



MONTGOMERY COMMUNITY MEDIA

Member & Access User Orientation

We encourage all new members to review our Orientation Slide Presentation to learn more about MCM's mission, facilities, and production opportunities. To get the most out of your membership, we highly recommend attending an in-person or virtual **Orientation Class** which offers hands-on guidance, answers to your questions, and a clear roadmap for training and working with MCM.



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Education & Community Engagement



Danielle Ricks

Education & Community
Engagement



Delmar Patterson

Media Education
Production Manager



Kaila Williams

Media Production
Coordinator

Montgomery Community Media

Est 1984

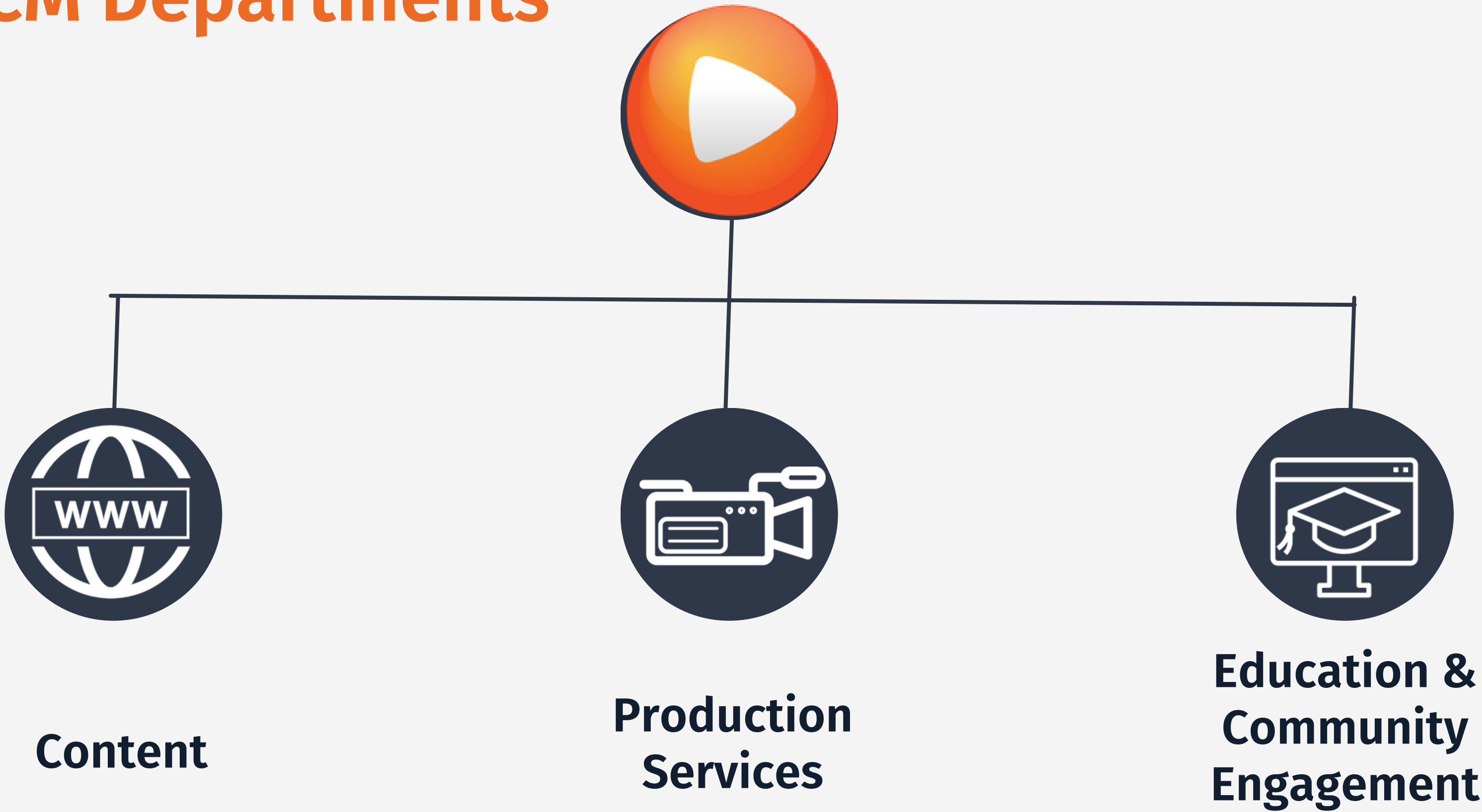


MCM is an independent,
non-profit organization

Oversee the control, supervision, and
management of the community
access cable TV channels

The purpose of community access cable is to
provide a medium for individuals, organizations,
and institutions to communicate to Montgomery
County residents via non-commercial channels on
the cable television system.

