

MCAT PRODUCERS' HANDBOOK



MCAT

At The Missoula Public Library

455 E. Main

Missoula, MT 59802

406-542-6228

mcat@mcat.org

Welcome to Missoula Community Access Television, Missoula's Community Media Resource

The staff and facilities of MCAT are here to help you explore television production and communication via your community television center. This handbook is intended to guide and assist you when using MCAT's resources. If you have any questions about this handbook or the services MCAT offers, please ask the staff. Let us hear from you about how we can improve our services.



MCAT MISSION

MCAT is incorporated in Montana as a nonprofit corporation and received 501(c)(3) status from the Internal Revenue Service on May 8, 1990. The mission of MCAT, as stated in our bylaws, is to promote the spread of information and exchange of views, ideas, and opinions within the community of Missoula by providing training, equipment and distribution outlets for community members who want to produce programs to be shared in the many streams of local culture, cable television channels, social media, and local screenings.

WHAT IN THE WORLD IS THE PURPOSE?

The MCAT equipment and facilities exist for the purpose of producing non-commercial programming to be cablecast and distributed on our community access channel and video-on-demand system. The Community Media Resource Center should not be used to create content with commercial intent.

MCAT MADNESS, MCAT METHOD

Missoula Community Access Television, the City of Missoula and Charter Spectrum Communications maintains a neutral position regarding the content of programming produced or sponsored by Missoulians for MCAT, Missoula's Community Media Resource. This neutral position supports First Amendment rights. Through community media outlets, local people can speak for themselves through the content they produce. Missoula Community Access Television affords an opportunity for residents and organizations within the City of Missoula to create a community dialogue in which they communicate their interests and concerns as producers and receivers of locally produced programs.

MCAT does not censor or edit programs provided by producers. Producers must promise that their programs do not violate local, state, or federal laws as outlined in a Program Contract which is signed and submitted prior to the initial distribution of each show. MCAT community access television operations, which gives training, equipment, and channel time to citizens on a nondiscriminatory first come, first served basis, are based on one of the oldest and most

basic human needs – the need to communicate our ideas and achievements with each other. In doing so, we tell the stories which create and sustain our culture.

MCAT, Missoula's Community Media Resource, is an important tool for making our free speech guarantees under the First Amendment a reality in the electronic age. Congress recognized the importance of access television in the Cable Communications Acts of 1984 and 1992, and Telecommunications Act of 1996, and called such centers “the video equivalent of the speaker’s soapbox” and “the electronic parallel to the printed leaflet.”

The media landscape presents us with tremendous challenges for nurturing a democratic society. We recognize the need to educate ordinary citizens about media--everyone is consuming it and the media is coming from fewer and fewer sources as media consolidation becomes the norm of the age. Many studies support the idea that people who receive media training are better able to identify manipulative messaging and fake news--media literacy is important and vital!



MCAT: WHERE DID IT COME FROM? WHERE IS IT GOING?

During the late 70s and early 80s, community members and civic leaders in Missoula became aware of the phenomena of “public access television” which was cropping up throughout the nation. The big news was a federal funding mechanism that could allow counties and towns to set-up a local television station run to serve the community. Because there is such a wealth of cultural, artistic, and intellectual diversity in Missoula, these folks were certain that community access television would be a valuable outlet for local talent and a busy avenue for civic dialogue about important issues. In 1988, the City of Missoula and TCI Cable, reached an agreement that supported the formation of Missoula’s first public access television station. The cable company provided the money--why?

The 1984 and 1992 Cable Acts and Telecommunications Act of 1996 stipulate that municipalities have the right to negotiate a franchise with their local cable companies that, in addition to having a franchise fee based on the company’s gross revenues, has provisions for equipment and channel space for access television. Why can a city exact a fee from a cable company? Because the cable company uses the “rights of way,” the alleys that belong to everyone to deliver a service and make a profit. So, years later, MCAT, Missoula's Community Media Resources is funded through a contract with The City of Missoula with funds provided by the current cable provider as rent payment for the use of our public spaces. .

