



COMMUNITY PRODUCER GUIDELINES

SEASON

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WELCOME TO CABLE 14!

Welcome to Cable 14. We are committed to supporting your interest in producing exciting and relevant television content for the Greater Hamilton Community.

Cable 14 is proud to have successfully served this community for over 50 years. We invite you to learn about our history by watching a documentary we produced last year.

“Local Television: Then. Now. Always.”

You can view this documentary online at www.cable14now.com.

Whether you are looking for a new hobby, some on-the-job training, or just an outlet for your creative expression, we are happy to discuss your programming ideas. As a Community Producer with Cable 14, there is an expectation that you take the time to understand and abide by the policies, rules and procedures that our network has in place.

The following document will outline the Cable 14 workflow. If you have any questions about our process, policies, rules or procedures, please feel free to reach out to one of our Staff Producers.

Cable 14 is committed to working with you to support your vision from start to finish.

Regards,

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1. COMMUNITY ACCESS GUIDELINES AND INFORMATION

Thank you for your interest in Community Television here on Cable 14. This community channel is focused on our local region's people, issues, arts and culture. We are pleased to accept completed shows and new show ideas that reflect the local viewpoints, activities and diverse voices within our community.

Please Note:

- *Cable 14 is a community television service that can be accessed by Cogeco and Rogers subscribers.*
- *Cable 14 does not purchase any television programming or pay license fees.*

Cable 14 is being made available to you as a broadcaster, an online distribution medium and as a partner to help in your production. We can provide you with various resources to help facilitate your production. Cable 14 platform can also be used as a broadcast and online platform to reach our local community. .

Please note that if you're proposing coverage of an event, we need sufficient notice in order to properly evaluate, promote and technically plan for the coverage of your event.

You can complete a program proposal by visiting cable14.com/programproposal or request event coverage by visiting cable14.com/eventcoverage.



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2. COPYRIGHT CLEARANCE

Legal issues may arise if any part of your proposal is protected by copyright law. This includes all copyright ownership to music, plays, books, art or any other original material. The copyright owner may be either the original creator who is alive or their estate (*if deceased for less than fifty years*) or another person or organization that owns the copyright. Any person performing, recording, or presenting such a work must obtain permission from the owner of the copyright before the work is performed or recorded. You or your organization own the content being produced so it is the obligation of you or your organization to ensure that all copyright usage permissions are secured prior to production.

3. VIDEO SUBMISSIONS

Video samples are not necessarily required but can be helpful to the review process. If you are able to provide a sample copy of the show or series, we prefer a digital format such as H.264; however, we will also accept YouTube and Vimeo links for review.

Please provide one of these two (2) review options:

- **Demo Video:** *A sample program of any kind, of any length, etc., that provides a snapshot of what the program looks like.*
- **Pilot Program:** *A program packaged to its finished length that includes an opening, a closing, sponsorship spots, viewer advisories, etc. This submitted review option is the completed version of the proposed show or the premiere episode of a series of shows.*



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4. THE APPLICATION PROCESS

All proposals are reviewed twice per year. The evaluation process is based on the following factors which includes;

- *Our current schedule of commitments to other community producers*
- *The current CRTC regulations and policies*
- *The resources available to fulfill your request*
- *The agreement between the Community Producer and Cable 14 on the perceived value of the project to Community Channel viewers*

All of our Staff Producers will consider the following questions while working with you on your program proposal:

- Is the proposal for “Community Programming” correctly defined by the regulations? *For example: Is the programming a true reflection of the people, places and issues that matter most to the community?*
 - *Are local community members involved and showcased in the programming?*
 - *Are the issues discussed in the programming relevant to the community?*
- Does the programming highlight both sides of an issue, or is it primarily one-sided?
 - *Cable 14 is responsible for providing balanced viewpoints. Staff Producers will either ask the Community Producer to incorporate alternative perspectives or seek alternate programming that highlights the other side of the story.*



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Application Process Cont...

- Does this group or individual have a history of providing programming or using the Cable 14's facilities?
 - *Cable 14 is committed to encouraging a diversity of voices on the channel and will use best efforts to give as many people as possible an opportunity to produce programming on our Community Channel.*
- Does the programming comply with the current CRTC rules and regulations and is the programming operating within Canadian law? This includes but not limited to;
 - *Copyright*
 - *Defamation*
 - *Balance and diversity*
 - *Violence, adult subject matter, inappropriate language, etc.*
 - *Sponsorship guidelines*
- Does Cable 14 have the resources available to fulfill the programming submission request?
 - *Cable 14 needs to ensure that we have the proper equipment, facilities, volunteers and staff members available for any particular programming submission request (broadcast time)*

The application process is a collaborative discussion between Cable 14 and community members. The goal is to ensure Cable 14 is offering relevant, entertaining and hyper-local stories about the communities Cable 14 serves. We want to help you create and share those stories with your friends, neighbours, colleagues and fellow residents.



