

Sun City Anthem Television Volunteer Handbook



Sun City Anthem Community
Association, Inc.

11/10/2022



**SUN CITY ANTHEM TELEVISION
VOLUNTEER HANDBOOK**

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SUN CITY ANTHEM TELEVISION VOLUNTEER HANDBOOK

Sun City Anthem Community Association, Inc. (the “Association”) welcomes you to Sun City Anthem TV (“SCA-TV”). Volunteers are the heartbeat of SCA-TV. Thank you for your commitment and dedication to helping provide excellent programming to the Association’s residents. We look forward to working together.

MISSION/PURPOSE

SCA-TV operates as the broadcast arm of the Association, providing meaningful community-oriented television programming specifically directed at the Association’s population, while simultaneously providing invigorating activities for its volunteers.

SCA-TV ORGANIZATION

SCA-TV is managed and operated on a volunteer basis, under the authority of the Association’s Board of Directors.

The Association’s Communications Director, under the authority of the Association’s Chief Operating Officer, and with the cooperation of SCA-TV’s Leadership Team, ensures that all programming complies with copyright and intellectual property law.

The SCA-TV Leadership Team collaborates with the Association’s Communications Director to help ensure that all programming aligns with the SCA Brand across all communication mediums, including SCA-TV, SCA’s monthly magazine, weekly e-blasts, and the website.

SCA-TV is distributed to the community via Cox Channel 1960 and the SCA-TV page of the Association’s website: sca-hoa.org. No other platforms are sanctioned by the Association and are expressly prohibited for use in any manner whatsoever unless specifically approved by the Association’s Communications Director.

SCA-TV FUNDING

SCA-TV is funded by the Association. All funds are used to fund the operation of SCA-TV and include funding the purchase and/or replacement of equipment (cameras, lighting, computers, office materials, etc.), volunteer training and education, and use of designated office facilities.

DONATIONS AND GRANTS

All donations and grants to SCA-TV will be accepted in the name of Sun City Anthem Community Association, Inc. Each donation or grant will be appropriately maintained and distributed by the Association for the exclusive use of SCA-TV.



SCA-TV LEADERSHIP

A 5-member Board of Directors leads the volunteers: General Manager, Executive Producer, Operations Manager, Secretary, and Treasurer (the "Leadership Team"). These positions are filled in accordance with election procedures for all SCA Service Groups.

To prevent the appearance of impropriety and to maintain an impartial viewpoint, all Leadership Team members must immediately disclose any potential conflicts of interest they may have in any matter that comes to the Leadership Team's attention. They must then remove themselves from any projects in which they have a potential conflict of interest. Such conflicts of interest may include, but are not limited to, a financial interest or involvement of a family member. If unsure whether a conflict of interest exists, one should consult with the Leadership Team and Association management.

A COMPLETE LIST OF THE JOB DESCRIPTIONS FOR THE SCA-TV LEADERSHIP TEAM AND ALL SCA-TV VOLUNTEER POSITIONS CAN BE FOUND IN THE SCA-TV TRAINING GUIDE.

VOLUNTEER INFORMATION

Volunteers are required to complete a Volunteer Interest form. This information will be kept confidential and will not be distributed.

All new volunteers will be provided orientation and training, appropriate media credentials can be obtained once training is completed. These credentials must be turned in to the General Manager at such time as the volunteer is no longer a volunteer with SCA-TV.

Volunteers are strongly encouraged to attend training sessions when offered, to brush up on skills and/or learn new skills.

Volunteers are expected, as often as possible, to attend regularly scheduled meetings based on their role with SCA-TV, such as reporters, scriptwriters, editors, and videographers.

Volunteers may rotate into various positions and/or job share based on their interests and training.



All volunteers are required to review the Volunteer Handbook annually and whenever it is updated.

SCA-TV requires the commitment of all volunteers to perform his or her assigned tasks within the timelines, procedures and instructions set by SCA-TV.

If a volunteer develops any issue that could affect his/her ability to perform his/her duties, it is the responsibility of the volunteer to make SCA-TV's General Manager aware as soon as possible.