In 1988, the City of Missoula signed a 15-year franchise agreement with Telecommunications, Inc. (TCI), (later purchased by AT&T Broadband, then purchased by Bresnan Communications which was bought by Charter Communications) which includes a 5% cable franchise fee on the company’s gross revenues, up to two channels for local access programming, and provisions for maintaining equipment, and the ability to cablecast live from some public facilities and area schools. The volunteers who had been working as negotiators with the City of Missoula during this process created a new organization to provide education and administration for the television station and MCAT was born! A contract between the City of Missoula and MCAT has been renewed periodically since 1989. A significant portion of the franchise fees that are collected by the City from the cable provider are forwarded to MCAT

to provide funding for the community media resource. The City of Missoula owns the equipment and MCAT leases the equipment from the City for \$1 a year.

In 2016 MCAT signed an agreement with the Missoula Public Library to join them in a new partnership with two other nonprofit organizations. The joint venture creates a hub of activities in a brand new \$35 million dollar facility! MCAT will be working with the library, The Children's Museum and University of Montana's SpectrUM Science Discovery Center to bring new education programs and experiences to our community media resource center.

WHAT MCAT DOES FOR THE PUBLIC

Public programs from our drop-in studio and editing facility is the most diverse and unpredictable programming at MCAT. Program topics are as varied as the people in our community. Subjects can cover arts, entertainment, public affairs, religion, education, or information. Public access is a means for people to express their creativity, explore important issues and exercise their First Amendment rights.

MCAT provides a forum for religious, spiritual, and civic clubs, not to mention educational groups and not-for-profit organizations through the production of two talk shows, *Wake Up Missoula* and *Missoula Live!* Hundreds of local people have appeared on the programs as guests. If you belong to or know of an organization that would like a chance to appear on the program- let us know!

MCAT also provides media assistance grants to nonprofit organizations, or clubs that are sponsored by nonprofit organizations. The in-kind donation consists of 8 to 12 hours staff time to produce a program about the organization. Typically, organizations have used the grants to record conferences or performances, or for the creation of organization profiles, volunteer training and recruitment or to highlight a particular service, event or fundraising efforts. MCAT has served hundreds of non-profit organizations throughout the years, providing in-kind services.

Members of the public can request MCAT services from our website **www.mcat.org**. The website allows the public to submit programming for distribution, request recording through our Media Assistance Grants program, or sign-up for a media class.

MCAT.org also provides an opportunity to watch MCAT cable channels from your computer, tablet, or smart phone. The website contains a Video-On-Demand system which contains many MCAT programs to view whenever you want. These include public producer programs, county and city and school board meetings.

WHAT MCAT DOES FOR EDUCATION



MCAT hosts a Saturday afternoon drop-in clinic for area school children to teach kids the basics of object animation, green screen techniques and editing. MCAT host tour groups and club activities like the Boy Scouts and Cub Scouts and Girl Scouts. In addition, MCAT hosts 8 different one-week summer media camps for area kids serving the 9 to 18 age group with a variety of focus areas--just ask for details!

MCAT also works with the ***Flagship After-School Program*** to provide fun video activities in several Missoula County Public Schools during the time when school ends and parents are typically still at work.



MCAT partners with ***The Missoula Public Library*** to provide video programs of on-going Library Programs for Children and Youth. These programs include *Story-Time*, *Tiny Tales* and *Cooking at the Library*. Working with our library partners MCAT is developing media education for schools in the surrounding area, including Frenchtown, Potomac, and Seeley Lake.

MCAT also provides live coverage of the Missoula County Public School Board of Trustees Meetings along with concerts, art shows, sporting events and other community interest programs from the schools.

