

Media Center User Guidelines 2020

Use of the Marshfield Media Access station and its equipment is limited to Marshfield residents and to people who live in the Marshfield School District or those who work for non-profit organizations located in Marshfield.

Those who wishes to record or produce a program with the access channel's equipment must first complete a training course on proper operating of the equipment. A signed agreement must also be on-record before the equipment is checked out. Any community producer failing to fulfill the terms of the agreement can be denied further use of the equipment.

A Marshfield resident a-may also sponsor a program produced elsewhere for viewing on the access channels. Staff also may broadcast a program produced elsewhere for viewing on the access channels.

Use of the studio and edit suite is restricted to those who have completed training in the use of the equipment. Use of the editing equipment is on a first come first serve basis. All equipment is to be used to complete projects intended for airing on Marshfield's Access Channels, not to be used for personal projects. Those projects produced are allowed to be uploaded on other platforms but must follow the rules mentioned in the independent producer and non-profit form.

Responsibilities:

The City of Marshfield, does not assume responsibility for the content of any programs produced by independent producers, volunteers, contributors, or sponsored programs by local residents.

The independent producers, volunteers, contributors, or sponsors of programs is responsible for making all appropriate arrangements for programs. The public access channels are under a cable television umbrella for ASCAP fees on the cable portion only and not program placed online.

The producer is responsible for assuring that the program meets federal regulations against obscenity and is also responsible for complying with federal, state, and local law, which states that a program cablecast live or recorded on a public access channel may not contain the following:

Gambling: A program may not promote or conduct any lottery, raffle, contest, or game involving prizes awarded in whole or in part by lot or chance.

Commercial Identification: A program may not promote, or make reference to any product, service, trademark, or brand name in any manner which does not in some way correlate with the message being brought forth in the program being produced for cablecast on the public access channel.

Solicitation: A program may not solicit funds or other property of value from viewers, with the exception of non-profit fund-raisers, which must be approved by the director.

Misrepresentation: A program may not contain material which is intended to defraud the viewer or designed to obtain money by false or fraudulent pretenses, representations or promises.

Advertising: A program may not promote the sale of products including prices, or promote or endorse a trade or business.

Illegals: A program may not contain any material which constitutes libel, slander, incitement to riot, defamation, invasion of privacy or publicity rights, unfair competition or violation of trademark or copyright or which may otherwise violate any local, state, or federal law.