

COMMUNITY ACCESS MISSION STATEMENT

To provide a venue, resources and opportunities for the greatest number of residents of the cities of Farmington, Farmington Hills and Novi to utilize the medium of television in a variety of forms in the most cost-effective manner.

COMMUNITY ACCESS DEFINITION

Non-commercial, non-profit community programming produced by SWOCC Studios and city government staff (with volunteer crew assistance).

COMMUNITY ACCESS – STATEMENT OF PURPOSE

SWOCC does not designate specific funding to community access, but makes resources available through shared funding with Government Access.

CHANNEL ALLOCATION – Community programming may be cablecast on a government channel if requested by the city's designate or the public access channel if submitted by a resident with a completed application for cablecast as required under Southwestern Oakland Cable Commission policies for public access.

CHANNEL PLAYBACK - SWOCC staff will operate and administer the public/community access channel for Public Access and community programs.

PROGRAMMING – SWOCC will accept programming for cablecast from residents and local non-profit groups, (that is not produced by them), and provide information on available programming for playback use/request.

CHARACTER GENERATOR – SWOCC will provide a designated amount of time on the public/community access channel for non-profit, non-commercial character-generated messages and assist residents and non-profit groups in the preparation of information.

VIDEO ACCESS CENTER – SWOCC will provide a state-of-the-art video production facility and certain equipment and accessories available for community productions. Volunteers trained on this equipment may assist with community programming. This includes studios and some equipment which are also used for Government Access.

EQUIPMENT MAINTENANCE AND REPAIR – SWOCC will provide equipment and facility maintenance and repair for that which it owns.

VOLUNTEER MANAGEMENT – SWOCC will develop and manage a pool of volunteers who crew community-based programs.

PROMOTION/OUTREACH – SWOCC will promote the use, benefits and viewer ship of the access channel(s) and facilities to subscribers, the public, access users, community groups, local government and educational institutions.

NON-PROFITS – SWOCC will provide a venue for area non-profits to convey non-commercial messages through a community access program.

TOURS – SWOCC will conduct group tours of the facility and enable these groups to convey a short message on the public/community access channel.

COMMUNITY COVERAGE – SWOCC will cover various community events including parades, meetings, festivals, forums and other gatherings.