WHAT MCAT DOES FOR CITY AND COUNTY GOVERNMENT

MCAT contracts with the City of Missoula and Missoula County to provide gavel-to-gavel coverage of City and County government meetings. MCAT covers City Council, which includes all City Council Committees, Planning Board, Design Review Board, County Board of Adjustment, City Board of Adjustment, Transportation Technical Advisory Committee, (TTAC) Transportation Policy Coordinating Committee, (TPCC) and Neighborhood Forum meetings. MCAT also records, archives, and distributes Missoula County Commissioners meetings and informational programs. MCAT creates information public service announcements, profiles of City and County department functions and goals and highlights of various issues facing city government and citizenry. Government programs appear on MCAT's Civic Channel 190 on Charter/Spectrum cable and on our video-on-demand systems at www.mcat.org.



VOLUNTEERS

The success of MCAT rests with its volunteers. A volunteer Board of Directors governs MCAT with 9 members. All MCAT Board meetings are open to the public and your input is encouraged and welcomed. The board traditionally meets on the fourth Tuesday of the month at 7pm in the MCAT studio.

As a volunteer, you keep MCAT alive. MCAT has only a small paid staff, so volunteers are our lifeblood and the opportunities for volunteers here are plentiful. You can assist in training, operations, administrative functions, be a board or committee member, be a producer or technician. Not only will you be contributing your time, knowledge, and interest to a unique community resource, you will have a good time doing it. MCAT is an exciting and creative place to be!

MCAT STAFF

The MCAT staff currently includes Joel Baird, General Manager, Lori Hudak, Program Manager. Scott Ranf, Neil Wells and Mary Gray are media instructors. Ron Scholl coordinates our Media Assistance Grant (MAG) Program. Rick Phillips is our Government Meeting Producer and Arts Scene producer. In addition to the professional staff, all volunteers, work study students and interns are considered part of the MCAT work force. All volunteers are equal and have no authority over other volunteers unless professional staff has delegated this authority.



LOCATION OF FACILITY

MCAT's offices and studio are located at 455 E. Main St. on the first floor of the Missoula Public Library.

MCAT's mailing address is:

MCAT
Missoula Public Library
455 E. Main St.
Missoula, MT 59802

Our telephone number is (406) 542-MCAT (or 542-6228). Our general e-mail address is **mcat@mcat.org**. You can also visit our home page at **www.mcat.org**. You can submit program contracts and program links on the website and view programs in MCAT's on-line library.

MCAT maintains a YouTube channel and a Facebook page. You can follow MCAT-Missoula's Community Media Resource on Twitter and Instagram.

HOURS OF OPERATION

Monday, Tuesday, and Wednesday from 9am to 8pm

Thursday, Friday, and Saturday from 9am to 6pm

Sunday from noon to 5pm

FIRST COME, FIRST SERVED

MCAT equipment and facilities are available on a first come, first served, nondiscriminatory basis. Any individual or organization may have access to television production training, equipment, facilities, and channel time if their use of access is non-commercial and complies with these rules and procedures. All users must have a Missoula Public Library card and complete an MCAT training before checking out equipment or using the production facilities.

NONDISCRIMINATION

No person will be denied training, equipment, facilities, or channel time based on race, sex, religion, political affiliation, age, creed, color, national origin or ancestry, previous legal status, sexual orientation, or mental or physical handicap.

FEES

MCAT offers FREE media resource service which includes use of studio time, edit facility, podcast room and borrowing cameras and accessories. We do charge for Media Camps but we also offer scholarships.

THIRD PARTY AGREEMENTS FOR PAID PRODUCERS

MCAT encourages and supports all producers pursuing excellence in programming. The Third-Party Agreements allow community organizations to pay a stipend to certified MCAT producers to produce non-commercial programs to run on MCAT. Third Party Agreements are not intended to promote competition between MCAT producers and the private sector and are allowed only when a program cannot feasibly be produced by the private sector.

The following guidelines are intended to create a cooperative partnership between MCAT, independent producers and community organizations. Third Party Agreements must be signed by the certified MCAT producer, an MCAT official and an authorized organization representative. Third Party Agreement Forms may be obtained at MCAT.