MCM Departments



Facility in Rockville

*Rockville

**7548 Standish Place
Rockville, MD 20855**

- Two large in-house studios
- Green screen
- HD cameras, custom lighting, set design
- Large podcast studio
- Live streaming and live-to-tape capabilities
- Live performance and studio audience events
- Corporate conferences, panel discussions, hybrid productions
- Used for PAID productions

***Limited Studio Access**



Satellite Facility in Sliver Spring

Silver Spring Media Lab

8560 2nd Avenue
Suite 117
Silver Spring, MD 20910

- Computer lab for editing, graphic design, and work space
- HD and DSLR cameras, lighting, set design
- Four-person Video Set (customizable)
- Two-person sound-proof
- Meeting space
- Best For Member Productions



REQUIRES ADVANCE RESERVATIONS

Membership Benefits

MCM's Silver Spring Media Lab (SSML) are open to members and equipped with state-of-the-art technology to bring your creative ideas to life. At SSML, members receive exclusive media training to learn content creation skills and how to produce professional-quality shows for MCM channels and personal platforms.

*Membership Benefits

- Ability to present content on premier cable Channel 21 / 995(hd) and Channel 19
- Use of MCM studios **upon certification**
- Participation in member exclusive events and networking opportunities
- **When available**, access to discounted courses and workshops
- Co-work space at the MCM Silver Spring satellite location – reserved for the production of approved member Access User shows for broadcast on MCM channels and member platforms.
- Access to MCM facilities with no charge for studio rentals using an MCM certified volunteer crew (for example someone who has received an MCM certification as an editor, audio tech, video tech, or studio-tech).

***NOTE: USING MCM STUDIOS REQUIRES ADVANCE RESERVATIONS**



Access User Productions

ACCESS USER PRODUCTIONS

WHAT YOU'LL GET:



- ✓ Modern Studio Space to Create Content For Our Channels
- ✓ Technical Support To Develop Your Show
- ✓ Editing Supervision For Your Show

WHAT YOU'LL NEED:

- ✓ MCM Membership + Orientation
- ✓ Reservations- 3+ Weeks Out
- ✓ Your Show Ideas

Exclusive Guided Production Hours!

*Thursdays:
2:00 PM – 6:00 PM
4:00 PM – 8:00 PM

*Saturdays:
10:00 AM – 6:00 PM

**By Appointment*



Any eligible member who desires to use the MCM production facilities must submit a program proposal/show treatment designed to communicate the intent and requirements of a production. The program proposal will serve as a preliminary application for use of the production facilities and must:

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Show idea...

Show Submission Pathway

Acceptable program formats:
.mp4 & .mov files.

