



Quick Guide to Membership and Getting Started at TV Santa Barbara

Effective July 1, 2022

Table of Contents

Welcome to TV Santa Barbara (South Coast Community Media Access Center)	3
Community Access Television	3
Part 1: Orientation to TVSB	4
Part 2: Updated Creative Services and Production Rates	4
Part 3: Becoming a TVSB Member	5
Classes, Workshops & Internships	6
Part 4: TVSB’s Equipment and Facility Usage	6
Equipment Policy.....	7
Liabilities for Equipment	7
Set Storage	7
Editing Stations.....	8
Food & Drink	8
TVSB Office Equipment	8
Internet/Cell Phones	8
Right to Refuse Service.....	8
Pets.....	8
Part 5: Producing a Program at TVSB	9
Program Proposal.....	9
Programming Policies.....	10
Producers’ Rights.....	12
Technical Requirements.....	12
General Quality Guidelines	12
Program Archive.....	12
Program Copies	12
TVSB logo and Press	12
Contact Information.....	13
Part 6: Programming Access & Eligibility	13
Eligibility	13
Program Categories.....	13
Special Programs Policies	14
Part 7: Funding Community Access Programs	14

Welcome to TV Santa Barbara (South Coast Community Media Access Center)

TV Santa Barbara (TVSB) is a 501(c) 3 nonprofit organization which operates two community access television channels, 17 and 71.

TV Santa Barbara is a place for the community to come together to connect, collaborate, and create media. TVSB is a center for content creators, providing you with access to media technologies to share ideas and stories, and enabling you to create television shows, independent films, and documentaries. All are welcome at TV Santa Barbara, regardless of your level of experience. TVSB provides extensive hands-on training in media technology and communication. TV Santa Barbara's community media center is your hub to learn about and use media to connect and communicate.

Our Mission & Vision

TV Santa Barbara's mission is to empower people to make media that matters. We do this by providing community members with knowledge, resources, and tools to create and distribute their own original programming content. TV Santa Barbara's vision is for a community where every voice is heard. **For complete information, news, procedures, and forms, please visit www.tvsb.tv.**

Community Access Television

We thank you for your continued support of community access television and Santa Barbara's community media center since 1975. TV Santa Barbara has; updated its policies and procedures, purchased additional equipment for members, modernized the physical studios and rebuilt the website, www.tvsb.tv, to safely handle everything from checkouts to production reservations. TVSB staff are often working on productions, so **please no walk-ins**. Before coming to the TV Santa Barbara studios, please make an appointment through the TVSB website, via phone, or email so we can make the most of your time. *Please note that previously published guidelines for the community access center have changed.*

We ask that you bookmark [tvsb.tv](http://www.tvsb.tv) and use the online forms and electronic resources now available. We also encourage you to sign up for TVSB's eNewsletter and follow TV Santa Barbara on Facebook, Twitter, Instagram, and subscribe on YouTube. Thanks again for your support of TV Santa Barbara.

The TVSB Community Media Center is located in Santa Barbara at:

329 South Salinas St

Santa Barbara, CA 93103

Office Phone: (805) 571-1721

Email: info@tvsb.tv

Part 1: Orientation to TVSB

The rules included in this document are important. The equipment, facilities, and use of channel airtime are a shared community resource, administered by TV Santa Barbara. The purpose of the rules is to treat people fairly and equitably, to maintain safety, and to preserve these shared resources. The guidelines are based upon the principles of the First Amendment, whose only limitations are that programming be non-commercial and not obscene as defined by applicable laws. The First Amendment right of free speech applies to program content only. The use of TVSB's equipment, facilities, and resources is a privilege, not a right. All members must abide by the terms and conditions set forth in this handbook.

TVSB Voice

Voice is a channel dedicated to independent, non-commercial community programming. The programming provides a voice to the Santa Barbara community and increases civic discourse and engagement in the community. Our goal for TVSB is to assist local independent producers to create more and better programming.

TVSB is committed to looking for ways, through technology, staffing, training, and services to expand the use and breadth of media to reach the entire community. Our intent is to make Voice a community channel that reflects the diversity of viewpoints and interests in the area.

TVSB Voice is carried on COX Channel 17.

TVSB Culture – Culture, Arts & Education

Culture is a channel that focuses on the arts, culture, life, and a broad definition of education to capture community life in the area. Culture is the home for local culture, arts, and educational programs. Its purpose is to educate our community and to serve organizations providing such content, and viewers wanting to enjoy this content. TVSB Culture is carried on COX Channel 71.