VOLUNTEER COMMITMENT

As an SCA-TV volunteer you agree to and affirm the following:

1. I understand that every position at SCA-TV is voluntary, and I will value the time and energy of everyone who contributes to SCA-TV programming.
2. I agree to respect and nurture SCA-TV by fulfilling my obligations to the station.
3. I agree to treat every person with kindness and respect. This includes:
 - a. Respecting each person's differences and the diversity of all volunteers and listeners.
 - b. Engaging in civil dialogue at all times and offering constructive criticism that isn't personal.
 - c. Encouraging each other and promoting good will among all volunteers.
 - d. Enlisting the help of the Leadership Team to resolve any conflicts among volunteers.
4. I agree to ask for assistance when I need it and to offer help to those who temporarily are unable to fulfill their volunteer obligations.
5. I agree to be a good steward of all Association property by helping to care for and maintain the property and to follow all security guidelines.
6. I understand that I represent the Association and its values and pledge to promote the Association and SCA-TV to all viewers, listeners, and other residents in the community.
7. I recognize that all volunteers have unique talents and strengths that they bring to SCA-TV, and I agree to help all volunteers use their specific strengths and talents to assure SCA-TV offers the most professional community-oriented programming possible.

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8. I agree that I will not knowingly infringe on a copyright and/or the intellectual property belonging to any person or entity, to use properly all information I receive or gather, and to follow all the terms of use and the guidelines set forth herein.

Intellectual property law is a form of copyright law that protects original works of authorship including literary, dramatic, musical, and artistic works, such as poetry, novels, movies, songs, computer software, and architecture. Copyright does not protect facts, ideas, systems, or methods of operation, although it may protect the way these things are expressed.

Source: <https://www.copyright.gov/help/faq/faq-protect.html>

Copyright literally means the right to copy but has come to mean that body of exclusive rights granted by law to copyright owners for protection of their work. As a general matter, **copyright infringement occurs when a copyrighted work is reproduced, distributed, performed, publicly displayed, or made into a derivative work without the permission of the copyright owner.** Original works of authorship include literary, dramatic, musical, architectural, cartographic, choreographic, pantomimic, pictorial, graphic, sculptural, and audiovisual creations.

Sources: <https://www.copyright.gov/help/faq/faq-definitions.html>
and <https://www.copyright.gov/help/faq/definitions.html>

Fair Use is a legal doctrine that promotes freedom of expression by permitting the unlicensed use of copyright-protected works in certain circumstances. Section 107 of the Copyright Act provides the statutory framework for determining whether something is a fair use and identifies certain types of uses—such as criticism, comment, news reporting, teaching, scholarship, and research—as examples of activities that may qualify as fair use. Section 107 calls for consideration of the following four factors in evaluating a question of fair use:

- *Purpose and character of the use, including whether the use is of a commercial nature or is for nonprofit educational purposes:* Courts look at how the party claiming fair use is using the copyrighted work, and are more likely to find that nonprofit educational and noncommercial uses are fair. This does not mean, however, that all nonprofit education and noncommercial uses are fair, and all commercial uses are not fair; instead, courts will balance the purpose and character of the use against the other factors below. Additionally, “transformative” uses are more likely to be considered fair. Transformative uses are those that add something new, with a further purpose or different character, and do not substitute for the original use of the work.

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- *Nature of the copyrighted work:* This factor analyzes the degree to which the work that was used related to copyright's purpose of encouraging creative expression. Thus, using a more creative or imaginative work (such as a novel, movie, or song) is less likely to support a claim of a fair use than using a factual work (such as a technical article or news item). In addition, use of an unpublished work is less likely to be considered fair.
- *Amount and substantiality of the portion used in relation to the copyrighted work as a whole:* Under this factor, courts look at both the quantity and quality of the copyrighted material that was used. If the use includes a large portion of the copyrighted work, fair use is less likely to be found; if the use employs only a small amount of copyrighted material, fair use is more likely. That said, some courts have found use of an entire work to be fair under certain circumstances. And in other contexts, using even a small amount of a copyrighted work was determined not to be fair because the selection was an important part—or the “heart”—of the work.
- *Effect of the use upon the potential market for or value of the copyrighted work:* Here, courts review whether, and to what extent, the unlicensed use harms the existing or future market for the copyright owner's original work. In assessing this factor, courts consider whether the use is hurting the current market for the original work (for example, by displacing sales of the original) and/or whether the use could cause substantial harm if it were to become widespread.