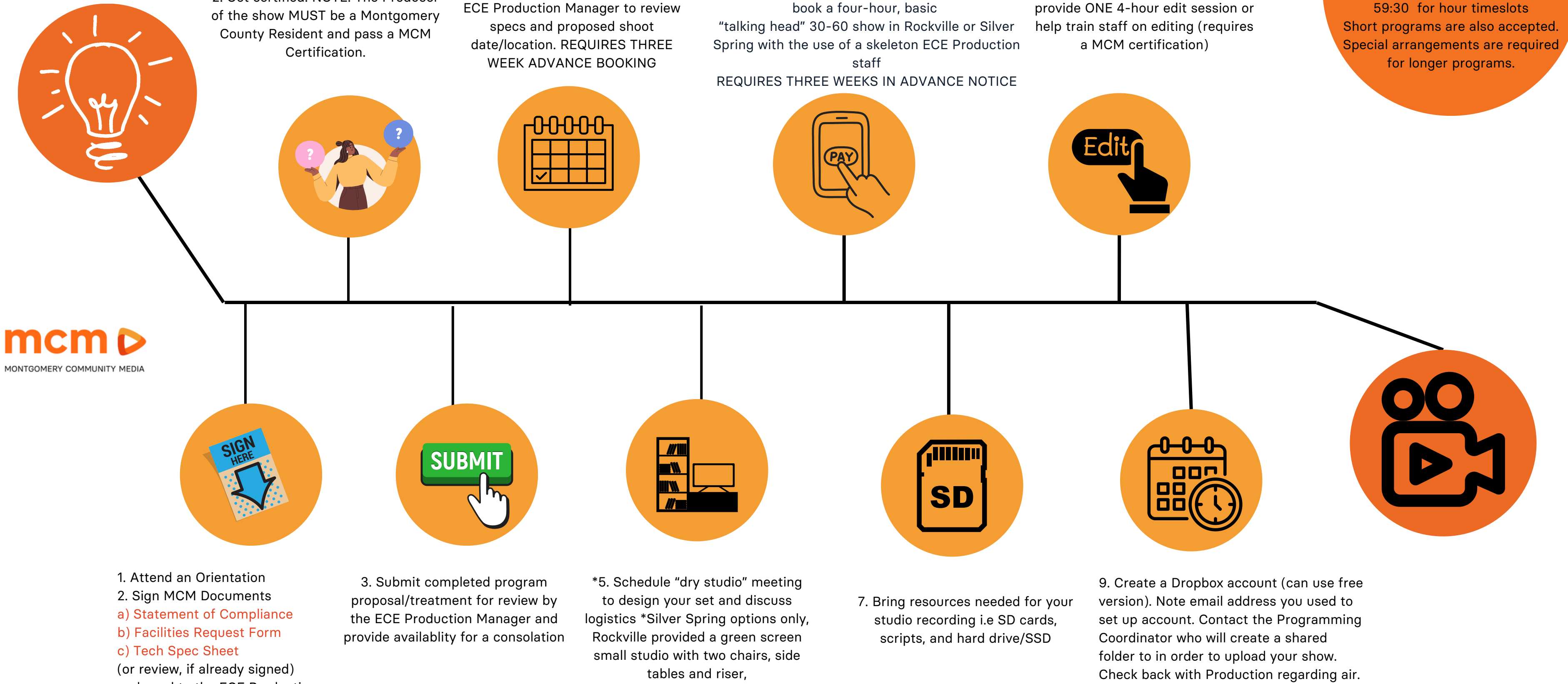
Maximum Lengths:
29:30 for half-hour timeslots
59:30 for hour timeslots
Short programs are also accepted.
Special arrangements are required
for longer programs.

2. Get certified. NOTE: The Producer of the show MUST be a Montgomery County Resident and pass a MCM Certification.

4. Schedule your consultation with ECE Production Manager to review specs and proposed shoot date/location. **REQUIRES THREE WEEK ADVANCE BOOKING**

6. Secure volunteer crew (must be certified if using MCM equipment. OR book a four-hour, basic "talking head" 30-60 show in Rockville or Silver Spring with the use of a skeleton ECE Production staff
REQUIRES THREE WEEKS IN ADVANCE NOTICE

*8. Have your show edited. We can provide ONE 4-hour edit session or help train staff on editing (requires a MCM certification)



Share your show time with viewers!

Sample Statement of Compliance

The Statement of Policy on Public Access and the Facility User Guidelines are important documents intended to help you become acquainted with Montgomery Community Media policies and expectations. These documents are intended to provide guidelines and descriptions pertaining to user conduct, certification requirements, program submission, facilities usage and distribution rules; it is not the final word in all cases. Individual circumstances may call for individual attention. Because the Company's operations may change, the contents of these documents may be changed at any time, with or without notice, in an individual case or generally, at the sole discretion of management.

The Statement of Policy on Public Access and the Facility User Guidelines can be found on our website at this link:
<https://www.mymcmedia.org/media-education-training/membership/>

Before doing business with MCM, each member must sign the Statement of Compliance indicating they have read all the required documents.



Montgomery Community Media/Montgomery Community Television, Inc. STATEMENT OF COMPLIANCE

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Please read the following statements and sign below to indicate your receipt and acknowledgment the aforementioned documents.

I have received and read a copy of The Statement of Policy on Public Access. I understand that the policies, rules and benefits described in it are subject to change at the sole discretion of the Company at any time.

I have received and read a copy of Facility User Guidelines. I understand that the policies, rules and benefits described in it are subject to change at the sole discretion of the Company at any time.

I have received and read a copy of Montgomery Community Television's Code of Ethics. I understand that the information described in it are subject to change at the sole discretion of the Company at any time.

I understand that my signature below indicates that I have read and understand the above statements.

- ☐ I am over 18
☐ I am under 18

I am the Parent/ Legal Guardian of _____ and my signature below indicates that I have read and understand the above statements.