Part 2: Updated Creative Services and Production Rates

Creative Services

TV Santa Barbara's team of producers can support your video production needs at **an hourly rate of \$75.00 per producer**. Making professional creative services available at affordable prices is central to TVSB's goal of empowering everyone in the community to have a voice. Creative services offered by TVSB include: production, videography, audio recording, camera operation, live streaming, personal trainings, editing and exporting digital media.

Part 3: Becoming a TVSB Member

The first step in accessing TVSB's equipment and facilities or producing and submitting content for air is to become a member of TV Santa Barbara.

For the annual membership price of \$300.00, members get to enjoy the following benefits:

- Access to TV Santa Barbara's production studios (video, audio and editing)
- Individual instruction and training
- Three-day equipment checkouts
- The ability to submit content to Community Access Channels, 17 and 71.

Your membership will also support community access television in Santa Barbara which has been an important part of our local media landscape since 1975.

To become a Studio Member, visit www.tvsb.tv and click on the **Become a Member** button located on the home page. Membership payments must be submitted online. **The annual membership is \$300.00** and will be charged up front with an auto renewal every 12 months unless cancelled. *Monthly membership payment options are not currently available.*

Once you become a member of TVSB, you can: checkout audio and video production equipment (upon certification), make studio and audio room reservations; schedule personal training; and submit content to be aired on Channels 17 and 71. TV Santa Barbara content can also be viewed OnDemand at www.tvsb.tv, via Roku, Amazon Fire, and on the iOS app available for Apple iPhones.

The video and audio equipment available for checkout is listed online at www.tvsb.tv and updated regularly. Equipment reservations must be made online and a credit card will be required to be on file before any equipment leaves the TV Santa Barbara facility. Training certification will be required on equipment before checkout. Individual training is included with every studio membership.

Rentals and checkouts are for a 72-hour period including weekends.

All studio and editing bay reservations must be made online at www.tvsb.tv. Anyone using TVSB's facility (to include but not limited to: producers, hosts, co-hosts, guest hosts, and editors) must be a member in good standing. All guests appearing on shows must complete the show guest registration form online which includes a risk agreement and release of liability. Guests are defined as non-paying members who use the facility less than two times per year. The waiver form can be found here: <https://tvsb.tv/show-guest-registration>. Any guest using the facility or appearing on shows more than two times per year must become a member of TV Santa Barbara.

Nonprofit organizations that want to air content on TV Santa Barbara and/or participate on the 805 Focus can sign up with a **nonprofit organization membership** for \$150.00 per year. Membership must be submitted online. This membership does not include usage of the studio or TVSB equipment but allows for the airing of public service announcements and other related content. The annual payment of \$150.00 will be charged up front with an auto renewal every 12 months unless cancelled.

Producers who only wish to submit content to TVSB's two channels must live in Santa Barbara County and can sign up as a **Content Creator** for \$150.00 per year. Membership must be submitted online. This membership does not include usage of the studio or TVSB equipment. The annual payment of \$150.00 will be charged up front with an auto renewal every 12 months unless cancelled.

Classes, Workshops & Internships

Please visit the TVSB website, www.tvsb.tv for online classes that may be offered. You can also follow TVSB on social media, read the TVSB Blog and/or join the eNewsletter for updated information regarding classes and volunteer/ internship programs. All new Studio members will receive personalized one-on-one training to support the success of their program.

Part 4: TVSB's Equipment and Facility Usage

Reservations for facility usage and equipment must be made online at tvsb.tv. Equipment reservations will require members to have a credit card on file and will require an approved Project Proposal form.

TV Santa Barbara's community media center and equipment are available to members for **the purpose of creating non-commercial content for TVSB's community media access channels only**. Reservations of any kind must be directly related to developing content for air on TV Santa Barbara's two community access channels, COX 17 and 71.

Once certified on the equipment, members can make a reservation for checkout online. A project proposal form must be completed before any equipment reservations are made. This proposal ensures that content filmed with TVSB equipment is limited to the production of content aired on TVSB's community access channels.

Members are expressly prohibited from renting or loaning TVSB equipment to any other parties or persons. Members may not reserve, checkout, or return equipment for another person. Members may not charge any organization, funding source, or underwriter for their use of TVSB equipment, studio, or for airtime. Violations of these policies may result in immediate suspension from the facility and loss of access privileges.

