



## Welcome to the Community Films series!

The goal of the series is to present a diverse offering of independently produced films that showcase people, places, and topics of New England and Atlantic Canada. It is a way of sharing with our viewers programming that matters. It also provides a wonderful opportunity for filmmakers to get their work out to the public and a larger audience.

Filmmakers who are interested in having their film considered for the series will need to submit their program along with a filled-out Program Proposal Form and signed Air Agreement. Maine Public does not directly financially compensate filmmakers for the films presented in the series. We do however support sponsorship and promotional opportunities. If the film is accepted to the series, a representative from Maine Public will contact you.

The regular scheduled airdates are Thursday night at 10:00pm with a repeat broadcast on Saturday afternoon at 2:00pm. Information about the films is presented on the Maine Public Community Films website, including a link to the filmmaker's page of choice, so that people may order/download the program or get more information. Maine Public will provide on-air promotion for the program. Filmmakers however are encouraged to promote the broadcast in social media and print media through a press release and other means.

Also note that soliciting production support sponsorship is encouraged but needs to be coordinated and approved by Maine Public's Corporate Support Department. It is best to contact Dyonisia Giatas at [dgiatas@mainepublic.org](mailto:dgiatas@mainepublic.org) as early in the process as possible, if you are seeking sponsorship support.

All film submissions should be sent to:  
Laura Schenck  
Maine Public  
1450 Lisbon Street  
Lewiston, ME 04240

For additional information contact Laura at [lschenck@mainepublic.org](mailto:lschenck@mainepublic.org)



## Maine Public Partnership Agreement GUIDELINES/UNDERSTANDING

*With notification for future broadcasts,  
this agreement is subject to change or revision at any time.*

“You produce, we broadcast, our audience watches – win, win, win!”

### Content Preferences

- Maine Public prefers content that focuses on places, events, topics or people in Maine or our region.
- Maine Public does NOT limit itself to material of this nature, and will make exceptions on a case by case basis, as determined by Maine Public.
- Maine Public will not broadcast material that is indecent, obscene, offensive, discriminatory, or defamatory. Maine Public reserves the right to make final judgement in these areas.
- Maine Public seeks to maintain high technical quality standards in everything it broadcasts.
- Maine Public will make the ultimate judgment as to whether or not a program is acceptable to be broadcast or not on Maine Public for any of the above or any other reason.

### Procedure

- Producer must submit, for every program to be considered for broadcast on Maine Public, a signed ***Air Agreement***, legal release form that indemnifies Maine Public from any or all harm, wrongdoing or legal action due to Maine Public’s broadcast of the program.
- Producer must submit, for every program to be considered for broadcast on Maine Public, a completed ***Program Proposal/Information Form***.
- A screening copy of the work also must be submitted and will not be returned.

### Broadcast

- Maine Public will determine on what day and at what time the program will be broadcast, and make every effort to notify the producer/organization ahead of time.
- Maine Public reserves the right to change broadcast time or cancel broadcast altogether, without any notice.
- Maine Public may choose to broadcast a message of its choosing prior to broadcast of the Program.

### Editing

- On very rare occasions, Maine Public may determine that a program needs to be edited due to length, indecency, profanity, format or any other reason Maine Public chooses as a condition for broadcast. Maine Public agrees to try to notify producer ahead of time and find an acceptable solution to both parties.

### Rights

- Maine Public may air the Program as many times within a minimum period of one month from the first date of broadcast as it so chooses. Producer may indicate the exact permissible time period for each program on the ***Air Agreement***.
- Maine Public may stream the program as part of its broadcast video stream on the mainepublic.org website.

- Maine Public will provide the Program as part of its broadcast stream to local and regional cable companies for distribution on their networks.
- Maine Public will transmit the Program on a live, linear basis by any means of technology to any reception devices including televisions, personal computers, tablet computers, and smart phones.
- Maine Public may broadcast the Program as part of or around any regular or special fundraising activities, within the period specified on the **Air Agreement**, from the Program's first broadcast.
- Maine Public agrees to negotiate with program producer to acquire copies of programs for use as "thank you gifts" during Maine Public pledge campaigns. Generally, Maine Public agrees to buy copies from the producer at a wholesale rate.