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Orientation and On-Boarding

If your show is given the “green light”, then there are a few more steps that need to be completed before production can begin:

- **Orientation**
 - *You'll need to attend an orientation session where we will highlight some facts about Cable 14 and review our Health and Safety protocols.*
- **Background Check**
 - *All Volunteers and Community Producers working with Cable 14 are required to complete a background check. The cost for this background check is covered by Cable 14 and facilitated through CERTN Canada.*
- **Workshops**
 - *Cable 14 provides various workshops to help provide the skills you may need to produce your show. This includes on-air workshops for hosts, along with hands-on skills training on equipment for you and all community volunteers. (if applicable).*

5. ACCESS TO FACILITIES

Safety

Safety is our first concern and we expect everyone to share in this responsibility. The Community Producer is accountable for following all of Cable 14's established operating procedures, enforcing all safety rules, and reporting any unsafe acts and conditions.

Security

Every individual entering the facility or accessing any of the Cable 14 resources must adhere to all building security requirements.



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Access to Facilities cont...

Appropriate and Authorized Use of Equipment

The equipment and facilities of Cable 14 may only be used for creating programming on Cable 14. Community Access Producers and associates shall only use the equipment for which they are trained and authorized to use. The personal use of any equipment is not permitted without the authorization from your Staff Producer.

Equipment Failure

Production equipment is at times subject to failure.. While every effort will be made to secure substitute equipment, there may be occasions where such equipment may not be available. In this scenario, the production may need to cancel, reschedule, or adjust production requirements to meet the production deadline.

Conduct

It is important that Community Access Producers and Volunteers appropriately represent themselves to the public by identifying themselves as a Community Producer or Cable 14 Volunteer. A Community Producer or Cable 14 Volunteer should never identify themselves as a Cable 14 staff member.

Smoking/Alcohol/Drugs

- *While on the Cable 14 premises, smoking is only allowed in the designated smoking area or more than 5 metres from doorways. Extinguish and dispose of cigarettes (or matches) in a proper manner.*
- *Drinking alcoholic beverages and/or using drugs or any other controlled substances on Cable 14 property is not permitted.*



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6. GENERAL HOUSEKEEPING

The use of the Cable 14 facilities and equipment is a privilege, not a right. You are responsible for keeping the studio environment or the shoot location clean after the completion of your production. All equipment must be put back in its proper place, furniture and props returned, garbage and recycling put in the appropriate bins.

There is zero tolerance for harassment of staff and fellow volunteers at Cable 14. This includes, but is not limited to, abusive language, threats, and inappropriate language in person or by way of phone, e-mail, or social media.

As a Community Producer, you take full responsibility for the conduct of your volunteers and guests and, as such, will ensure they follow the Cable 14 code of conduct.

Minors must be supervised by a legal guardian at all times. Children are not to operate any Cable 14 equipment unless pre-approved by a Cable 14 Staff Producer. If an exception must be made for a special program, approval must be obtained from the Staff Producer prior to their arrival.



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7. CONTENT USAGE

Any photos/videos that are taken on a Cable 14 premises for personal use, to use on social media or to be used as part of a formal press release, must be pre-approved by your Staff Producer.

Any and all content broadcast on Cable 14 will be made available online via www.cable14.com. This online service is open to anyone with an internet connection.

ROGERS and COGECO television subscribers have access to exclusive Linear and On-Demand content, only available via Cable 14.

Content is the key element to driving awareness and creating engagement. As such, the strength of any content is how the content is presented & shared. Cable 14 is looking forward to working collaboratively with all of our Community Producers to mutually promote the program via cable television, online and via social media.

Mutually Sharing & Promotion of Content

- *Cable 14 is requesting a 6 month exclusivity window, from the initial air date, for all Community Producer content. (Excluding Import content)*
 - *After the 6 month exclusivity window, the Community Producer is free to use the content on their social media.*
 - *Any Community Producer content, produced in cooperation with Cable 14 and after the 6 month exclusivity window, can be accessed via our On Demand Service.*
- *Community Producer Content will be made available to the Community Producer via the Cable 14 On-Demand Service*

All other requests for a copy of Community Producer content will be at the discretion of the Cable 14 General Manager.