Equipment Policy

Equipment checkouts are for TVSB members only and will require a credit card on file. Certification on the equipment is required before any checkouts can be made. Once an online equipment order has been made, reservations will be confirmed via email. All equipment, studio, and editing bay reservations must be made 48 hours in advance.

Rentals and checkouts are for 72-hour periods including weekends.

If a member would like to extend equipment checkout, they must apply for an extension to ensure the checkout is within TVSB's resource capacity. During checkout, staff members will note equipment condition, and demonstrate proper usage of equipment items.

A full list of available equipment can be viewed online at www.tvsb.tv. This equipment list is updated regularly.

Liabilities for Equipment

It is the responsibility of the member checking out equipment to be sure that everything is in good working order when checked out and returned. **Members are responsible for the cost of repair and replacement of equipment due to damage, misuse, or theft.** The cost for any lost or damaged equipment will be charged to the member's credit card on file. Returning damaged or lost equipment may also result in a suspension of studio privileges. TV Santa Barbara will assume responsibility for damage as a result of normal wear and tear, unless abuse or neglect is obvious.

Members must follow the established checkout and check-in procedures when taking equipment out of the facility or returning it. TVSB field equipment may not be taken out of Santa Barbara County, nor may it be taken to the beach, or near to/at any body of water, without prior written approval of TVSB management.

When returning equipment, a staff member will check that each item is in working order and for any obvious damage. If you believe that the equipment is not functioning properly, inform the staff. Members should not attempt to disassemble or repair equipment themselves. TVSB staff will contact you if any unreported damages are subsequently discovered.

A late charge may be assessed if any equipment is returned after the time or date specified.

Set Storage

TVSB is not able to provide set storage space at this time for members or individual program series producers. Any set pieces or items that are left in the TVSB facility will become the property of TV Santa Barbara and is subject to being discarded or donated without notification.

Editing Stations

TV Santa Barbara's editing bays now include complimentary use of Adobe Premiere and Final Cut Pro. Reservations must be made online and members may reserve in-studio editing suites for a maximum of four-hour blocks. Please check availability and book online at www.tvsb.tv.

Editors must provide their own hard drive for storage of their media. Portable hard drives and memory cards are available for purchase at the station. Any media files left on the TVSB edit stations may be erased at the discretion of TVSB staff.

Food & Drink

Members may bring in their own food and drinks as a refrigerator is available for community use. Complimentary water and coffee is also available. As a shared space, we ask that you clean up after your show and limit food consumption to the kitchen area. TV Santa Barbara provides kitchen supplies like utensils, plates, cups and paper towels. Repeated failure to clean up after your show may result in a suspension or revocation of membership or the assessment of a cleaning fee.

TVSB Office Equipment

Members are not allowed to use any TVSB office equipment (copiers, phones, computers, etc.), materials, or employee workstations without express permission from the Executive Director. **The TV Santa Barbara facilities are not for personal use; rather are exclusively for the purpose of creating non-commercial content for TVSB's community media access channels.**

Internet/Cell Phones

TV Santa Barbara provides free 5G WIFI services for all members. Cell phone usage in the shared common areas is not allowed. Members shall contact TVSB employees via published TVSB emails, forms and phones numbers only. Contacting producers via their personal cell phones is prohibited.

Right to Refuse Service

TVSB staff reserves the right to refuse service to any person whose actions hinder the activities of other producers, members, or the staff. The person causing any disruption could be asked to leave the facility. TV Santa Barbara may revoke member privileges at any time for behavior detrimental to the non-profit organization.

Pets

Pets are allowed in the TVSB studios with advanced approval by the Executive Director.

Part 5: Producing a Program at TVSB

For producers who want to create a program with TVSB, here are the steps:

- 1) Become a TV Santa Barbara member by completing the online membership form.
- 2) Attend a TV Santa Barbara orientation session. TVSB wants to ensure that everyone who uses the media center is properly trained on the equipment.
- 3) Submit a *Program Proposal Form*.
- 4) Complete a creative service form if you plan on using TVSB staff for your production.
- 5) Make sure you have taken the necessary trainings and are certified on the equipment.
- 6) Schedule your equipment booking or reserve studio space online.
- 7) Receive a TelVue Connect account to upload your content for air.

Program Proposal

A *Program Proposal* form must be completed by any member wanting to produce a program at TVSB. Each proposal will be assigned to a staff member who will work with the producer.