### **Closed Captioning**

- Producer must notify Maine Public at time of recommendation if the Program is already Closed Captioned, and provide Maine Public with a version of the Program that is already Closed Captioned.
- Maine Public may request that Producer provide Closed Captioning or pay for Maine Public to contract out Closed Captioning.
- Maine Public may agree to provide Closed Captioning at Maine Public cost if so agreed.
- Producer will supply Maine Public, in advance, if requested, with a complete electronic transcript of the Program (if it exists).
- Maine Public Close Captioning Costs:
  - ½ hour \$90.00
  - 1 hour \$180.00
  - 1.5 hours \$ 270.00
  - 2 hours \$360

### **Length of Program**

- Maine Public prefers programs of 56:46 mins or 26:46 mins, but may try to work with other lengths on a case by case bases.
- Producer must notify Maine Public of the accurate program total length at the time of recommendation on the **Program Proposal/Information form**.
- Ideally a program is under one of the half hour marks (per above) by a minute/couple of minutes, but not over. Programs running over the half hour mark become more difficult to fit into our schedule.
- Maine Public can normally broadcast Programs that generally fall close to the times above, with the understanding that Maine Public may ask the producer to edit to program to fit the specified length.
- Any additions to the program by the producer, such as production credit acknowledgments, must be included in the timing of the program to fit within the half hour marks.

### **Video Format**

- See Technical Specs /Deliverables Sheet for more details.

### **Other Production Standards Notes:**

- Use of on-screen web markers must be approved by Maine Public. Generally, they should point to Maine Public's web site, mainepublic.org
- Music cue sheets must be made available if requested. These are generally not needed but must be furnished if Maine Public requests. A sample of a cue sheet may be seen here: <https://www.ascap.com/news-events/articles/2016/07/rapidcue-new-template>
- Funding for the program should adhere to [PBS Editorial Standards and Practices](#)
- All sources of funding for the program must be presented in the film. For more information [https://d1qbemlbhjecig.cloudfront.net/prod/filer\\_public/pbsproducerhandbook-bento-live-pbs/Production%20Guidelines%20\(Red%20Book\)/cc559f5d61\\_PBS%20Producer%27s%20Handbook%20\(December%202019\).pdf](https://d1qbemlbhjecig.cloudfront.net/prod/filer_public/pbsproducerhandbook-bento-live-pbs/Production%20Guidelines%20(Red%20Book)/cc559f5d61_PBS%20Producer%27s%20Handbook%20(December%202019).pdf)

## Program Promotion

- Producer/organization will supply Maine Public with a required brief description of the program at the time of program recommendation on the **Program Proposal/Information form**. Producer may also supply an optional more lengthy description for web and other promotion purposes.
- Producer will notify Maine Public if any produced promotional spots (30 seconds) exist and supply the promotion video at the time of program recommendation/submission.
- Producer will also notify Maine Public of any produced trailers for possible inclusion on the Maine Public film collaboration web presence.
- Producer will supply Maine Public with any promotional photos that exist or if asked by Maine Public.
- Maine Public will, at its discretion, include a description it chooses of the program in its program guide, on-air and/or on-line promotion. Maine Public may efficiently defer to the descriptive material provided by the producer/organization.
- Maine Public plans to and will do its best to:
  - Promote the individual program on air (promo supplied by producer or produced by Maine Public)
  - Promote the Community Films website presence on mainepublic.org both around the program and throughout the schedule.
    - This site will include producer information; name and contacts information as well as producer and film links for viewers.
  - List the program name in its paper and on-line program guide (this is very dependent on deadlines being met).

## Indecency

- Maine Public will not broadcast material that may violate FCC and other legal guidelines regarding obscene or indecent material (including both video and audio).
- Producer should be aware of what currently constitutes material of this nature; including, but not limited to selected nudity, profanity and/or George Carlin's "Dirty words" (available upon request) material that is sexual in nature and/or material that may appeal to the "prurient interests" of the viewer. Existence of any of this should be disclosed on the **Program Proposal/Information form**. **This is very important.**
- Any nudity must be disclosed in advance on the information form for Maine Public to make the final determination if it is suitable for air.

## Sponsorship

- Maine Public will solicit, contract and air broadcast underwriting immediately before and after programming.
- Maine Public may ask Producers if they know of any possible underwriters to help defray Maine Public broadcast costs.
- Producers are free to solicit "production sponsorships" on their own, and broadcast acknowledgement in the closing credits of their programming, in accordance to Maine Public underwriting guidelines.
- Producers should consult with Maine Public as to the acceptability of a credit. The Maine Public contact person for this is Dyonisia Giatas. She can be reached at [dgiatas@mainepublic.org](mailto:dgiatas@mainepublic.org).
- Production Sponsorship should be limited to 15 seconds, 3 per half hour (at start and end for a total of 6 mentions) and 4 per hour or more (at start and end for a total of 8 mentions). Preamble should be "Production support for" or "Support for the production of" or "additional support" for \*name of local film\* is made possible (in part) by".
- Tag(s) length must be included in overall timing of film and are the responsibility of the producer to voice and embed onto their master program.
- Producers must consult with staff of Maine Public's Corporate Support Department when approaching potential funders for future air to avoid possible conflicts, if so requested by Maine Public.



## ***PROGRAM PROPOSAL/INFORMATION FORM***

For consideration in the series, please complete and submit this **Program Proposal Form**; the **Air Agreement Form**; and a screening copy of the film.