Printed Name: _____
Signature: _____
Date: _____

Print Guardian/
Parent Name: _____
Signature: _____
Date: _____

Certification Process

Certification is the process whereby eligible, current members and access users can learn or demonstrate their ability in production techniques. The intent is to identify and foster competent users and protect equipment.

ECE conducts workshops and training sessions to instruct eligible individuals in the required areas of skill. Successful completion of the workshop is determined through a testing procedure that results in certification.

Certification begins immediately upon successful testing. Only members who are currently certified or engaged in training may use MCM facilities.



Certification



Training & Certification - MCT offers workshops, certifying individuals through testing in required skills, with certification granted immediately upon successful completion, restricting facility usage to certified or actively training members.



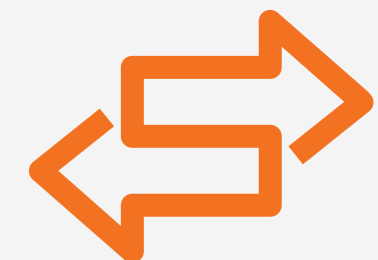
Equivalency - The certification process includes equivalency testing for individuals with prior television production experience, with the possibility of a refresher course for those previously certified.



Decertification - Users showing incompetence, negligence in equipment use, or policy violations will face decertification and potential suspension.