All independent producers are required to schedule a pre-production meeting with a TVSB producer when beginning a new program. These meetings are to assist content creators in the planning and production of their program and to help us effectively manage use of equipment and facilities.

If the *Program Proposal* form is incomplete, the assigned staff member will assist you in completing it. Assigned staff members are also available for planning assistance during all phases of production. In your first meeting, the assigned staff member will help you to plan your project and to determine what TVSB equipment and facilities you will need. You are also encouraged to initiate appointments for ongoing feedback and consultation about your project.

The assigned staff member will have the authority to approve your project based on the information in your *Program Proposal*. If the assigned staff member has questions or concerns about your *Program Proposal*, he or she will refer the proposal for consideration to the TVSB Leadership Team. You will receive approval or comments on what needs to be done to obtain approval, within a reasonable time period.

Programming Policies

Prescreening

TVSB does not pre-screen programs for content but will view portions of a program to ensure technical standards are met. TVSB reserves the right to request proof of permission of any copyright material. The producer or playback sponsor assumes all legal liability for the content that is produced on their show. The producer's signature on a producer agreement and compliance form verifies the producer's acceptance of full responsibility for program content and releases the TVSB Staff and Board of Directors from liability or legal fees and expenses incurred as a result of cablecasting the program.

Non-Protected Speech/Content

A program must not contain commercial, slanderous, libelous, or obscene content. Limited restrictions apply to copyrighted, adult, controversial, and political programming.

Programs that contain, or are determined to contain, commercial messages or which are challenged as slanderous, libelous, or obscene will be pulled and not re-aired pending a determination of their status. Sanctions against the producer may include suspension from TVSB privileges and facility.

Commercial Content

Commercial content is prohibited on TVSB's community media channels. If the primary intent or impact of a segment or program is to advertise a service or product, that constitutes prohibited commercial content.

Noncommercial educational stations like TV Santa Barbara 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. Specifically, acknowledgements may not contain comparative or qualitative descriptions, price information, calls to action, or inducements to buy, sell, rent, or lease. 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, these acknowledgements may not interrupt the station's regular programming. For additional information about the underwriting rules, see <https://www.fcc.gov/eb/broadcast/enhund> and <https://www.fcc.gov/media/radio/nature-of-educational-broadcasting>.

TVSB realizes that there are situations when a small amount of commercial content may be appropriate. When commercial content is incidental to a wider permissible purpose, and

helpful as a matter of context, then the noncommercial use regulation is not violated, because the commercial content is meant to be illustrative.

An author may discuss and show her book; a host may mention where it is available. Viewers may be informed of a person's occupation or where he or she is employed, when that information is germane to the topic. A nonprofit can inform viewers about an upcoming fundraiser, including where to buy tickets and the cost to attend. In these cases, while commercial or economic interests are advanced, TVSB understands that it would be difficult to disseminate ideas or content without providing practical information with some relationship to the world of commerce.

The following **are allowed** in a limited manner if related to program content and noncommercial in intent:

1. Web addresses and phone numbers may appear and be announced three times per half hour within a program and may appear in the closing credits.
2. Visuals of books, CDs, and other products that are part of the noncommercial content of a particular program may be shown on camera three times per half hour within a program.

The following **are prohibited**:

1. Calls to action (e.g., "Shop at Joe's")
2. Business hours may not mentioned or displayed
3. Price information or dates of sales for goods, services, or events of for-profit businesses.
4. Endorsements or promotions of a specific product or service are not permitted.
5. Telethons, auctions, or fundraising events of any kind are expressly prohibited, except that TVSB is authorized to conduct fundraising events on the air.

TVSB will apply a good faith, reasonable interpretation to questions of commercial content, and will expect producers to respond with a commensurate degree of caution and care.

Closing Graphic Identification

Programs produced that used TVSB facilities or equipment must have the following wording in their closing credits:

Produced by TV Santa Barbara or Brought to you by TV Santa Barbara.

TVSB encourages, but does not require, producers to include a legible slate allowing viewers to identify the local person or organization presenting the program. This slate would provide viewers with contact information in case of questions or concerns; it must contain the presenter's name and

address. Phone numbers and e-mail contacts are optional. For the creative service rate of \$75 per hour, TVSB staff will provide editing and production support for this requirement.

Producers' Rights

Producers may maintain ownership and distribution rights to programs by using equipment not provided by TV Santa Barbara.

TVSB retains all rights to air any program in perpetuity that used TVSB equipment or resources in production of the program. TVSB retains the right to replay any program submitted for playback at the discretion of the TVSB programming department.