The agreement warrants that all parties understand that:

1. An Equipment Maintenance Fee will be paid to MCAT in the amount of 20% of the producer's compensation for only that segment of the program produced using MCAT equipment. A copy of the producer's budget must be made available to MCAT staff before production begins and all Third-Party Producer projects must be approved by the MCAT program director.
2. Programs produced with MCAT equipment and/or facilities are intended for cablecast on access channels and may not be used for commercial purposes or for the solicitation of funds. A community organization may sell copies of programs to recover production costs. Income from such sales may not exceed the cost of production.
3. Incidental to cablecast and distribution on MCAT a program may generate revenue. In that case MCAT will be compensated retroactively in the amount of 20% of net revenues or at the rate on the MCAT Use Value Schedule.
4. Access producer may not charge third parties for use of access equipment, facilities or channel time. Any programming produced with MCAT equipment and facilities will be non-commercial in nature.

5. Ownership of the copyrights of programs produced under Third Party Agreements is to be negotiated between the producer and the sponsoring community organization before production begins.

HOUSE RULES

1. The MCAT staff reserves the right to refuse service to any person whose actions hinder the activities of access producers or staff members. People who are under the influence of alcohol or drugs will be denied access to equipment and facilities. Such persons may be asked to leave the access facility.
2. Smoking is not permitted in the building.
3. Do not store personal items at the facility.
4. Clean UP After You Use It!
5. No firearms are allowed on the premises.
6. Office supplies are not available for use by producers.
7. No alcohol or illegal drugs are permitted on the premises.
8. No equipment/computer maintenance or disassembly.
9. Do not store personal material on MCAT computers
10. Producers may be limited to 4 consecutive hours of MCAT staff support per day.

MCAT Producers, crew, and guests must follow official Missoula Public Library Policy guidelines on equipment check out and returns, behavior, and other library standards.



CREDITS

All programs produced with MCAT equipment and facilities and any copies must state: "This program was produced in whole or in part with equipment and facilities provided by MCAT Missoula's Media Resource".

PROGRAMMING POLICY

Any program submitted for scheduling must be accompanied by a signed Program Contract. Any minor (under 18) must have an adult co-signer. The party signing the Program Contract assumes liability for program content and warrants that the program does **not**

contain:

1. any advertising or material that promotes any commercial product or service or lottery;
2. any unlawful use of copyrighted material;
3. any material that is libelous, slanderous or defamatory of character; or material that is an unlawful invasion of privacy;
4. any material that violates state or federal law relating to obscenity;
5. any solicitation or appeal for funds (Programs may describe fund-raising events or projects but may not contain a repetitive emphasis on financial need or direct requests for funding.);
6. any material that violates local state or federal laws.

A request for cablecast must be made at least three (3) weeks in advance of the proposed cablecast date. Except for live programming, files/DVDs must be handed in with your Program Contract before they are assigned a cablecast date and time slot unless prior arrangements have been approved by the Program Manager. Pre-recorded Series programs not completed or handed in to MCAT staff at least 48 hours before cablecast time may not be aired.

1. Programs produced with MCAT equipment and facilities are intended for cablecast on an MCAT channel, not for personal or commercial use. MCAT programs may be used as supporting documentation for grant and employee applications.
2. Access producers retain ownership of the creative rights to the programs they produce and may register and establish a copyright at their discretion.
3. MCAT has first rights to cablecast any program in which the access producer has made use of MCAT equipment and/or facilities. Such programs must be cablecast on MCAT's channel prior to, or concurrent with presentation on any other television system, and prior to any other form of distribution or presentation.
5. By requesting access to equipment and facilities, access producers agree that MCAT may use portions of their program for non-commercial, promotional purposes.
6. MCAT may post the program on social media, YouTube, Vimeo, Video on Demand, etc. and make copies available for distribution through the Missoula Public Library.

The individual producer or organization who submits programming for cablecast on MCAT bears all legal responsibilities for the content of the program.

CHANNEL USE

Use of MCAT channel time is scheduled on a first come, first served basis with a 13-week time slot commitment for series programming.