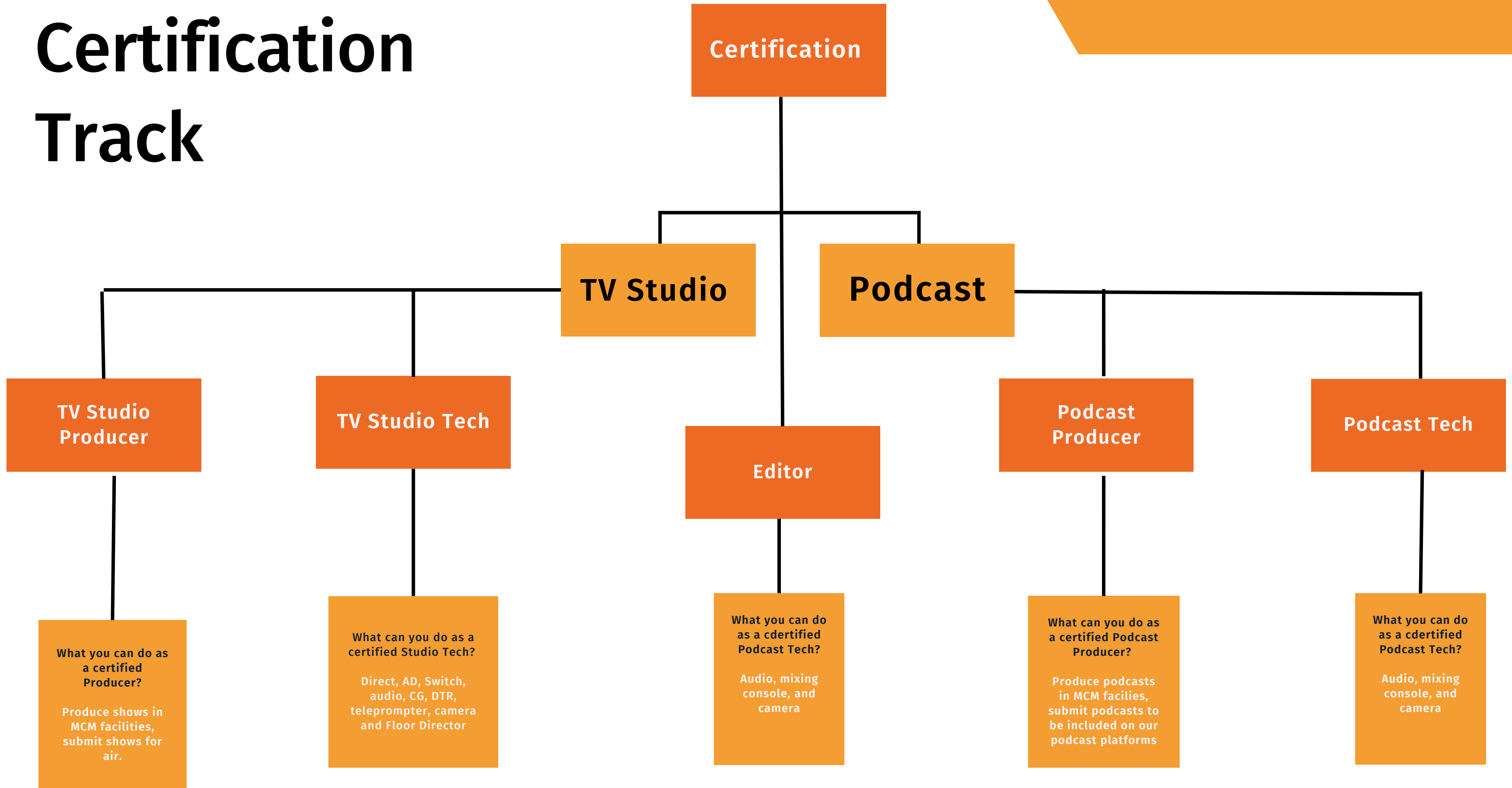


Suspension - Users who fail to act within established policies and procedures may be suspended.



Recertification - A decertified user may request recertification testing providing s/he is not under suspension.

Access User Certification Track



Program Proposal

Any eligible member who desires to use the MCM production facilities must submit a program proposal/show treatment designed to communicate the intent and requirements of a production. The program proposal will serve as a preliminary application for use of the production facilities and must:

1. Demonstrate the ability of a user to complete a program

2. Disclose sources of funding

3. Detail production elements and resources needed for production

Keep In Mind

- Approval is NOT based on content, but of technical feasibility and complete documentation.
- A program proposal may be rejected based on the user's failure to successfully complete a previously authorized proposal
- Volunteer producers must be certified to use the studio
- Volunteer crews must also be certified

Program Scheduling



Policy Statement: MCM and its designated agents assume authority and responsibility for scheduling cablecast time on the MCT public access cable channels. Programs will be scheduled in a manner advantageous to both user and the viewing audience **as determined by MCM.**

Users must agree to contract terms established by MCM including specifications on retention of copyright, distribution rights, and full liability of the user, and use rights, production credit and indemnification terms for MCM.

MCM anticipates promising changes in the new year. We are working on refreshing the content on our channels to showcase the rich diversity that Montgomery County has to offer. As a part of this effort, we made adjustments to the programming on our channels

- **Channel 21** will feature current (within two-years) high-quality programming highlighting the rich tapestry of local arts, entertainment, education, news, and public affairs programming from residents, the county and MCM staff
- **Channel 19** is the place for residents by residents and the go-to destination for health, fitness, local humanities, and a touch of inspiration from around the county.

Program Scheduling

continued...



Where our content lives:



Channel 19

<https://montgomerycommunitymediatv.org/CablecastPublicSite/watch-now?site=1>



Channel 21

<https://montgomerycommunitymediatv.org/CablecastPublicSite/watch-now?site=2>



Youtube

<https://www.youtube.com/@myMCMedia>



Liability



The user accepts full legal and financial responsibility while the equipment is in their use or possession. The user must reimburse MCM for the cost of repair or replacement as determined by MCM.



MCM however cannot be held liable for any losses or damages due to unavailable or inoperative equipment.



The user must agree to hold harmless cable operators that distribute MCM's programming, MCM and its designated agents from any and all liability or other injury, including reasonable costs of defending claims or litigation arising from or in connection with use of MCM's equipment and resources.

MCM allows “greatest possible latitude of freedom of speech of a non-commercial nature consistent with the legal constraints and community standards”.

No part of the program may contain any solicitation for funds or other property of value. Program producers may obtain support funding to cover producer-incurred expenses.

Request for broadcasting can only be rejected for one of the following reasons.

