



# **Quick Guide to Membership and Getting Started at TV Santa Barbara**

Effective January 1, 2021

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

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TV Santa Barbara is a place for the community to come together to connect, collaborate, and create media. We are 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. We provide 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, procedures, and forms, please visit [www.tvsb.tv](http://www.tvsb.tv).**

### Community Access Television during Covid-19

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We thank you for your continued support of community access television and are proud that programming on TV Santa Barbara's two channels, COX 17 and 71, has remained uninterrupted since the Covid-19 pandemic impacted our facilities in March 2020.

During these challenging times, TVSB has updated its policies and procedures to better meet the needs of a changed world. TVSB has modernized the physical studios and rebuilt the website, [www.tvsb.tv](http://www.tvsb.tv), to safely handle everything from equipment checkouts to production reservations. *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 to keep up-to-date on changes to studio hours, classes, remote trainings, and in-studio productions as health protocols allow. 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](mailto:info@tvsb.tv)

## Part 1: Orientation to TVSB

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**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.

### 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 to be a mecca 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

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### Creative Services

TV Santa Barbara's team of producers can support your video production needs at a rate of **\$75.00 per hour**. Making professional creative services available at affordable prices is central to TVSB's goal of empowering everyone in the community to have a voice through the creation of their own content. Creative services offered by TVSB include: production, videography, audio recording, camera operation, live streaming, personal trainings, editing and exporting digital media. You must be a member and have a credit card on file to book creative services through TV Santa Barbara.

## Part 3: Becoming a TVSB Member

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**The first step towards producing/ submitting content for air, using TVSB's equipment or facilities and taking part in an orientation/ training is to become a member of TV Santa Barbara.**

TV Santa Barbara has the equipment and expertise to help you meet your video production goals. Your membership will also support community access television in Santa Barbara which has been an important part of our local media landscape since 1974.

To become a Studio Member, visit [www.tvsb.tv](http://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, make studio and audio room reservations as health protocols allow; receive discounted creative service rates of \$75 per hour; qualify for training classes when available; and submit content to be aired on Channels 17 and 71 and streamed live on Roku and On Demand at [www.tvsb.tv](http://www.tvsb.tv).

The video and audio equipment available for checkout is listed in Part 4 of this Member Handbook and is also available online at [www.tvsb.tv](http://www.tvsb.tv). Equipment reservations must be made online and a credit card must be on file before any equipment leaves the TV Santa Barbara facility. Training certification may be required on equipment before checkout.

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

As of January 2021, all studio and editing bay reservations must be made online at [www.tvsb.tv](http://www.tvsb.tv). Studio hours may vary and change with state and local health guidelines. Anyone using TVSB's facility (producers, hosts, co-hosts, editors, crew members, volunteers, etc.) must be a member in good standing and will be required to abide by safety guidelines as specified during check in. All guests appearing on shows must pre-register online and sign a waiver before arriving.

Non-profit organizations that want to book creative services through TV Santa Barbara can sign up with a **non-profit organization membership** 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.

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 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

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Due to Covid-19, all TV Santa Barbara in-person classes, workshops and internship programs have been put on hold. Please visit the TVSB website, [www.tvsb.tv](http://www.tvsb.tv) for online classes that may be offered. You can also follow TVSB on social media and join our eNewsletter for updated information.

## Part 4: TVSB's Equipment and Facility Usage

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*Reservations for facility usage and equipment must be made online at [tvsb.tv](http://tvsb.tv). Equipment reservations will require members to have a credit card on file and may 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**. Reservations of any kind, including the use of our conference rooms, 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.

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. Staff may not allow non-certified members or suspended members to use equipment they have reserved or checked out. 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 checkout and rentals are for TVSB members only and will require a credit card on file.

Studio space, equipment, and editing bay reservations will be confirmed through an online form to verify schedule, membership, and credit card on file. In addition, a project proposal form must be completed in tandem with the checkout request. This proposal will ensure that content filmed with TVSB equipment, will be for the production of content aired on TVSB channels.

If a member chooses to create content for commercial purposes (as opposed to production of content for TVSB), then a rental fee, prepayment and deposit required, will be charged. A credit card on file is also required. **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.

### **Equipment Available to Studio Members**

- 2 Tripods
- 3 Sony NX cameras
- 16 iRig microphones
- 2 wireless microphones
- 2 different light kits
- 2 different stabilizers
- 10 *Media Activism Kits*
- 10 *Media Activism Kit* tripods
- 1 audio recorder
- 1 Smove stabilizer
- 1 GoPro HD video camera
- 1 Mevo live-streaming webcam
- A variety of audio/visual accessories

A full list of available equipment and rental pricing is available online at [www.tvsb.tv](http://www.tvsb.tv)

### **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. 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 will 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 has modernized the editing stations to meet state and local health guidelines regarding social distancing. Reservations must be made online and hours are subject to change as indoor facility health guidelines change. Members may reserve in-studio editing suites for a maximum of four-hour blocks. Please check availability and book online at [www.tvsb.tv](http://www.tvsb.tv).

