



# community media handbook

A service of Northwest Community Television

## contents

- 02** About us
- 03** Membership
  - Standards of conduct
- 04** TV production classes
- 05** Production equipment
  - Prohibited use of equipment
- 06** Rule violations
- 07** Policies for playback
  - Program copies
- 08** Channel listing
- 09** Sponsorship guidelines
  - Guest plugs
- 10** Political candidates
  - Copyright
  - Outside programming
- 11** Frequently asked questions



## about us

CCX Create is a community media center providing “public access” to cable television channels, social media, video production classes and equipment to residents and organizations in the nine cities of Brooklyn Center, Brooklyn Park, Crystal, Golden Valley, Maple Grove, New Hope, Osseo, Plymouth and Robbinsdale, Minnesota. We do this so that you can express your views as protected by the First Amendment, giving you the ability to tell your story and share what you are truly passionate about. The programs produced here take on many different forms—talk, music, sports, debate—giving viewers the ability to listen, learn and better understand fellow residents and their local community.

### HOURS

Tuesday and Wednesday 1pm-9pm  
Thursday 9am-5pm  
Friday 1pm-5pm  
Saturday 9am-5pm

PHONE **763.278.4330**

EMAIL **[create@ccxmedia.org](mailto:create@ccxmedia.org)**

WEB **[www.ccxmedia.org](http://www.ccxmedia.org)**



[ccxcreate.org](http://ccxcreate.org)



[@ccxcreate](https://twitter.com/ccxcreate)



[ccxcreate](https://www.youtube.com/ccxcreate)



[ccxcreate](https://www.instagram.com/ccxcreate)

## membership

Residents of Brooklyn Center, Brooklyn Park, Crystal, Golden Valley, Maple Grove, New Hope, Osseo, Plymouth and Robbinsdale are eligible for membership.

Non-residents are only eligible for membership if they are working on a project approved by and produced for a nonprofit organization located in one of the nine cities listed above. A project proposal listing involved non-residents along with the organization's Certificate of Incorporation must be submitted by the organization at orientation.

If an individual meets the above requirements, they must then satisfactorily complete the orientation and one of the television production classes to become a member.

Membership expires when an individual moves out of the service area.

## conduct

We are a publicly owned facility. All behavior, language, and dress must at all times be appropriate for a public place. For a complete list of prohibited activities, visit the studio or our website, [www.ccxmedia.org](http://www.ccxmedia.org).

Members must not represent themselves as employees or agents of CCX Media. Our mailing address and phone number may not be used as contact information.



## classes

Our free workshops covering basic production skills are geared toward beginners with no television experience. Once you complete a class, you are certified to use the corresponding equipment.

### **Orientation**

CCX Create staff introduce you to all we have to offer—it's informative, fun, and required!

### **Studio Production**

Receive basic hands-on training with studio cameras, the audio board, and the switcher. Your new skills will be put to the test when the class crews a studio production!

### **Portable Camera**

Learn how to record quality video and audio on the HD portable camera equipment. Participants record a class project.

### **Editing**

Import video and audio, add graphics and music, and output to digital file. All participants edit a class project for our YouTube channel and Facebook page.

Take advantage of free advanced training offered throughout the year.

## equipment

The following high quality facilities and equipment are available free of charge once you learn the basics.

- 2 production studios
- 8 Panasonic camcorders
- 4 FCP X edit suites
- 1 Roland portable studio
- 1 SlingStudio

## prohibited use

Members who make prohibited use of our facilities and equipment may lose their membership.

### **Prohibited use includes:**

Any personal or family programs such as weddings, showers, birthday parties, anniversaries, or funerals.

Programs produced for pay.

Any content within a program that advertises products or services.

Programs containing obscene material, sexually explicit conduct, or otherwise violate any local, state or federal law.

Programs promoting a lottery or seeking to raise money for an organization.

### **So . . . what IS allowed?**

Our volunteer producers create programming found nowhere else. Their collaborative efforts run the gamut—politics, entertainment, religion, sports, news—all represented in various forms and languages!

# violations

Equipment and facility reservations must be cancelled 24 hours in advance, emergencies excepted. Frequent or unexplained cancellations and “no shows” are considered violations of our rules.

Depending upon the severity or the frequency of the violation, members may be issued a verbal or written warning or may be suspended for up to six months by the Executive Director or suspended for more than six months by the Board of Directors.



# playback

All programs must be submitted digitally at the studio, brought in on a media drive, or uploaded to our FTP site. Contact the studio or log on to [www.ccxmedia.org](http://www.ccxmedia.org) for the most current digital submission settings.