Where it mutually makes good promotional sense, Cable 14 will point viewers to our On-Demand service rather than having the content readily available everywhere.



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Content Usage cont...

It is understood that any licensed content, music or graphics used within the body of a Community Producer program may compromise the request to have a copy of the program(s) sent back to the Community Producer.

For any content classified as Import Content, both Cable 14 and the Community Producer can agree mutually on how the content is shared & distributed beyond the content's initial air date on the traditional Cable 14 channel (Linear & On-Demand)

If applicable, the Community Producer will link their content to their social media site(s) via the Cable 14 On-Demand Service.

8. COMMUNITY TELEVISION BROADCAST REGULATIONS

Cable 14 operates within the general broadcasting environment and also complies with voluntary guidelines established by Canada's Broadcast Standards Council (CAB Code of Ethics, CAB Violence Code, CAB Sex-Role Portrayal Code, and RTDNA Code of Journalistic Ethics. CBC Radio-Canada also provides Journalistic Standards, which are helpful. From a legal perspective, we must ensure Community Programming complies with Canadian laws for issues including but not limited to copyright and defamation (libel and slander).

Community Programming is an essential source of information and reflects local realities that few other television services currently showcase.

Programming on Cable 14 must be "Community Programming," which is defined by the regulations as programming that:

- *refers directly to the community, which could be defined as the station's contours, BDU service area, municipality, census metropolitan area or census agglomeration and; be produced by the personnel of the local station, independent local producers or members of the community for the local station.*



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COMMUNITY TELEVISION BROADCAST REGULATIONS *cont...*

Clearances for Television Airing

All creative materials that are used in programming, which is to air on television, must have been cleared for broadcast.

Creative Materials

Creative materials encompass original literary, artistic, musical and dramatic works and can include:

- *books, poetry, newspapers, dictionaries, manuals, catalogues, magazines, pamphlets, scripts, maps*
- *computer software, paintings, drawings, design trade-marks, sculptures, architectural works, engravings*
- *dramatic works, photographs, films, videos*
- *lyrics, musical works, choreography*

Creative materials can also be a complex mix of sources where one single clearance is not sufficient. For example, if you tape a dance performance, you might need clearances from the composer(s) of the music, the performer(s) of the music, the dancer(s) and the choreographer(s).

Documentation

You must acquire all clearances in writing from the appropriate parties for any broadcast use. Clearance must be documented, and verbal agreements are not acceptable.

It is recommended that you have a written clearance on file for anyone you record for an interview, particularly outside the Cable 14 studio. The wording of the clearance must be approved by the appropriate Cable 14 staff member and confirm that the participant has agreed to the following: being interviewed for potential broadcast on Cable 14 and/or its affiliated services; that editing may occur in order to meet broadcast specifications without changing the meaning of the words, and that excerpts may be used for promotional purposes. Exceptions or special conditions must be approved through Cable 14 staff.



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COMMUNITY TELEVISION BROADCAST REGULATIONS cont...

Parental Consent for Minor Children

Parental consent is always required when recording children. A minor is a child who has not reached the age of majority in that province. Only the parent or legal guardian has the authority to provide clearance for a minor.

Copying Programs

Once the appropriate clearances are on file for any creative materials used in a show, it is then Cable 14's decision as to whether a copy of the episode will be made available to a show participant. It is also Cable 14's responsibility to make any and all copies.

There is generally no additional copyright issue associated with complimentary copies provided for personal use (home viewing) by the recipient.

Scheduling and Broadcast of Programming

Cable 14 is a 24/7/365 video programming service available as part of the basic cable television service exclusively on Cogeco and Rogers television systems in the Greater Hamilton area.

Our broadcast service is also streaming online at www.cable14.com and is available to anyone with an internet connection. On-Demand content is also available online exclusively for Rogers and Cogeco cable television subscribers.

Your Staff Producer will provide you with the broadcast dates of times of your program. While we always attempt to maintain our schedule, there is always the potential of preemptions or last-minute schedule changes that are unavoidable. We operate in a live broadcast environment and are subject to both internal and external environmental factors that may impact the recording and/or scheduled broadcast of programming.