In addition to the above, other factors may also be considered by a court in weighing a fair use question, depending upon the circumstances. Courts evaluate fair use claims on a case-by-case basis, and the outcome of any given case depends on a fact-specific inquiry. This means that there is no formula to ensure that a predetermined percentage or amount of a work—or specific number of words, lines, pages, copies—may be used without permission.

Source: <https://www.copyright.gov/fair-use/more-info.html>

9. I expressly agree that any work I perform for the Association at SCA-TV shall be considered **A Work Made for Hire**, as defined by Title 17, United States Code, Section 101(2) and I specifically acknowledge the Association's rights to own, assign, or transfer to any other company any and all products, developments or technologies derived from my services as well as all copyrights, patents, trade secrets, or other intellectual property rights associated with any works of authorship, ideas, concepts, techniques, or inventions developed or created by me while serving as a volunteer with SCA-TV (collectively referred to herein as

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the “Work Product”), which shall belong exclusively to the Association, or it assignee and shall, to the extent possible, be considered **A Work Made for Hire.**

10. I further understand and agree that any and all Work Product developed for, created for, or produced while providing services to SCA-TV will be the exclusive property of the Association and I hereby assign (and will assign without further consideration) to the Association, all rights to any and all intellectual property developed during the performance of my work at SCA-TV. This assignment includes, among other things: (i) the full and exclusive right, title, and interest to such intellectual property; (ii) the right of priority and all other rights under any and all international agreements to which the United States of America adheres; (iii) the right to file and prosecute applications in any and all countries for any registrations and/or other protections; and (iv) all future registrations and rights that may result from such applications. Upon the request of the Association or SCA-TV, I agree to undertake such further actions, including execution and delivery of instruments of conveyance, as may be appropriate to give full and proper effect to such assignment. However, it is mutually understood that I may develop new works of authorship, ideas, concepts, techniques, or inventions on behalf of myself or others and that SCA is not entitled to any ownership interest in such other intellectual property that are unrelated to the services provided to the Association or SCA-TV.
11. I acknowledge that: (1) If I use my own equipment to write, shoot, and edit my stories, this “intellectual property” is my own “work product” and I may authorize SCA-TV to use said work product. However, I must also give written permission to SCA-TV to utilize the work product (Intellectual Property Agreement found in SCA-TV’s Volunteer Training Manual) (2) If, as an SCA-TV volunteer, I am asked to work on an SCA-TV project or I pitch a story which is approved, the finished product is owned by SCA-TV and the Association, and (3) If I submit photos and/or completed work and offer it to SCA-TV, as the author, without prior assignment by SCA-TV remains my intellectual property, and therefore the author has rights to the photos or completed work.

PROPERTY AND EQUIPMENT

All property initially provided to SCA-TV or donated to the Association for use by SCA-TV, shall remain the property of the Association. Property purchased from earmarked SCA-TV funds is also the property of the Association.

Volunteers may not operate or check out equipment until training has been completed. All equipment will be kept in SCA-TV spaces, unless prior arrangements have been made and approved by the Executive Producer or General Manager. Equipment checked out must conform to SCA-TV policies which include a complete list of

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equipment, check-out and return dates. It is the responsibility of each volunteer to return or replace, in good condition, all equipment used by them. Any malfunctioning or damaged equipment must be reported to the SCA-TV Leadership Team as soon as possible.

The equipment is not for personal use. Members found using SCA-TV for personal use, whether or not for profit, are subject to disciplinary action.

An inventory of all property shall be maintained by the SCA-TV and shall be updated annually by the SCA-TV Leadership Team, filed with the Association by December 31.

