



NORTHWEST COMMUNITY TELEVISION

PUBLIC ACCESS

Handbook





Hours

Sunday 12:30pm-6:30pm

Monday through Thursday 8:30am-11:00pm

Friday and Saturday 8:30am-5:00pm

Address

**6900 Winnetka Avenue North
Brooklyn Park MN 55428**

Directions (from 694)

County Road 81 north to 73rd Avenue. Turn left on 73rd Avenue—73rd curves left turning into Winnetka Avenue. NWCT is one-half mile south on the left.

The public access entrance is located on the northwest side of the building.

Phone

763.533.8196 (ext. 293 Access front desk)

Fax **763.533.1346**

Web **www.nwct.org**



Northwest Community Television



<http://www.youtube.com/nwct18>

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Membership

Residents of Brooklyn Center, Brooklyn Park, Crystal, Golden Valley, Maple Grove, New Hope, Osseo, Plymouth and Robbinsdale are eligible for membership.

Non-residents are only eligible for membership if they are working on a project approved by and produced for a nonprofit organization located in one of the nine cities listed above. A project proposal listing involved non-residents along with the organization's Certificate of Incorporation must be submitted by the organization at orientation.

If an individual meets the above requirements, they must then satisfactorily complete the orientation and one of the television production classes to become a member.

Membership expires when an individual moves out of the service area.



Prohibited use of equipment

Members who make prohibited use of NWCT equipment and facilities may lose their membership. They will be charged the following rental fees:

Portable camera	\$300 per day
Editing	\$80 per hour
Studio	\$500 per hour

Prohibited use of equipment/facilities includes:

Any personal or family programs such as weddings, showers, birthday parties, anniversaries, or funerals.

Programs produced for pay.

Any content within a program that advertises products or services.

Programs containing obscene material, sexually explicit conduct, or otherwise violate any local, state or federal law.

Programs promoting a lottery or seeking to raise money for an organization.



TV production classes

Our free workshops covering basic production skills are geared toward beginners with no television experience. Once you complete a class, you are certified to use the corresponding equipment.

Orientation

Northwest Community Television staff introduces you to all we have to offer—it's informative, fun, and required!

Studio Production

Receive basic hands-on training with studio cameras, the audio board, and the switcher. Your new skills will be put to the test when the class crews a studio production!

Portable Camera

Learn how to record quality video and audio on the HD portable camera equipment. Participants will shoot a class project.

Nonlinear Editing

Edit your show digitally! Import video and audio, add graphics and music, and output to digital file, DVD or tape. All participants edit a class project for Channel 18!

Take advantage of free advanced training—learn new production skills such as graphics or directing. We offer advanced workshops throughout the year.



Production equipment

The following high quality facilities and equipment are available free of charge once you learn the basics.

- 2 production studios
- 9 Panasonic AG-HMC150 camcorders
- 3 Final Cut Pro nonlinear edit suites
- 2 linear edit suites
- 2 Sony Anycast portable studios



Standards of conduct

Northwest Community Television is a publicly owned facility. All behavior, language, and dress must at all times be appropriate for a public place. For a complete list of prohibited activities, visit the studio or our web site, www.nwct.org.

Members must not represent themselves as employees or agents of Northwest Community Television or Channel 12. Our mailing address and phone number may not be used as contact information.

Rule violations

Equipment and facility reservations must be cancelled 24 hours in advance, emergencies excepted. Frequent or unexplained cancellations and “no shows” are considered violations of our rules.

Depending upon the severity or the frequency of the violation, members may be issued a verbal or written warning or may be suspended for up to six months by the Executive Director or suspended for more than six months by the Board of Directors.



Channel listing

Programming is cablecast 24 hours per day 365 days a year on the following channels:

18 THE GUIDE

NWCT/12 program schedule, promotional videos, local weather forecast, and time and date

19 20 PUBLIC ACCESS

Volunteer programming—talk shows, live call-ins, church services, concerts, sports, educational programs, and more

All programs produced using NWCT's equipment are cablecast on Channel 19 or 20.

12 CHANNEL 12 NEWS AND EVENTS

Daily local news, public affairs, sports and community events

16 CITY GOVERNMENT

Local city council meetings and community events



Sponsorship guidelines

Proceeds from underwriting can only be used to pay for the direct costs of a program such as sets, media, Channel 6 fees and food for crew. Proceeds cannot be used to pay or otherwise compensate producers, hosts, crew members or guests.

Underwriting credits can appear at the beginning and end of the program only. It must be clearly identified by stating, "This program was made possible (in part) by _____."

On-screen graphics can display the name of the underwriter, but may not include prices or the address or phone number of the underwriter(s). The graphic cannot contain comparative or qualitative language about the underwriter or its product.

Identification can be no longer than 15 seconds per underwriter and must not exceed 30 seconds regardless of the number of underwriters.

Programs may not discuss services or show products or banners of underwriters. Underwriters cannot appear on programs they sponsor.

Guest plugs

Plugs which include a phone number or address or display a product may occur only once during a program and may not be longer than ten seconds.

The producer, host, or crew can have no direct financial interest in the product or service plugged.



Political candidates

Local, state, and national candidates are limited to a total of one half hour per week of scheduled channel time.

Program content must be in compliance with the Minnesota Fair Campaign Practices Act.

Copyright

Individuals submitting programs must make all necessary arrangements with and obtain required clearances from broadcast stations, networks, sponsors, music licensing organizations, performers' representatives, authors, composers, and any and all other persons or entities whose material they use in whole or part.

Those submitting programs for cablecast are responsible and liable for program content.

Outside programming

Programs made with the hands-on assistance of a resident or a member of a nonprofit organization located in our service area may be cablecast on our channels.

A program which features, to a significant extent, a person, place or event specific to the area we serve will also be cablecast.



Policies for playback

All programs must be submitted digitally as an MPEG2 file or on DVD or DV tape.

All submissions must include a minimum of 5 seconds black at the beginning of the program.

DVD submissions must be created with a **single play** menu—no animated menus, please. Auto play DVDs will not be accepted as they do not function in playback.

Digital submissions must be named with the program name and playback dates, if known. Files can be uploaded to NWCT's FTP site.

DVD and tape submissions must have both the case and DVD/tape labeled with the program name and producer's name.

All submissions must be accompanied by a cablecast release form.

DVDs/tapes are removed from playback at the beginning of each month. Producers are responsible for picking up their programs within 90 days—after that, they are recycled.



Program copies

Copies of your program should be made prior to submitting it for playback.

Ten copies of a program can be made at no charge for distribution to other access centers. Producers must provide the DVDs/tapes for copies.

Copies of access programs requested by viewers, guests, etc. will be made only upon approval of the program's producer.



FAQs

When were we established?

Northwest Community Television, officially known as NWSCAC, or Northwest Suburbs Community Access Corporation, was formed July 26, 1982, as a nonprofit organization.

NWCT owns and operates a television production facility for use by community residents and organizations. We program five channels on the local cable system. There are 75,000 subscribers to cable television in the northwest suburbs.

How are we funded?

Northwest Community Television is a nonprofit organization funded by fees paid by the cable company and cable subscribers.

What is our annual budget?

The NWCT/Channel 12 operating budget is approximately four million dollars.

Who oversees our operation?

A board of directors appointed by the cable commission oversees the operation and meets quarterly. The board is made up of representatives from the cities we serve and public access producers.



public



access

April 2012

**Northwest Community Television
6900 Winnetka Avenue North
Brooklyn Park MN 55428**