses and follow the host's lead. Remind everyone they should all remain seated until the camera crew announces "all clear."
- Directors: Establish careful communication with the host and plan and rehearse cues in advance. Train your Host to remain aware of the studio timer and preview monitor.
- You may need to develop specialized cues for your specific production.
- After the show, the studio must be cleared of all sets and props so that the next person has a clean area. Failure to clean up will limit future use of the studio.

POST-PRODUCTION

- Serial Public Access shows produced at LTV are promoted on our website www.ltveh.org.
- Producers should promote their shows via press releases, social media and/or ads.
- All shows are considered the property of the producer and LTV. If you do not want your show duplicated or put on our Video on Demand, we will honor your request, however, your show will become part of our permanent archive. The archive has become a valuable resource for the community. And remember, if you film your show in an LTV studio for the public access fees, it **MUST BE BROADCAST** on LTV, otherwise, it is considered a commercial event and will be charged accordingly, or not filmed at all.

How to involve COMMUNITY

- Get your friends and family to help produce your show
- Ask for comments or suggestions via Social Media
- Get underwriters!

Unrestricted Underwriting, Specific Underwriting and In-Kind Donations

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To help offset and/or minimize the expense of Producing a program or conducting a special event, LTV Producers are encouraged to seek Underwriting and In-Kind donations.

Unrestricted Underwriting – a contribution to Local TV, Inc. not targeted for a specific expense. For example, XYZ Corporation donates \$5,000 to Local TV, Inc. in the form of an “unrestricted operating grant” in exchange for a general acknowledgement of XYZ’s support for so many times per day, for so many weeks.

Specific Underwriting – includes gifts solicited and secured to pay for a specific expense of an event or an event or program itself.

Option A - A company makes a donation payable to Local TV, Inc. designated for the event t-shirts. In doing so, the event does not incur an expense for the shirts. The company must give LTV its intent in underwriting the event expense and LTV issues it a cash receipt.

Option B – A corporation agrees to purchase the event t-shirts on behalf of LTV writing a check directly to the vendor. Subsequently, LTV issues an in-kind donation receipt to the company.

Option C - A corporation makes a donation payable to LTV of \$1000 to directly sponsor your program. You furnish LTV with receipts of costs directly attributable to your program and LTV will reimburse you up to 50% (in this example, \$500) of the donation. Examples of reasonable expenses for your show:

1. Fresh flowers
2. Transportation for a guest on your show from the city
3. Furniture or props specifically for your show
4. A hair and makeup professional

In-Kind Donations – a donation to an event or program of product or services. For example, ABC Printing Company donates 1000 sheets of paper and printing services to produce the event promotional flyer, therefore the event does not incur an expense for paper or printing services. This requires an in-kind donation receipt from LTV and LTV keeps whatever is left over.

All three options greatly help LTV by minimizing and/or eliminating our costs – and all options are equally tax-deductible to the donor.

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Underwriting Announcements on Noncommercial Educational Stations.

Noncommercial educational stations may acknowledge contributions over the air, but they may not broadcast commercials or otherwise promote the goods and services of for-profit donors or underwriters. Acceptable "enhanced underwriting" acknowledgements of for-profit donors or underwriters may include:

- (1) logograms and slogans that identify but do not promote;
- (2) location information;
- (3) value-neutral descriptions of a product line or service; and
- (4) brand names, trade names, and product service listings. However, such acknowledgements may not interrupt the station's regular programming.

Acknowledgements should be made for identification purposes only and should not promote the contributor's products, services, or company. For example, logos or logograms used by corporations or businesses are permitted so long as they do not contain comparative or qualitative descriptions of the donor's products or services. In other words, you can't say this restaurant's clam chowder is "the best on Long Island" or "better than" another restaurant's. Similarly, company slogans which contain general product-line descriptions are acceptable if not designed to be promotional in nature. Visual depictions of specific products are permissible, for example books, samples of crafts or art work. We also believe that the inclusion of a telephone number in an acknowledgement is within these general guidelines and, therefore, permissible.

Several examples of announcements that would **clearly violate** the rule may be helpful:

- A. Announcements containing price information are not permissible. This would include any announcement of interest rate information or other indication of savings or value associated with the product. An example of such an announcement is:
 - -- "7.7% interest rate available now."
- B. Announcements containing a call to action are not permissible. Examples of such announcements are:
 - -- "Stop by our showroom to see a model";
 - -- "Try product X next time you buy oil."
- C. Announcements containing an inducement to buy, sell, rent, or lease are not permissible. Examples of such announcements are:
 - -- "Six months' free service";

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- -- "A bonus available this week";
- -- "Special gift for the first 50 visitors."

Questions about:

Underwriting?

Contact Michael Clark, Executive Director: michaelclark@ltveh.org

Scheduling a Consultation or Studio Time?

Contact Ellen Watson, Production and Education: ellen@ltveh.org

Residency Verification, Program Scheduling?

Contact Patrice Jacobsen, Programming Director: patrice@ltveh.org