PROGRAMMING

SCA-TV produces original programming and also broadcasts contributed programming from sources outside of the Association. SCA-TV provides coverage of current events within the Association community and shares information of interest to our residents from the Southern Nevada community at large. Examples of programming include Board roundtables, Association projects (i.e., removal of non-essential grass, club programs and speakers, resident interviews, restaurant reviews, entertainment venues, and book and movie reviews, etc. SCA-TV also enlists non-residents to serve as guest hosts, program participants, or to generate additional programming. SCA-TV, utilizing its partnership with other government and community access channels, may, from time to time broadcast programming provided by these other agencies.

In addition to programming at sca-hoa.org, SCA-TV Programming will also appear on the public portion of the Association's website for other interested viewers, including potential homebuyers, local businesses, and friends and family of the SCA-TV volunteers.

Prior to broadcast or publication, SCA-TV's Executive Producer and the Association's Communications Director are collaboratively responsible for ensuring that all programming meets the standards of the Association and complies with all legal requirements:

1. The content of each program is appropriate and is properly authorized or licensed to SCA-TV; this requires that all editors and reporters have submitted the correct information according to SCA Brand Standards and Style Guidelines.
2. Each program has the necessary, and required, attributions and/or credits for all content and for the persons participating.

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3. Each program displays this disclaimer at the beginning of any program and clearly states opinions and comments made by the presenters do not necessarily represent the Association's views and opinions and should be displayed for a minimum of :30 seconds.

DISCLAIMER

Sun City Anthem Television (SCA-TV) is a non-profit, non-commercial service group operating under the authority and direction of the Sun City Anthem Community Association, Inc. (SCACAI), a Nevada domestic, not-for-profit corporation.

The statements, opinions and views expressed in any SCA-TV programming or comments on this channel are those of the presenters and speakers and do not necessarily reflect or represent the views and opinions held by the channel's broadcaster, SCACAI. The programming presented by SCA-TV is created by volunteer members of Sun City Anthem and it is intended for viewing by Sun City residents, their family, and friends, and may not be copied or distributed in any fashion without the expressed, written consent of the Sun City Anthem Community Association, Inc.

4. Each program displays this disclaimer defining Fair Use at the end of the credits for each program and should be displayed for a minimum of :30 seconds.
5. All necessary actions are undertaken to ensure the program does not impose any liability on the Association.
6. All documentation for third-party content usage and permissions are archived appropriately.

The Executive Producer is responsible for ensuring that all reporters and editors adhere to these standards prior to final submission to the Communications Director.



PROGRAMMING MAY NOT BE AIRED OR PUBLISHED
UNTIL IT HAS BEEN REVIEWED AND APPROVED BY
SCA-TV'S QUALITY CONTROL REVIEWERS,
THE EXECUTIVE PRODUCER, AND
THE ASSOCIATION'S COMMUNICATIONS DIRECTOR.



STANDARDS OF ACCEPTABILITY

SCA-TV and the Association require all volunteers to read and sign the attached Standards of Acceptability.

CONFIDENTIALITY, INTELLECTUAL PROPERTY, AND NON-DISCLOSURE AGREEMENT

SCA-TV and the Association require all volunteers to read and sign the attached Confidentiality, Intellectual Property, and Non-Disclosure Agreement.

Appendixes:

Volunteer Interest Form

Standards of Acceptability

Confidentiality, Intellectual Property, Non-Disclosure Agreement

Notes

WORKING DOCUMENT

As a working document, this Handbook is subject to modifications from time to time by the SCA-TV Leadership Team and the Association's Communications Director.

“There’s a difference between interest and commitment. When you’re interested in doing something, you do it only when it’s convenient. When you’re committed to something, you accept no excuses; only results.”
Kenneth Blanchard



CONFIRMATION OF RECEIPT OF HANDBOOK

I acknowledge receiving the SCA-TV Volunteer Handbook. I understand and acknowledge that I am responsible for reading, understanding, and following all policies in the Handbook.