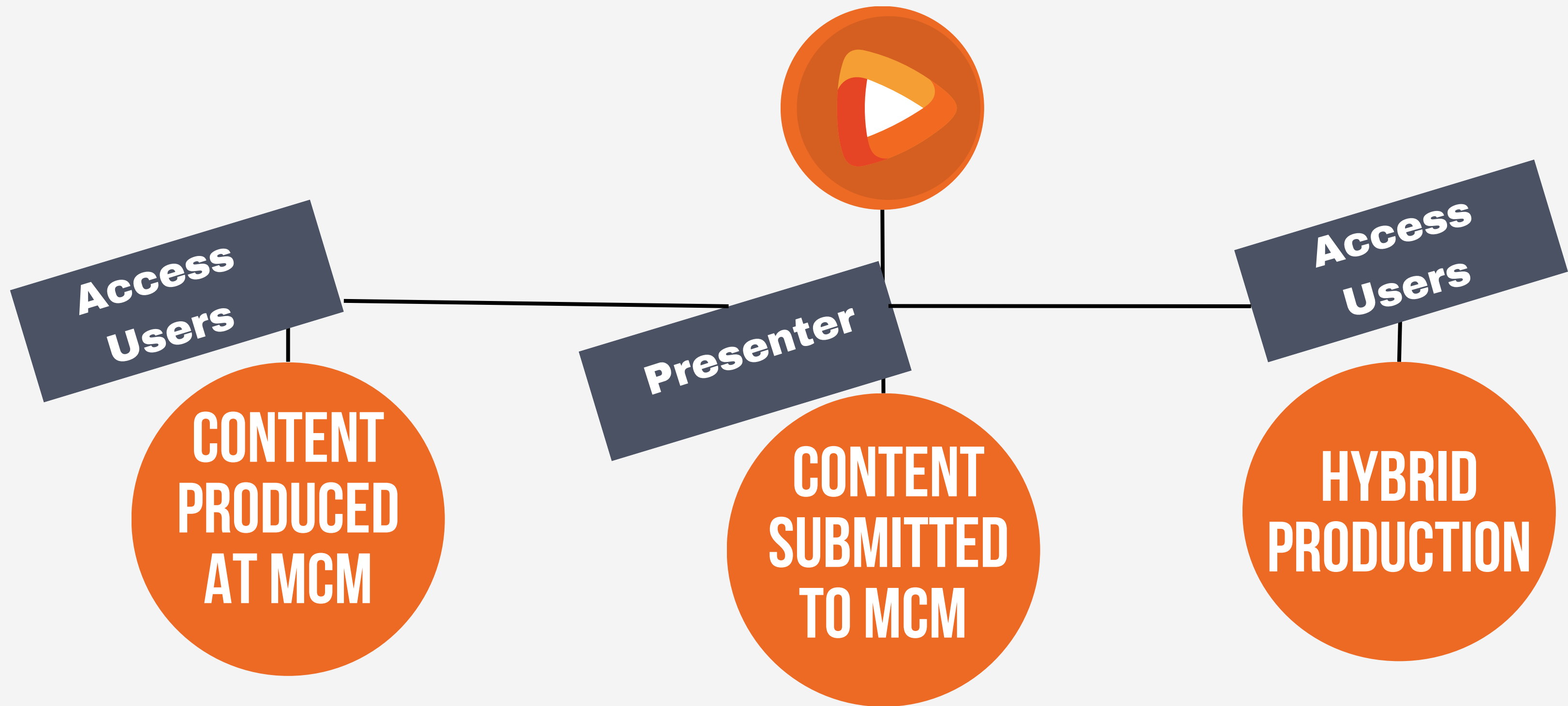
- Illegal Conduct
- Advertising
- Adult Content
- Underwriting

Program Producers fall into three categories...

General Content Guidelines



Categories of Content Producers



ACCESS USERS

create content for air on MCM Channels

Access Users Must:

- Have a Producer who:
 - (1) Has been certified by MCM
 - (2) Is a Montgomery County resident
 - (3) Has an active MCM membership
- Meet with the MCM Production Manager to develop and produce the show.
- Use MCM equipment, facilities (*Rockville or Silver Spring) to produce their show. *Rockville has limited availability.
- Provide (*with MCM help*) a volunteer staff to crew and edit the content of the show
- Submit a completed show via MCM Dropbox for consideration to air on Channel 19
- Have a **CURRENT** high-quality show for consideration for air on Channel 21
- Have a CURRENT high-quality finished show for consideration for air on Channel 21
- Follow Program Production Guidelines

PRESENTERS submit pre-packaged shows for air

Presenters Will:

- Have an active MCM membership (in lieu of Access Member fee)
- Have a pre-produced standalone show or series to submit for consideration
- Not need to use MCM facilities, crew or resources
- Be able to upload content to the MCM Dropbox for consideration for air
- May need MCM help to develop the pre-packed show
- Completion a Facility User and standalone/series submission for



Presenter Eligibility

- MCM will seek to allow the greatest possible latitude of freedom of speech of a non-commercial nature consistent with legal constraints and community standards. No part of the program may contain any solicitation for funds or other property of value. Program producers may obtain support funding to cover producer-incurred expenses.
- Residents of Montgomery County may submit a program for presentation on MCMs channels regardless of where it was produced. Request for cablecast time on the MCM cable channels may not be rejected because of content of the program except as provided in the following subsections.
- Community access programming shall be of a non-commercial nature. Accordingly, there shall be no:



Presenter Submission



Any Presenter who desires to submit a program for consideration must submit a proposal designed to communicate the intent and requirements of a production. The program proposal will serve as a preliminary application for use of the production facilities and shall.