*Mail forms and material to:*

**Maine Public**

**Attn; Laura Schenck**

**1450 Lisbon Street**

**Lewiston, ME 04240**

**Email this form to [lschenck@mainepublic.org](mailto:lschenck@mainepublic.org)**

**207-330-4527**

**THANK YOU for submitting your program to Maine Public!** This proposal will be reviewed internally by our staff. Our goal is to make a decision within 90 days of submission. Please include a non-returnable DVD copy or link of your project with this application.

### **Filmmaker Information**

**Name:**

**Title:** (if applicable Director, Producer etc.)

**Producer Name:** (if different from above)

**Production Company:**

**Telephone numbers** (w, c, h)

**Email address:**

Do you have and hold the **copyright and all permissions** for this program? **Y N**  
**If not, who does?**

### **Program Information:**

**Program Title:**

**Brief Description (required, for TV guide, other promotion - 2 lines max)**

**Longer Description** (for web, unlimited, optional but recommended)

**Year produced:**

**TRT: Duration** of program (as exact as possible HR:MIN:SEC):

Would producer be willing to edit down to fit just under 30,60,90 or 120 minutes? **Y N**

Is program **close captioned**? **Y N**

Is a written Transcript of the program available? **Y N**

Is a 30 second promo of the film available? **Y N**

**WEB Addresses** for on-line links of your choice (such as production co., sponsoring org, [ ] source of more information, distributor) Please "print" both web address and what it is

1)

2)

3)

Has this program aired on Maine Public before? **Y N** If so what year?

What is the **format** of your program?

- 4x3
- 16x9

What is your program's **master media format**?

- DVCPRO
- HD Blueraay DVD
- MiniDV
- DVCAM
- .MOV files
- DVD
- Other** – please specify exactly \_\_\_\_\_

Are all sources of funding for the program presented in the film? (Either as an Underwriting Tag or in the credits)

**Y N**

**Does the program contain any or possibly contain any of the following (video and audio)?**

- Nudity**
- Profanity**
- Indecency or Obscenity**
- Defamation**

- Yes
- No

**If yes or “possibly” to any of the above please explain:**

Does a **Trailer** exist for this program?

**Y N**

Are there any **program photos** available to help promote this program?

**Y N**

**PERMISSIONS/UNDERSTANDING**

**Do you as the producer understand and agree Maine Public may:**

Broadcast your program multiple times, when it determines, within the minimum one month (or as specified on the companion Air Agreement) of the first broadcast?

**Y N**

Supply your program as a regular part of our broadcast lineup to cable channels in and around Maine

**Y N**

Promote the program on our air, in our program guide, on our website or by using outside media? (and possibly using any promo video or photos you provide us)

**Y N**

Decide to, without notice, cancel or move the day and time of broadcast? Note that although not obligated, Maine Public will make every effort to notify the producer/organization?

**Y N**

May, on very rare occasions, determine that a program needs to be edited due to length, indecency, profanity, format or other reason as a condition for broadcast. (*Maine Public agrees to try to notify and discuss with producer ahead of time in such an instance*).

**Y N**

Decide to include the program during one of our on-air fundraising pledge drives? (*Maine Public agrees to negotiate in advance with the producer for the acquisition and purchase of DVD copies of the program to offer as “thank-you gifts”*)

**Y N**

Solicit broadcast underwriting support that will help Maine Public defray our operating and broadcast costs?

**Y N**

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**PRODUCER SIGNATURE**

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**PRODUCER PRINTED NAME**

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**DATE**

PRODUCER TELEPHONE AND EMAIL (IF DIFFERENT FROM ABOVE

TEL (w,c,h):

Email:

**CHECK LIST**

Have you filled out this form entirely?

Yes

Have you signed and dated this form?

Yes

Have you read and signed the Maine Public Air Agreement release form?

Yes

Have you included a Screening copy of your program?

Yes

If promotional video spots exist, have you included them or plan to include them with delivery of the program?

Yes





## Broadcast Agreement

This Agreement must be signed by the Program Producer with a specified release period indicated and a new Agreement submitted with every program that will be or is proposed to air on Maine Public.

I hereby grant Maine Public unlimited releases for \_\_\_\_\_ (program title, herein 'The Program'), for a period of (check one) \_\_\_\_\_ one year; \_\_\_\_\_ three years; \_\_\_\_\_ in perpetuity, to transmit the Program on a live, linear basis by any means of technology to any reception devices including televisions, personal computers, tablet computers, and smart phones. The specified period shall start with the first broadcast of The Program, which should be no later than nine (9) months from the date of execution of this Agreement

(Optional)

Please Check box if you also agree to allow Maine Public to stream The Program on all Maine Public internet and VOD platforms.

I confirm that I have obtained all necessary signed releases from all participants and have all the necessary rights clearances for all materials in The Program, including but not limited to audio, images and music. The copyright for The Program is exclusively owned by:

\_\_\_\_\_.