Digital submissions must be named with the program name and playback dates, if known.

All submissions must be accompanied by a cablecast release form.

# copies

Copies of your program should be made prior to submitting it for playback.

Ten copies of a program can be made at no charge. Producers must provide DVDs for copies.

Copies of access programs requested by viewers, guests, etc. will be made only upon approval of the program's producer.

# channels

All programs produced using our equipment are cablecast on CCX Create channels.

Programming is cablecast 24 hours per day 365 days a year on the following channels:

## **HIGH DEFINITION (HD)**

High definition channels available to subscribers of Comcast's HD tier of programming.

### **859 CCX CREATE**

Community residents, groups and organizations creating and sharing their original content

### **799 CCX NEWS & CCX SPORTS**

High-quality local news for the northwest metro communities; full game coverage of high school sporting events; game highlights, player and coach interviews, and sports analysis

## **STANDARD DEFINITION (SD)**

Standard definition channels available to all Comcast cable subscribers.

### **20 CCX CREATE**

### **16 CCX CITIES**

City informational segments, coverage of city meetings and city events

### **12 CCX NEWS & CCX SPORTS**

## **ONLINE**

CCX CREATE, CCX NEWS, and CCX SPORTS programming live streams on CCX Media's website, [www.ccxmedia.org](http://www.ccxmedia.org).

CCX CITIES programming (16) is available on demand on the Northwest Suburbs Cable Communications Commission website, [ccxmedia.org/nwsccc/](http://ccxmedia.org/nwsccc/).

# sponsors

Proceeds from underwriting can only be used to pay for the direct costs of a program such as sets, media and food for crew. Proceeds cannot be used to pay or otherwise compensate producers, hosts, crew members or guests.

Underwriting credits can appear at the beginning and end of the program only. It must be clearly identified by stating, "This program was made possible (in part) by \_\_\_\_\_."

On-screen graphics can display the name of the underwriter, but may not include prices or the address or phone number of the underwriter(s). The graphic cannot contain comparative or qualitative language about the underwriter or its product.

Identification can be no longer than 15 seconds per underwriter and must not exceed 30 seconds regardless of the number of underwriters.

Programs may not discuss services or show products or banners of underwriters. Underwriters cannot appear on programs they sponsor.

# guest plugs

Plugs which include a phone number, website, or address or display a product may occur only once during a program and may not be longer than ten seconds.

The producer, host, or crew can have no direct financial interest in the product or service plugged.



# candidates

Local, state, and national political candidates are limited to a total of one half hour per week of scheduled channel time.

Program content must be in compliance with the Minnesota Fair Campaign Practices Act.

# copyright

Individuals submitting programs must make all necessary arrangements with and obtain required clearances from broadcast stations, networks, sponsors, music licensing organizations, performers' representatives, authors, composers, and any and all other persons or entities whose material they use in whole or part.

Those submitting programs for cablecast are responsible and liable for program content.

# outside programs

Programs made with the hands-on assistance of a resident or a member of a nonprofit organization located in our service area may be cablecast on our channels.

A program which features, to a significant extent, a person, place or event specific to the area we serve will also be cablecast.

# faqs

## **When were we established?**

CCX Media, officially known as NWSCAC, or Northwest Suburbs Community Access Corporation, was formed July 26, 1982, as a nonprofit organization.

We own and operate a television production facility for use by community residents and organizations. We program five channels on the local cable system. There are 55-60,000 subscribers to cable television in the northwest suburbs.

## **How are we funded?**

We are a nonprofit organization funded by fees paid by the cable company and cable subscribers.

## **What is our annual budget?**

Our operating budget is approximately four million dollars.

## **Who oversees our operation?**

A board of directors appointed by the cable commission oversees the operation and meets quarterly. The board is made up of representatives from the cities we serve and public access producers.





## ADDRESS

6900 Winnetka Avenue North  
Brooklyn Park MN 55428

## DIRECTIONS (from 694)

County Road 81 north to 73rd Avenue. Turn left on 73rd Avenue—73rd curves left turning into Winnetka Avenue. CCX Media is one-half mile south on the left.

The CCX Create entrance is located on the northwest side of the building.

## METRO TRANSIT

Bus routes

- 705 (Starlite–Winnetka Av)
- 764 (Express–Winnetka Av–42nd Av–Mpls)

Stops at West Broadway and 68th Avenue North/Myers Avenue (2 long blocks from CCX Media, about ½ mile)

**FEBRUARY 2020**

**CCX Media  
6900 Winnetka Avenue North  
Brooklyn Park MN 55428**