When time limitations require that choices be made between offered programming, the following priorities apply when scheduling timeslots:

1. Locally produced programs / productions by Missoula residents;
2. Exchanges with other community TV centers;
3. Imported programs with some local production;
4. Imported programs with local sponsorship only.

LATE NIGHT PROGRAMMING

MCAT wants to give guardians a means of controlling the viewing by children of potentially objectionable programming as well as notifying individuals of such programming so that they may make informed cable-viewing choices.

While giving such notification, we support all forms of expression on cable television in accordance with FCC regulations and other relevant laws.

Therefore, some of the channel time from 10:30 p.m. until 5 a.m. will be available for programming that may be inappropriate for children or sensitive viewers.

After discussion with the producer this standard disclaimer will run at the head of the program:
“The following program contains material which may be offensive to some viewers or may be inappropriate for viewing by children. Viewer discretion is advised.”

SPONSORSHIP OF IMPORTED PROGRAMMING

Non-locally produced programming will be cablecast if it is part of an exchange with other community television centers, or if it is sponsored by an individual or organization within the community. Local sponsors of such programming shall be responsible for obtaining clearance to cablecast the program, shall include their name, local address, and telephone number with the program, and will pay for all shipping costs. MCAT may include non-sponsored, satellite programming to be used as “fillers” in the program schedule.

REQUIREMENTS FOR LIVE PROGRAMS

An access producer must request a time slot for a live program no less than three (3) weeks in advance. Depending upon the complexity of the production, a planning meeting with the MCAT Program Manager may be required. Live series programming must follow series requirements as listed below.

REQUIREMENTS FOR SERIES PROGRAMMING

1. A series is three or more programs of similar content that have a regular air day and time. A series can be live or recorded;
2. A series may be aired weekly, monthly, semi-monthly, etc. at the producer’s choice or availability of channel time;
3. Individual producers are guaranteed up to two (2) hours (local or sponsored programming) of channel time a week including replays. Non-profit organizations may schedule/sponsor up to 7 hours a week, including replays. However, MCAT may use “fillers” of any length, as needed, in the program schedule. They can include satellite programming, time delayed or live non-scheduled programming, re-runs of library archive programming or community message board used to display information and announcements;
4. Series producers should understand that their current timeslot cannot be guaranteed for more than three months at any time;
5. Producers agree to provide a minimum of one new show per month or risk having their timeslot filled with other programming;
6. Except for live programming, shows must be delivered by the producer to MCAT a minimum of (3) three business days before each of their timeslots as scheduled for cablecast unless other arrangements are made with the Program Manager. This is to allow time for computer processing in our playback system. Producers that miss this three day deadline risk having their timeslot filled with other programming;
7. New series producers/sponsors will be granted a regular timeslot after three (3) programs are submitted for cablecast in compliance with the provisions outlined herein.
8. Local programs (programs produced locally that may contain material from an outside source such as websites, DVDs) will be scheduled for two play dates, including one prime time. Imported programs (programs that are brought in from an outside source with no local production) will be scheduled for one play date only, at any available timeslot.



MEDIA ASSISTANCE TO ORGANIZATIONS - MEDIA ASSISTANCE GRANTS

Nonprofit organizations, clubs, churches, associations, and spiritual groups are encouraged to make use of MCAT's Media Assistance Grant. The grant will provide up to twelve hours of MCAT staff, equipment, and channel time to assist your nonprofit organization in creating a public service announcement, covering an event important to your group or profiling the services your organization provides. This program is available on a first-come first-served basis. The resulting program must be non-commercial in nature and play on the MCAT channels. You can find an on-line form to fill out at www.mcat.org under the tab "Services" Choose "Request Event Recording" even if you are requesting another kind of production grant--you can explain in the notes.

COMMUNITY BULLETIN BOARD

MCAT accepts non-commercial public service announcements and messages to be displayed by character generation. Please submit legible (preferably typed), concise information either by mail, e-mail, or in person at least two weeks in advance of requested cablecast date. Sorry --we need a written record of announcement and messages cannot be taken via phone.