Editors must provide their own hard drive for storage of their media. Hard drives and storage space may be made available for purchase at the discretion of TVSB management. Any media left on the TVSB edit stations may be erased at the discretion of TVSB staff.

## **Studio Productions**

TV Santa Barbara two studios will be closed or have limited hours during Covid-19. Please visit TVSB's website, sign up for the eNewsletter, or follow TV Santa Barbara on Facebook for the most up-to-date information regarding access center availability. Support of virtual productions and some outdoor studio productions may be offered by TV Santa Barbara in 2021. Please visit [www.tvsb.tv](http://www.tvsb.tv) for more information and to check availability.

## **Food & Drink**

**Due to the Covid-19 pandemic, no food is currently permitted to be brought into TVSB facilities.**

## **TVSB Office Equipment**

Members are not allowed to use any TVSB office equipment, materials, or workstations without express permission from the Executive Director.

## **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.



## Pets

No pets are allowed inside the TVSB Community Media Center unless they are a service animal. Exceptions may be made with advanced approval by the Executive Director.

## Part 5: Producing a Program at TVSB

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

- 1) Become a TV Santa Barbara member by submitting your membership form and paying the annual dues.
- 2) Attend an Introduction to TV Santa Barbara orientation session. We want to ensure that everyone who uses our media center is properly trained on our equipment.
- 3) Submit your *Program Proposal* Form.
- 4) Complete a creative service form if you plan on using TVSB staff for your production.
- 5) Make sure you and any crew have taken the necessary workshops (studio production, field camera, editing, etc.) Required if you plan to use TVSB equipment.
- 6) Arrange with our media center your production times, once your *Program Proposal* is approved and once you've received a certification on any TVSB production equipment you plan on using.
- 7) Submit your program with our *Programming & Playback Contract* forms when completed. You may find these Forms on our TVSB website [www.tvsb.tv](http://www.tvsb.tv) (Menu selection "Producers").

## Program Proposal

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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 their assigned staff member when beginning a new program. These meetings are to assist producers 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.

## Program Submission for Playback

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**Required Paperwork:** All current producers must have a *Statement of Compliance* form on file with TVSB. A separate *Playback Request* form is also required for each program and episode within a Series.

### Submitting Your Show for Playback:

Producers need to turn in new episodes **seven (7) business days** in advance of the scheduled air-date, with a *Programming Contract* form. For a Program Series that airs live, producers should record a copy during the production and turn it in on the same day as the live telecast for future replays. Programs not delivered within these timeframes will be delayed for playback. TVSB reserves the right to change delivery requirements.

Producers seeking to have programming telecast by TV Santa Barbara will grant TVSB an irrevocable worldwide license to utilize that programming in any noncommercial manner for educational, informational, or promotional purposes on any media platform.

### Timeline for New Program Playback Schedule Requests:

New Program Playback scheduling requests must be submitted at least **four weeks** in advance of the desired cablecast date. At the discretion of the TVSB programming staff, if the desired time slot is available, the four-week submission rule may be waived to allow the timely cable casting of time-sensitive or newsworthy events. Channel time may not be scheduled until a program is completed and all information pertaining to the program is submitted to TVSB in writing.

### Frequency

TVSB will air each production at least one scheduled time. TVSB may provide three scheduled times, preferably once at night, once in the morning, and once in the afternoon if channel space and capacity allow. Frequency will be determined by TVSB programming staff.

## Programming Policies

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### 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. TVSB defines commercial content as information that is designed for the purpose of personal financial gain. It includes, but is not limited to, product placement, advertisement, promotion of any individual business, partnership, or corporation by direct or indirect reference or testimonial for the significant purpose of commercial exploitation. If the primary intent or impact of a segment or program is to advertise a service or product, that constitutes prohibited commercial content.

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 at TV Santa Barbara– The South Coast Community Media Access Center***

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 a fee, 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**

TV Santa Barbara's logo is not available for use on your show or in promotional materials. Members cannot represent themselves as employees or agents of TV Santa Barbara.

### **Contact Information**

Producers must have current public contact information on file with TV Santa Barbara. This may be an address, email, or phone number that the producer allows to be given out to viewers who would like to contact them about their program.

## Part 6: Programming Access & Eligibility

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### 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. Each Local Production must also have a member who completes the *Request for Playback* form and assumes responsibility for the program.
- **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. In addition, TVSB will offer discounted fee-based production services to our governmental, nonprofit, and educational member organizations.

## 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.

## Series Programs Policies

To qualify as a Series, a producer must sign a *Series Program Agreement* with TVSB. The producer agrees to submit a premiere episode. Producers can keep their assigned timeslot for up to one-year if all TVSB policies and procedures are followed.

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

## Part 7: Funding Community Access Programs

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### Sponsorships

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.**