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9. THE CANADIAN COPYRIGHT ACT

Copyright Board of Canada & The Canadian Copyright Act

The Copyright Board of Canada is an economic regulatory body empowered to:

- *establish the royalties to be paid for the use of copyrighted works*
- *supervise agreements between users and licensing bodies*
- *issue licenses when the copyright owner cannot be located*

The Canadian Copyright Act recognizes three main rights:

- *The right to produce or copy the musical work (such as sheet music).*
- *The right to reproduce the musical work, including mechanical rights (such as CD and digital audio reproductions) and synchronization rights (such as music in films, videos, and multimedia productions).*
- *Performing rights, which are the rights to perform a work in public (such as a live concert, a recording or any other type of public performance) and the right to communicate to the public by telecommunication (such as a broadcast). Reference: The Copyright Act and Copyright Law In Canada.*

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10. MUSIC AND PERFORMANCE RIGHTS

The Society of Composers, Authors, and Music Publishers of Canada (SOCAN) deals exclusively with performing rights. All other rights are handled by the copyright owners or by other organizations. Community Producers need to ask all performers if they are members of SOCAN or any other licensing agency before the performers participate in the Access Program.

As well, a SOCAN license entitles the licensee to use the musical works contained in SOCAN's repertoire in a particular way as outlined by SOCAN, recognizing the work of those who create and publish it. A license is required whether the music is live or played on a tape/CD player, jukebox, video or karaoke, and a license is required whether the live performers are paid or not. Cable 14 does not have a subscription to SOCAN, so no member works are able to be used in Cable 14 programming.

11. CANADIAN DEFAMATION LAW

Defamation refers to harming another person's reputation by making a false written or oral statement about that person to a third party.

Defamation Law

The major points of defamation law in Canada are as follows:

- *Defamation is an unusual tort (or body of law) in that it is a "strict liability" tort. It does not matter if the defamation was intentional or the result of negligence. Defamatory material is presumed to be false and malicious.*
- *Defamation must be a direct attack on an actual reputation, not an alleged reputation that the victim believes they deserve. A judge will assess the statement against the evidence of the victim's reputation in their community.*

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Defamation Law cont...

- *The remarks must be harmful or defamatory, and this will be assessed on a case-by-case basis. While some statements are clearly defamatory, other statements may only be deemed defamatory by the person targeted by the remarks. What may be a mildly offensive remark to one person may constitute serious defamation to another. The judge will consider the situation of the person defamed in assessing the claim of defamation.*
- *The defamatory remark must be clearly aimed at the plaintiff. General inflammatory remarks aimed at a large audience would not qualify as the remarks must be clearly pointed at a specific person.*
- *The defamatory remarks must be somehow conveyed to a third party. Private defamation just between two parties causes no damage to reputation because there are no other persons to be impacted by the remarks. With libel, the damage is presumed as it is published. With slander, proof of repetition to other people is essential to the claim. Damages have to be proven, except in these four exceptions when the defamation imputes:*
 - *the commission of a crime*
 - *the unchaste status of a person*
 - *a “loathsome disease”*
 - *a professional incompetence*

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Defamation Law cont...

Libel and Slander

The difference between slander and libel is that libel is the written or otherwise published public defamation of a person or entity such as an organization or company, while slander is the spoken false defamation of a person or entity. Slander can also include bodily gestures, while libel can consist of published photographs.

While the right to fairly criticize people or entities and publicly share information is one of the hallmarks of personal freedom, it is illegal to malign the reputation of another through slander or libel.

12. OVERVIEW OF LEGAL REQUIREMENTS

The following is an overview of some of the codes and rules Cable 14 and Community Producers must abide by:

Canadian Broadcast Standards Council (CBSC)

The CBSC was created in 1990 by the Canadian Association of Broadcasters (CAB) to oversee the self-regulating system of codes and standards created by Canada's broadcast industry.

The CBSC is an independent, non-governmental organization and includes nearly all of Canada's private radio and television broadcasters and specialty television services. The voluntary codes administered by the CBSC reflect the industry's commitment to respect community standards for programming. They include:

- *The CAB Code of Ethics*
- *The CAB Sex-Role Portrayal Code*
- *The CAB Violence Code*
- *The RTDNA Code of Journalistic Ethics*

Reference: The Canadian Broadcast Standards Council
Canada's Broadcasting Codes

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OVERVIEW OF LEGAL REQUIREMENTS Cont...

The Canadian Broadcast Standards Council (CBSC) administers several voluntary codes on behalf of Canada's private broadcasters. In brief, the codes cover issues including:

Violence on Television

Television programs broadcast in Canada may not glamorize or show gratuitous violence (*violence unnecessary to the development of the plot, characters or theme*). Programming containing violence intended for adults may air only after 9:00 p.m. The rules on violent content in children's programming are even more strict.