VIDEO ON DEMAND SERVICE & SCHEDULE SEARCH AT WWW.MCAT.ORG

MCAT always takes a hard look down the road of the future and we realized that appointment television is largely a phenomenon of the past. Not many can be found scurrying home to catch a particular program on cable or broadcast television unless it is a mega event of some sort--sports, award shows and the like.

MCAT has over two thousand videos on our YouTube channel and of course the number grows larger every month. If you would like to contribute your video to our channel, in addition to distribution on MCAT's cable television channels let us know when you fill out your program contract.

MCAT also maintains a private video-on-demand service at our website mcat.org. Once at the home page you can access the schedule feature by clicking on either channel 189 or 190. The schedule for each channel will appear and you can navigate from day to day. There is a search feature where you can enter the title of a program you may searching for to learn when the program is going to be cablecast, or you can watch the program from MCAT's private video-on-demand system when you want to.

HOW TO GET EQUIPMENT



Attendance at a basic training meeting is a prerequisite to enrollment in training workshops and certification on access equipment regardless of prior experience or other training. We need to visit with you! The purpose of the meeting is to educate you about the community media resource mission and the way we can share equipment, facilities, channel time and social networks. You must also have a Missoula Public Library card to check out equipment at MCAT.

Basic workshops will be offered at least once a month. If you have a special hardship, it is possible to fast-track training with individual training if circumstances warrant- -talk to a staff person about your needs! Also, if you have a group of 10 or more people interested in working on the same project, MCAT will try to set up a special workshop for your group if staff time permits.

The following types of production equipment and facilities are popular:

1. Cameras and specialty microphones and lighting are available on request
2. Studio

The studio is often used for programs involving multiple cameras switched by an operator as the program goes along--but not always! Some producers use a single camera set-up in the studio. Others take advantage of the three remote controlled cameras and the green screen capability. If you are going to be the talent-- do not forget to cultivate a crew! MCAT staff cannot be available to crew your production but we will help train your production crew.

3. Small Production Rooms

MCAT has two smaller production rooms available for scheduling that can be used for one or two person productions. One camera and audio equipment will be available.

CONTRACTS

The access producer will be required to complete a simple but binding contract before using MCAT equipment or facilities. In signing the contract, the producer agrees to indemnify and reimburse MCAT for all damage to or loss of any equipment or facilities due to neglect, abuse, theft, or other causes while such equipment and facilities are signed out to the producer. The producer and the designated crew members listed on the contract are the only persons authorized to operate the equipment. The contract also contains a statement of compliance with MCAT rules and procedures.

RESERVATIONS

Equipment and facilities are available to certified producers on a first come, first served basis. You must have a Missoula Public Library card to make reservations with MCAT. Reservations can be made in person or by phone if your project is on file. Reservations should be made as far in advance as possible! You must be certified by MCAT staff for the equipment which you are scheduling.

A producer who is more than 15 minutes late in claiming reserved equipment or facilities forfeits the equipment or facilities unless MCAT staff authorizes an extension. Please call if you will be late, and the equipment will be held for you if possible.

Each MCAT producer is limited to two sign-ups on portable equipment, two on editing equipment and two on studio equipment at any one time.

Back-to-back reservations are not permitted. However, producers may place a “stand-by” reservation on equipment or edit time no more than 24 hours before intended use and only if the equipment is available.

COMPUTER EDITING: TIME & STORAGE CAPACITY LIMITS

Although computer video editing technology continues to improve, there are limitations facing a shared public facility like MCAT. There is only so much video storage space we can offer producers for a guaranteed amount of time. Producers will be guaranteed the use of a computer edit station for up to two weeks consecutively. Producers may use computer editing stations longer if there are no other producers waiting to use the video storage drives. When a waiting list develops for video storage drives, the producer who has had a video storage drive longest will be the first to go. That producer will have two consecutive working days to finish or store their work. Please consider buying your own drive if you can.

CANCELLATIONS

Access producers with reservations who are unable to use them are asked to notify staff as soon as possible so that other producers can use these resources. Notification of any cancellation is required prior to reservation time.