- **Technical Content-** MCM will establish minimum technical standards for signal distribution on MCT's cable channels. It is the user's responsibility to ensure that programming submitted for playback on the MCT cable channels adhere to technical standards established by MCT and its designated agents.
- **Program Ownership-** Users must agree to contract terms established by MCT including specifications on retention of copyright, distribution rights, and full liability of the user, and use rights, production credit and indemnification terms for MCT
- **Copyright clearance-** When a user submits a completed program and requests cablecast time, the user is totally responsible for obtaining all necessary clearances, licenses and permits from broadcast stations, networks, sponsors, underwriters, music licensing organizations, performers' representatives, and without limitation from the foregoing, any and all other persons (natural and otherwise) as may be necessary to transmit the program over the MCT public access cable channels. If a user submits a pre-recorded program for which s/he does not hold copyright ownership, the user must submit proof of distribution arrangement.

Hybrid Access Users

Produce Combined Volunteer/Paid Staff Content for air



Hybrid Access Users Guidelines:

- Must an active MCM membership
- Submit a treatment sheet to the Production Specialist (PS)
- Upon show approval, work with the PS on potential studio dates/times for a one (1) day four (4) hour shoot
- Once the studio time is confirmed make the reduced production rate payment via an online payment link
- Shows cancelled within 72-hours will not eligible for a refund.
- Show up on time for the shoot
- Walk away with the raw material for packaging

Read the Full MCM Statement on Policy on Public Access

Visit our website for the full access to our organisational policies and procedures

Submitting Shows For Our Channels

Learn more about submitting content at this link [MCM Access User Content Submission](#). View the [Facility User Guidelines for Distribution of User Provided Programming or Content](#) to learn more about the transmission facilities and platforms for distributing MCM programming or content.

<https://www.mymcmedia.org/media-education-training/membership/>

[Back to Agenda Page](#)

THINGS TO KNOW...



Sample Standalone Program Submission Form



STANDALONE PROGRAM SUBMISSION FORM

Name of standalone program:

(As it appears on screen)

What is the length of the program? _____

Maximum Lengths: 29:30 – Half-hour, 59:30 - Hour

What is the Kill Date (Expiration) for the program?

Please give a brief description of this program (120 character max):

Where was this program made?

At MCM or with MCM Equipment

 In Montgomery County, but not with MCM Equipment

 In Maryland

 In the Washington D.C. Metropolitan Area

Not made locally

Unknown

Circle ONLY ONE of the following program subjects or categories that best describes your program or series of programs:

ARTS COMMUNITY EDUCATIONAL ETHNIC GROWTH HEALTH
HUMANITIES

INSPIRATIONAL PUBLIC AFFAIRS SCIENCE SPORTS YOUTH

Does the program contain any content for adults only? ☐ YES ☒ NO

The primary language of this program is ENGLISH SPANISH Other:

The secondary language of this program is ENGLISH SPANISH Other:

Are there any special considerations you would like us to take into account before assigning a time in the programming schedule? ☐ YES ☐ NO

If yes, please describe:

* Unless MCM gives an exception for a particular program, **THE AIR COPY FOR EACH PROGRAM IS EXPECTED TO BE DELIVERED TO MONTGOMERY COMMUNITY MEDIA AT LEAST ONE WEEK BEFORE THAT PROGRAM'S FIRST PLAY DATE.** Are there any reasons each program cannot be delivered to Montgomery Community Media (MCM) at least one week before the first time it is to play over a MCM channel? YES NO

Montgomery Community Media welcomes suggestions about air times, even if the program is presently playing on a MCM channel. MCM will seriously consider your recommendations, but cannot guarantee that the scheduling during the application term will match the recommendations. Do you have any recommendations and reasons for particular day(s) and time(s) for this program(s) to be scheduled? ☐ YES ☐ NO

Who owns the copyright to this program (or these programs, if a series)?

MCM Producer (You)

 MCM Presenter / Sponsor (You)

Montgomery Community Media (MCM)

A Third (3rd) Party

Unknown

Are you interested in taking courses in television production?

___YES ___NO

Name and address of the person signing the FACILITY USER AGREEMENT for the presentation of this program. Please check which contact information should be made public in the event there are questions from viewers, or otherwise, about your program.
At least one MUST be selected.