Equitable Portrayal

Television and radio programming must respect the principle of the equitable portrayal of all individuals. Programming must respect the intellectual and emotional equality of all individuals regardless of race, national or ethnic origin, colour, religion, age, gender, sexual orientation, marital status or physical or mental disability. Broadcasters shall ensure that their programming contains no unduly negative stereotypical material or comment. Broadcasters shall be sensitive to and avoid the usage of derogatory or inappropriate language or terminology in references to individuals or groups.

Fairness and Accuracy in the News

News and public affairs issues have to be reported fairly and accurately and must not focus on irrelevant factors. Broadcast journalists will respect the dignity, privacy and well-being of everyone with whom they deal.

Controversial Public Discussion

Controversial public issues must be treated fairly. Open-line shows may be provocative, but on-air commentary must be complete, fair and proper.

Human Rights

All programming must respect human rights and must be free of abusive or unduly discriminatory comments.



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13. CAB CODE OF ETHICS: MATURE SUBJECT MATTER

“Mature Subject Matter” relates to programming which may offend some viewers through its content, visual images, language and/or themes.

The Watershed

The Watershed marks the start of the late evening viewing period, defined as running from 9:00 p.m. to 6:00 a.m. Television content that contains material “intended exclusively for an adult audience” (containing sexually explicit content or coarse or offensive language) must be aired after the Watershed.

Use of Coarse Language

Television programming which contains “coarse or offensive language intended for adult audiences” must not be broadcast prior to the Watershed hour of 9:00 p.m. Even when broadcast after 9:00 p.m., the programming must be accompanied by viewer advisories.

Materials Susceptible of Offending Viewers

Programming which is “intended for adult audiences” may be aired prior to the Watershed. It must, however, be accompanied by viewer advisories if it contains mature subject matter or other material susceptible to offending viewers, which is unsuitable for children. Cable 14 reserves the right to schedule content in a manner appropriate for a general audience community channel.



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14. HOUSE OF WORSHIP / RELIGIOUS PROGRAMMING

Cable 14 is pleased to provide access to several local Houses of Worship who desire to broadcast weekly services. The Canadian Radio-Television and Telecommunication Commission has determined that those who broadcast religious programming have an obligation to offer differing views on matters of general public concern and, at the same time, must expose the audience to different points of view on religion itself.

Cable 14 will make a defined number of weekly schedule opportunities available to local Houses of Worship. The application process will be similar to the process for other content on Cable 14; however, it is expected that the content will be delivered "ready-for-broadcast" by Cable 14.

All House of Worship / Religions Programming broadcast on Cable 14 must meet the following criteria;

- *No programs shall have the effect of abusing or misrepresenting any individual or group.*
- *No group shall be targeted for the purpose of conversion or proselytism.*
- *While groups and ministries are free to express their views about activities they deem to be "sinful," they shall not call into question the human rights or dignity of any individual or group.*
- *When programs are planned that deal with or comment on the beliefs, practices, liturgy or behaviour of another religious group, the licensee shall ensure the accuracy and appropriate context of such content.*

Cable 14 will not accept content that includes any solicitation of funds.



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15. COMMUNITY PRODUCER DELIVERABLES

If your show is accepted, your Staff Producer will work with you to ensure that all of the production elements are in place. We will rely on you to provide some aspects in all three phases of the production process.

Examples of the deliverables are:

Phase One: Pre-Production

- *A written description or synopsis of program/series*
- *Any social media/website links related to the show*
- *Bio Information for show host & Community Producer (if different than host)*
- *Scripts for a promo for the program/series*
- *Input on graphics creation (music, template, video/pictures)*

Phase Two: Production

- *Episode run sheets (templates will be provided)*
- *All graphic/visuals for the show to coincide with the run sheet*
- *Booking guests and ensuring they are prepared for their interview*
- *Written description or synopsis of each episode*
- *For on-location productions, the Community Producer is responsible for ensuring all parking, and access clearances are arranged*
 - *We expect that the Community Producer will be present at all on-location productions.*

Phase Three: Post-Production

- *Assist with the promotion of the program using your Social Media channels to promote the date and time of the broadcasts*
- *Provide Cable 14 with copies of all feedback received about the program (positive and negative)*



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16. FORMS AND DOCUMENTS

Any documentation or forms required for your program (health and safety protocols, release forms, contra agreements, etc.) may be obtained from the Cable 14 Staff Producer assigned to your program.

17. REVIEW AND ACCEPTANCE

I acknowledge that I have received, reviewed and understood the policies, procedures and processes outlined in the Community Producer Guidelines.

Name

Date

Signature

PROGRAM NAME _____	
Community Producer:	Name _____
	Address _____
	City, Postal Code _____
	Phone Number _____
	Email Address _____