CHECK OUT CAMERAS

We want our volunteer producers to be realistic and efficient in their time requests for cameras. Taking equipment out of the Missoula area requires special permission, and arrangements should be made with the media resource staff. Camera equipment is usually checked out for three days-typically Tuesday thru Friday or Friday thru Tuesday. Please help share the cameras-do not expect back-to-back reservations for yourself when others may be waiting.

Please allow 15 minutes when checking equipment in and out. Although MCAT makes every effort to assure that all equipment is in good operating condition, it assumes no responsibility for equipment failure.

Any malfunctions must be noted on the equipment/facilities contract. Remember you are liable for returning the gear in the same condition as when you checked it out! A certified MCAT producer who is current with MCAT must sign the contract before the equipment leaves the premises. You are required to return all equipment at the check-in time specified on the equipment contract.

STUDIO / EDITING

Scheduling of studios and editing suites is generally limited to four-hour blocks of time, with two sign-ups at any one time. If no one is scheduled immediately after your block, you may stay until another producer is scheduled. Editing facilities use time may be subject to change depending on technical upgrades and increased usage. Allow 15 minutes before the end of your reserved time to clean and organize the space for the next producer.

USE BY MINORS

Certified producers under the age of 18 must have an adult co-signer in order to use the MCAT equipment and facilities. When the adult and minor(s) co-sign the equipment and facilities contract the adult accepts full responsibility for loss or damage on behalf of the minor(s).

EQUIPMENT DAMAGE AND LOSS

If equipment is damaged or lost while under contract to an access producer, the producer will have equipment privileges suspended until full compensation is made or until an installment payment contract is signed with MCAT. If the producer fails to meet the terms of repayment, the producer shall be suspended from all equipment and facilities privileges; the case may be submitted to the MCAT Board of Directors on appeal.

DUBBING

Producers are allowed one free DVD of their program. Dubbing fees will be charged for any additional copies in accordance with established videotape dubbing rates. Any dubbing must be cleared with staff in advance. No dubs will be made without the express permission of the producer, except for promotional use by MCAT.

UNDERWRITING-CONTRIBUTION OF GOODS AND SERVICES

A community media resource producer may give credit to an individual, company or organization which underwrites any of their production costs. Credit may be given with a title at the beginning or end of the program which identifies the contributor. Each display shall be no longer than 60 seconds and may include the contributor's name, address, and telephone number. Here are helpful tips about creating an underwriting acknowledgement:

Underwriting announcements may:

- Describe your business.
- Identify facilities, services, products, or product lines (no more than a total of three mentions per announcement).
- Describe your corporate mission.
- Inform the public of events you sponsor.
- Include a corporate slogan, so long as it is not flagrantly promotional.
- Include a web address, phone number and street address for your business.
- Indicate the number of years you have been in business.
- Include the name of a nonprofit organization you support, although it must be clear that you are providing the funding for the announcement.

Underwriting announcements may not include:

- Qualitative language. (e.g., award winning, leading, etc.)
- Comparative language. (e.g., better, best, oldest etc.)
- A call to action (“Visit our store...”).
- An inducement to buy, sell, rent, or lease.
- References to price or value.
- Personal pronouns, unless as part of a slogan.

TECHNICAL DETAILS

If you would like to share a program through our community media resource distribution center, you can submit a digital file or DVD. We can convert most file formats. If you would like to submit remotely, we can download a file from a specific URL or through our digital Program Contract. Producers can fill out a Program Contract online at www.mcat.org--look under the "Services" tab.

MUSIC

There is a wealth of music and audio effects cleared for general use and available on the internet. Social media outlets such as Facebook and YouTube enforce copyright law robotically and will suspend or ban accounts that violate copyright law. MCAT enforces copyright law and we cannot distribute material which appropriates popular music without licensing. Choose your music carefully and use only cleared music or with direct permission from the copyright holder.



MCAT is your Community Media Resource. Please feel free to help us evolve it with your input for improvements in efficiency, fairness, and fun!