Printed Name: _____

Signature: _____

Date: _____



SUN CITY ANTHEM TELEVISION (SCA-TV) Volunteer Interest Form

Sun City Anthem Television (SCA-TV) depends on the participation of resident volunteers. SCA-TV offers many opportunities to put your skills and experience to work as a volunteer. If the idea of helping your community, learning new skills, and making new friends through your participation in SCA-TV appeals to you, please complete this form and drop it off at the Administrative Office in Anthem Center. We will contact you for a personal interview.

Contact Information

Name: _____

Address: _____

Membership #: _____

Email: _____

Home Phone: _____

Cell Phone: _____

Volunteer Positions

Please circle your skills, strengths, and interests below:

(Complete Descriptions are contained in the SCA-TV Training Manual.)

- | | | |
|----------------------------|-----------------------|--------------------------|
| Anthem Alive Show Producer | AA Show Log Recorder | AA Editor |
| Talent Coordination | Camera Videographer | Director |
| Equipment Manager | Lead Scriptwriter | Lead Reporter |
| Lead Camera | General Script Writer | Marketing Committee |
| Lead Editor | General Reporter | Show Producer |
| On-Location Lead Camera | Lighting Person | Association Club Liaison |
| Set Designer | Photographer | Volunteer Coordinator |
| Tri-Caster-Operator | Teleprompter Operator | Website Administrator |
| Video/Segment Editor | Script Continuity | Continuity Slate |
| Computer Tech | Social Committee | Make Up |
| Secretarial | Program Log Recorder | |

Please list other skills or interest that you have:



SUN CITY ANTHEM TELEVISION (SCA-TV) Standards Of Acceptability

1. Published materials should be readable. Readability is defined as how clear the message is and how easy it is for an average reader to understand.
2. Clear visual and verbal presentations and/or readability are essential for all communications. All materials, whether presented in print, on the website, or in broadcast format should be produced as professionally as possible.
3. No third-party content shall be used without their expressed written permission. This written permission must accompany any submission to SCA-TV and name SCA-TV as an approved user with license to use and broadcast such content.
4. All sources must be accurate and attributable. Accuracy should be established, fact should be distinguishable from rumor, and content should not be colored by personal opinion.
5. All SCA-TV volunteers must conform to the Association's governing documents and all policies specific to SCA-TV.
6. No libelous, defamatory, inflammatory, insulting, obscene material shall be used.
7. No vulgar or offensive language shall be used.
8. Material shall not be presented in an adverse or antagonistic manner.
9. SCA-TV may not be used to express personal opinions or social commentary nor express one's political or religious preferences.
10. Legitimate controversies of interest to all residents shall be reported objectively in a balanced pro/con format; scripts, video, and sound bites shall be fair and balanced in accordance with Nevada Revised Statutes Section 116.
11. If copyrighted or otherwise protected content is contributed by an SCA-TV volunteer without the written permission to use the copyrighted material, the Leadership Team or Association management shall seek written permission to use the material. If appropriate permission is not received, SCA-TV shall take down the material from the scheduled programming and shall not publish the material.
12. If copyrighted or otherwise protected content is contributed by an SCA-TV volunteer to SCA-TV without the written permission of the copyright or intellectual property holder,

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whether or not the contribution is an egregious act of copyright or intellectual property infringement, the SCA-TV contributor may be subject to immediate termination of their volunteer service to SCA-TV by the SCA-TV Leadership Team after consultation with Association management.

13. Any SCA-TV volunteer whose services are terminated by the SCA-TV Management Team may appeal the termination in writing to the Association's Board of Directors.

By signing below, I acknowledge that I have read and understand the Standards of Acceptability and agree to comply with the provisions of this document. I further understand that failure to comply may result in termination of my volunteer service to SCA-TV.