Further, I agree to indemnify, defend, and hold harmless Maine Public from and against any claim, loss, obligation, liability or expense including reasonable attorney's fees that may be asserted against or incurred by Maine Public in connection with The Program, including but not limited to any claims for breach of copyright, trademark or any other intellectual property rights, or any breach of any representation, covenant, or warranty made by me.

Copyright Holder (Releaser)

\_\_\_\_\_  
Signature of Releaser

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed name of Releaser

\_\_\_\_\_  
Email address or contact information.



## FILE FORMAT/CODECS

-Maine Public can accept nearly any file format.

-Our broadcast codec is MXF OP-1a, upper field, 1080i, 29.97. We will transcode your file to this spec for broadcast.

-HD should have a minimum bitrate of 10Mbps. 25Mbps and higher preferred.

-Submission only needs to be the actual program. Slate, bars, tone, etc. are not necessary. If your program is captioned, please send that file separately if possible.

-Please alert us to any special circumstances (non-standard aspect ratios, long stretches of silence, etc.

-Note time code of any potentially offensive language or images.

-You are expected to deliver your program in a form that adheres to standard industry specs. Full "Red Book" level specs are not necessary. In general, your audio should average -12db with consistent stereo (or dual mono) tracks.

## FILE DELIVERY

You may send us a drive. We will return it.

Attn: Nick Godfrey

Maine Public

63 Texas Ave Bangor, ME 04401

If you have a dropbox.com account you may share with us.

Our dropbox.com username is [mpbnproduction@gmail.com](mailto:mpbnproduction@gmail.com)

**Please email Nick Godfrey at [ngodfrey@mainepublic.org](mailto:ngodfrey@mainepublic.org) after the file has been delivered for confirmation.**

If you do not have a dropbox.com account we can give you a Dropbox "File Request" link. You may need the free desktop app for Dropbox if your file is over 2GB. We can also download from your site. Just send us the details.

Feel free to ask questions. Contact Nick at [ngodfrey@mainepublic.org](mailto:ngodfrey@mainepublic.org)  
207-404-5130



## Sponsorship Guidelines for Filmmakers

Maine Public will solicit broadcast support for the Community Films series and air adjacent underwriting spots immediately before and after the programming. Additionally, Maine Public encourages Community Films producers to solicit production support on their own and include underwriting spots acknowledging this support at the beginning and/or the end of their programming.

Production underwriting spots will be the responsibility of the producer and should be included in the final cut of the program provided to Maine Public. These spots should be limited to 15 seconds each, three per half-hour, and fully compliant with the underwriting guidelines set forth by the FCC and Maine Public (see below). The preamble for underwriting spots should state: "Production support for [name of film] is made possible, in part, by..."

Producers should consult with Maine Public as to the acceptability of each underwriting spot by sending the proposed script and images (or storyboard) to Dyonisia Giatas at [dgiatas@mainepublic.org](mailto:dgiatas@mainepublic.org). Producers may also consult with Dyonisia, prior to approaching potential funders, to avoid possible conflicts of interest.

### Maine Public Underwriting Message Guidelines

Underwriting announcements may contain information regarding:

- Company/Organization name and location(s)
- Web site and/or telephone number
- Factual product features or description of services
- Slogans or mottos that otherwise conform to non-commercial guidelines
- Logos, still or moving images, animation
- Value-neutral, instrumental music beds

Announcements may not contain:

- Calls to action
- Price or value information
- Inducements to buy, sell, rent, or lease
- Comparatives or superlatives
- Possessive pronouns
- Jingles

Businesses and organizations that are featured in a Maine Public Community Film should not be approached for production underwriting. Please do not hesitate to contact Dyonisia Giatas at (207) 370-3688 or [dgiatas@mainepublic.org](mailto:dgiatas@mainepublic.org) with questions about these guidelines or for additional information.

## Sample Underwriting Scripts

Bangor Savings Bank, with 51 branches statewide. Dedicated to combining big bank solutions with small bank service - more information online at [Bangor dot com](#).

Highland Green, a 55 plus active adult community, offering custom homes and community living on a 635 acre campus and nature preserve. Learn more at [Highland Green Lifestyle dot com](#).

Bernstein Shur's data security team. Helping clients manage the technical, legal and insurance issues surrounding a data breach, and working toward mitigating risks. Learn more at [Bernstein Shur dot com](#).

Waynflete School - independent education for early childhood through grade 12; fostering love of learning and commitment to community since 1898; on line at [Waynflete dot org](#).

Greenhut Galleries located in Portland, for 37 years, exhibiting contemporary art and sculpture by Maine artists ranging from realism to abstraction including the estates of Robert Hamilton and Maurice Freedman. [Greenhut galleries dot com](#)