Producers are not obligated to show any viewpoint other than their own. Community residents with different and opposing viewpoints are encouraged to use TVSB Voice to express their own ideas.

Technical Requirements

TVSB reserves the right to reject or pull from the schedule programs which fail to meet minimum audio and video technical standards. Audio must be audible. Programs that do not meet published standards for technical requirements, or which lack the proper disclaimers will be returned for correction.

General Quality Guidelines

TVSB strives to maintain technical standards to better serve its viewers. The standards developed by TVSB will help maintain credibility and will also help attract more viewers to your program.

- Producers must provide TVSB with high quality copies of original programming
- TVSB may at its discretion preview programming to assure it meets technical quality standards.

Program Archive

TVSB may choose to retain a copy of your program for a historical archive of community programming in Santa Barbara. Thirty (30) days following the first scheduled cablecast of a program on any community access channel, any materials may be erased from TVSB hard drives and servers at the discretion of TVSB staff.

Program Copies

TVSB reserves the right to sell copies of any programming submitted to air on TVSB as a means to support this community resource.

TVSB logo and Press

TV Santa Barbara's logo is not available for program use or for use in promotional materials unless pre-approved by the Executive Director. Members, producers and volunteers cannot represent themselves as employees or agents of TV Santa Barbara. Such representation may lead to revocation

of membership. Any in-studio or press coverage involving TV Santa Barbara must be pre-approved and coordinated with the Executive Director.

Contact Information

Producers must have current public contact information on file with TV Santa Barbara. All show guest registration forms must be completed in full to include name, address and email.

Part 6: Programming Access & Eligibility

Eligibility

Any resident of Santa Barbara County, or an individual who is involved with a business or non-profit organization in Santa Barbara County, who is a member in good standing may submit *non-commercial*, protected speech for playback on the community access channel. *Proof of residency may be required.*

TVSB requires that **all** specials and series producers or a playback sponsor be members in good standing of TV Santa Barbara prior to submitting any programming for air.

Community media programming is a great opportunity, but it comes with responsibility. It's important to understand, at the outset, what is permitted and what is prohibited, to understand and follow all TVSB policies and procedures.

Program Categories

- **Access Productions** are ones produced using TVSB equipment and/or facilities. Access Productions include single time studio programs, a series, and individual field productions. Access Productions must have a designated *Program Producer*, a current member who assumes responsibility for initiating a program idea, finding certified crew, completing all applicable TVSB forms, supervising crew, talent, and guests, and complying with TVSB rules and responsibilities.
- **Local Productions** are programs submitted and produced by members of the TVSB region that *did not utilize TVSB facilities or equipment*. Local Productions might include student work, documentaries made by a local resident, animation, community events, or short video projects.
- **TVSB Productions** are programs produced by TVSB staff and/or interns. TVSB is also responsible for producing or obtaining programming, including acquisition of curated programming, covering local events, and creating local programming which may air on either

channel. TVSB staff may produce some programs of community interest for free, as time and funds allow.

Program Definitions

- **Special:** A program that is not a part of a regular series, such as a documentary, entertainment program, event coverage, or one-time talk show.
- **Series:** A collection of weekly, bi-weekly or monthly programs with the same title, common theme, length and general format
- **Filler:** Any content that is less than 15 minutes in length that may be scheduled in-between regularly scheduled programs at the discretion of TVSB's programming department.

Special Programs Policies

A special will air at least one time, with additional airings at the discretion of the TVSB Programming Director. Producers may request initial airtimes and the Programming Director will try to accommodate the requests based upon availability in the schedule. Specials can be up to three hours in length.

For more details, please check visit www.tvsb.tv (For Producers / Series Program Agreement).

Part 7: Funding Community Access Programs

Sponsorships and Grants

Producers are encouraged to seek funding for the production of community media programs. Any individual, business or institution that helps defray production costs may be given sponsorship credit.

Funded programs include situations in which a TVSB member is paid to produce a program for air on one of TVSB's channels, or when an underwriter provides financial assistance or services that support a program. Prior to utilizing any TVSB equipment or facilities, the producer must submit a Third-Party Agreement approved by TVSB for any funded project. In addition, the rules for Underwriting Credits must be followed. Please keep in mind that any "calls to action" are prohibited.

Grants may not be made using TVSB's non-profit designation. TV Santa Barbara may not be represented as the grant applicant unless approved and submitted by the Executive Director.