Name (please print): _____

Signature: _____

Date: _____



SUN CITY ANTHEM TELEVISION (SCA-TV) Confidentiality, Intellectual Property, and Non-Disclosure Agreement

I hereby acknowledge and agree to the following:

1. **SERVICES**. While providing volunteer services for the Sun City Anthem Community Association, Inc. (the "Association") and SCA-TV (the "Services"), I may encounter, learn of, develop, create, and/or be given access to certain "Intellectual Property" or "Confidential Information." Accordingly, I agree and understand that ***any*** such Intellectual Property or Confidential Information will be treated pursuant to the terms of this Agreement. I also agree to take any and all reasonable measures to protect the secrecy, and avoid disclosure and unauthorized use, of the Confidential Information and/or Intellectual Property.
2. **CONFIDENTIAL INFORMATION**. Members acknowledge that they shall respect the privacy rights and confidentiality of individuals and entities whose business and/or information comes before them for as long as they are SCA-TV volunteers, as well as after leaving SCA-TV. Examples would be bid pricing information prior to official release or personal information revealed by a resident.

Confidential Information means any information disclosed either directly or indirectly, in writing, orally or by inspection of tangible objects (including without limitation documents, prototypes, samples and/or equipment). Confidential Information shall include without limitation technical data, trade secrets and know-how, including, but not limited to, research, product plans, products, services, suppliers, customer lists and customers, prices and costs, markets, software, developments, inventions, processes, formulas, recipes, technology, designs, drawings, engineering, hardware configuration information, marketing, licenses, finances, budgets, and other business information.

3. **MAINTENANCE OF CONFIDENTIALITY**. I agree to take any and all reasonable measures to protect the secrecy, and avoid disclosure and unauthorized use, of the Confidential Information and/or Intellectual Property.
4. **NON-USE AND NON-DISCLOSURE**. I hereby agree that any and all Confidential Information or Intellectual Property received as a volunteer shall not be used for any other purpose except as necessary to complete the Services for which I have been tasked by SCA-TV. I further agree not to disclose any Confidential Information or Intellectual Property obtained while performing said Services to any third party

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without the prior written consent of the Association. I agree not to reverse engineer, disassemble, or decompile any prototypes, software, or other tangible objects, which embody the Confidential Information or Intellectual Property which is provided to or obtained by me during my performance of Services for SCA-TV. Notwithstanding the foregoing restrictions, I may disclose any information to the extent required by an order of any court or other governmental authority, but only after the Association has been so notified and has had sufficient opportunity to seek reasonable protection for such information in connection with such required disclosure.

5. **RETURN OF MATERIALS.** All documents and other tangible objects containing or representing Confidential Information or Intellectual Property which has been disclosed to me, and all copies thereof which are in my possession, shall be and remain the property of the Association and shall be promptly returned at the Association or SCA-TV's request or upon my termination or resignation from SCA-TV.
6. **NO LICENSE.** I agree that nothing in this Agreement is intended to grant to me any rights in or to any Confidential Information or Intellectual Property belonging to or developed on behalf of the Association.
7. **OTHER AGREEMENTS.** I represent and warrant that the signing of this Agreement and the performance of my Services for SCA-TV is not and will not be in violation of any other contract, agreement or understanding, whether oral or written, to which I am currently or will be a party.
8. **GOVERNING LAW.** This Agreement is intended to be enforced according to its written terms under the laws of the State of Nevada. Venue for any legal action concerning this Agreement shall lie exclusively in the Eighth Judicial District Court, Clark County, Nevada, and the Parties consent to jurisdiction and venue in such court.
9. **CONFLICTS OF INTEREST.** I acknowledge the need to avoid any ethical or financial conflicts of interest. When an appearance of a conflict exists, I agree to refrain from participating in decisions regarding the conflicted issue.
10. **TERMINATION.** In addition to any other remedies available, if I act outside of the provisions set forth in the Volunteer Handbook, Training Manual, and all other documents brought to my attention that provide policies and procedures that I must comply with during my volunteer service at SCA-TV, I will subject myself to immediate termination from SCA-TV.

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If I question or do not understand this Volunteer Handbook, I will seek clarification and assistance from the Leadership Team and the Association's Communication Director.

By signing below, I acknowledge that I have read and understand the Confidentiality, Intellectual Property, and Non-Disclosure Agreement and agree to comply with the provisions of this document. I further understand that failure to comply may result in termination of my volunteer service to SCA-TV.

Name (please print): _____

Signature: _____

Date: _____



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