Name

☐ Address (City) (State) (Zip)

☐ Telephone (Home) (Work) (Fax)

 Email Address

General MCM Specifications:

Montgomery Community Media currently broadcasts in SD (Standard Definition) on Channel 19 and HD (High Definition) on Channel 21 / 995 (Xfinity)
MCM channel "bugs" appear in the lower right corner of the screen.

ACCEPTABLE PROGRAM FORMATS:

.mp4 & .mov files.

MAXIMUM LENGTHS:

29:30 for half-hour timeslots

59:30 for hour timeslots

Short programs are also accepted. Special arrangements are required for longer programs.

* Please see the list of *Montgomery Community Media (MCM) Technical Specifications*



Sample Studio Treatment Form

STUDIO PROGRAM TREATMENT SHEET

Submit To:
Education & Community Engagement Consultation Date:
Montgomery Community Media
7548 Standish Place Project Approved:
Rockville, Maryland 20855

Please submit this completed form to **Dee Willett at Education & Community Engagement**. A consultation will be scheduled with the Producer after review of the proposal. (Equipment will not be reserved until after the project is approved).

DATE OF SUBMISSION:

PRODUCERS NAME:

E-MAIL:

MAILING ADDRESS:

TELEPHONE: DAY: **EVE:**

1. Working Title or final Program Title: The title should reflect program content. What will be communicated?

2. Program Objectives: What is the purpose of the program? To do what? How do you want the audience to react?

3. Target audience: For whom is the program intended? Describe the audience as accurately as possible - age, gender, education level, occupation, etc. . . .

Studio Treatment Sheet

(Six pages)

Sample Podcast Studio Request Form

Podcast Studio Request



Complete the form below and submit to Jasmine N. White. A consultation will be scheduled with the Podcast Producer after review and approval of request. MCM resources (staff and podcast room) will be reserved after payment is processed.

Podcasting at MCM is a fee-based service. The total cost is based on technical support needed for your podcast. Please review the MCM Member Podcast Studio Policy for detailed information regarding reservations, rates and other important requirements for use of the podcast studio.

PRODUCER NAME: _____ DATE: _____

E-MAIL: _____

TELEPHONE DAY: _____ EVE: _____

1. Podcast Title: _____

2. Are you an MCM Certified Podcast Producer? Yes or No

3. Podcast Format: Interview, Conversational, Solo-cast, Storytelling (Fiction/Nonfiction)

4. Brief Description of Podcast: _____

5. Intended Length of Completed Podcast: ☐ 30 minutes ☐ 60 minutes ☐ other
(While recording, remember to allow time for MCM Disclaimer and podcast open, breaks, etc., if applicable)

6. Total # of Participants (including host):

7. Technical Support Needed:

☐ Editing – Basic Audio Clean Up, Add MCM Disclaimer

☐ Editing – Adding Music, Sound Effects

☐ Virtual Call-in with Laptop

8. Requested Date(s): _____
(Recommended lead time for reservations – 3 weeks or more)

MCM Staff Complete (initial & date)

Consultation Date _____

Invoice Approved _____

MCM Podcasting

Sample Program Data Sheet

Thank you for producing content with MCM!
Please provide the names, roles and production hours of all the volunteers who contributed to your program. Be sure to include guests or staff members who participated in a volunteer capacity. **Do not** include MCM staff working as part of their regular job responsibilities.

SHOW NUMBER ONE

Show Topic: _____

Location: ☐ Rockville ☐ Silver Spring

Title: _____

Episode #: _____

Show _____

Length: _____

Tape Date: _____

Edit Date: _____

Completion Date: _____

Guest Information

List all on-air guests, even if they also served as volunteers.

Guest 1: _____

Guest 2: _____

Guest 3: _____

Guest 4: _____

Guest 5: _____

Guest 6: _____

Production Staff & Volunteer Hours
Include only those serving in a volunteer capacity. Please note the number of hours each person volunteered for this production.

Role	Name(s)	Volunteer Hours
Host	_____	_____
Producer	_____	_____
Director	_____	_____
Assistant Director	_____	_____
Audio	_____	_____
Teleprompter	_____	_____
Camera #1	_____	_____
Camera #2	_____	_____
Camera #3	_____	_____
Floor Director	_____	_____
Switcher	_____	_____
Lighting	_____	_____
Studio Supervisor	_____	_____



KEEP UP WITH MCM



@MYMCMCREATES

CHECK OUT OUR YOUTUBE:

@MYMCMCREATES