

Petaluma Community Access Incorporated

POLICIES & PROCEDURES

Approved April 17, 1996

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Part 1

IMPLEMENTATION OF FIRST-COME, FIRST-SERVED MANDATE

GENERAL

1.0 The mandate calls for PETALUMA COMMUNITY ACCESS, (PCA) to make training facilities, equipment and channel space available on an open, non-discriminatory basis to residents of Petaluma. The day-to-day operations of PCA require clarification of this mandate and consistent guidelines for implementation.

POLICY

2.0 The goal of all of PCA activities shall be (a) to maximize the use-limited resources, and (b) to encourage the broadest possible diversity of use and programming by the community. PCA, at its discretion, may impose reasonable limitations and direct training, outreach and channel scheduling in such a way as to assure fair access by all and maximum utilization of PCA resources.

2.1 No person may be charged a fee of any kind to participate in a program produced using PCA equipment or facilities.

RESERVATION OF EQUIPMENT OR FACILITIES

3.0 Equipment or facilities may be requested by the producer [not more than 60 calendar days in advanced] beginning on the first day of the month for that month and the month following, in writing, in person or by phone. [Reservations should be confirmed by the user seven (7) days in advance. Such scheduling provides a rolling window of opportunity for first-come, first-served reservations.]

3.1 Each request or transaction from will be timed and dated by PCA staff to provide reference in cases of reservation disputes.

3.2 Time blocks allowed for equipment reservations will be as follows:

- (a) Portable equipment: 24 hours except over weekends, holidays or such other times as PCA offices are not open:
- (b) Edit equipment: 3 hours blocks
- (c) Studio facilities: 3 hours maximum unless special conditions or arrangements have been approved by PCA staff.

3.3 Each user or group is limited to (2) two portable equipment or studio reservations and (3) three edit reservations at a time. An additional reservation may be made only when an existing reservation has been completed or the user has requested and PCA has approved series production.

3.4 Portable equipment is normally reserved per (1) camera, one (1) recorder configurations unless specific request by user, and authorization by PCA on-duty supervisory staff is given. 2 cameras, 1 portable switcher configurations can be checked out after proper training and certification has been conducted by PCA staff.

3.5 Priorities for equipment use are ranked as follows:

- (a) Training workshops. Equipment required for training will not be available for other purposes during training sessions.
- (b) First-time Users. To serve an increasing number of citizens, first-time users will be given limited priority in the mix of equipment reservations. PCA staff will apply this guideline with minimum disruptions or regular use plans.
- (c) Time-certain Dates. To accommodate time-certain fixed-time or one-time events, PCA staff may apply this guideline, again with a minimum disruption of regular user plans.
- (d) Series Producer. PCA will give limited priority to series producers, in recognition that reliably available resources are required for the user who wants to generate time-related series programming, and must be able to schedule production crew with regularity.
- (e) Regular User. In case where pre-emption is involved, PCA staff will negotiate an agreeable settlement between regular user and preemptive users.

3.6 Producers who have special reservation requirements for series program, such as a standing studio reservation, must have signed series contract on file with PCA.

- (a) Series contracts may be made for weekly, bi-weekly or monthly series. Dates of series contract are within four "seasons" a year:

Winter (Jan. 1 - March 31): apply between Nov. 1 & 15
 Spring (April 1 - June 30): apply between Feb. 1 & 15
 Summer (July 1 - Sept. 30): apply between May 1 & 15
 Fall (Oct. 31 - Dec. 3): apply between Aug. 1 & 15

- (b) The producer must have a minimum of seven crew members signed up to regularly crew the series program.
- (c) No crewmember may sign up for more than one series.
- (d) No producer may have more than one series at a time.
- (e) If a producer fails to produce any two installments for a series, the series will be canceled and the user will not be granted a series contract in the future.

3.7 PCA will maintain a "stand-by" list for interested producers, on a first-come first-served basis, interested in using cancelled reservations.

- (a) Producer who have gone over their pre-program allotment are eligible for stand-by time with the approval of the Executive Director.

3.8 Exceptions to these guidelines must be approved by the Executive Director. Consideration will be given to written proposals for exceptions stating overall project goals, special circumstances and exceptions requested.

ACCESS TO TRAINING

4.0 PCA will provide training to residents of PETALUMA on a first-come, first-served basic, and will concurrently seek to encourage through staff outreach efforts the broadest possible mix of participation in public access activities.

4.1 PCA will maintain a list of training request, dated at the time of the request.

4.2 In the event of workshop overcrowding, the offering of training shall be drawn from the master list of training request according to the date sequence of that list.

- (a) Size of training groups shall be determined by constraints of equipment and space, and by training effectiveness.
- (b) Frequency of training groups shall be determined by the Executive Director based on staff availability, facilities and equipment availability, demands and other factors.

4.3 Outreach efforts shall be directed by the Executive Director and the Board of Directors to ensure:

- (a) Fair use of PCA by all;
- (b) Maximization of resources; and
- (c) Broadest possible diversity of use.

RESERVATION OF CHANNEL SPACE

5.0 Channel space for live or videotaped programs must be requested through the PCA Production Coordinators in advance. (Or Executive Director in their absence)

5.1 PCA retains the right to schedule programming playback at times of its discretion. Every effort will be made to accommodate producers' requested time-slot.

5.2 The Executive Director will honor requests on a first-come, first-served basis where possible within the parameters of:

- (a) Overall program composition and flow.
- (b) Consideration of audience building.
- (c) Constraints of schedule building with regard to series, live feeds and special events.
- (d) Representative of diversity in programming.

5.3 When a program provider does not request specific dates, or time, PCA will schedule his/her programs.

5.4 Serial programs may be scheduled on first-come, first-served basis for a maximum of thirteen installments for cable casting regularly on the same day, time and channel. The following limitations apply to serial programming:

- (a) Renewal of serial program will not be considered until fifty percent (50%) of the presently scheduled programs have been cablecast.
- (b) To keep a series time slot, the producer must maintain a 5 to 1 ration of original to repeat programming.
- (c) If a serial user fails to produce any town installment for a series, the series will be cancelled and the user will not be granted a series time in the future without the permission of the Executive Director.
- (d) Renewal of a series will be based on (1) the producer's ability to deliver in a timely manner, (2) request made for the same time and days, (3) demands on studio or equipment time, and (4) overall diversity of program schedule.

5.5 The cablecast of tapes produced by non-residents of Petaluma may be preempted by request for channel space by residents of Petaluma.

5.6 At no time will programming produced by non-residents of Petaluma comprise more than twenty-five percent (25% of the total program time scheduled during a month, unless so approved by the PCA Board of Directors.

ACCESS TO ALPHANUMERIC DISPLAY COMMUNITY BULLETIN BOARD

6.0 Messages for alphanumeric display on PCA channels during non-video programming hours will be accepted on first-come, first-served basis with the following limitations:

- 6.1 All messages must comply with program content policies listed below in PART 8
- 6.2 All messages must conform to the constraints of PCA's alphanumeric display system with regard to technical and programmatic dimensions.
- 6.3 All alphanumeric messages must be identified as to source and provider.
- 6.4 The number of concurrent messages on PCA alphanumeric display exceeds available channel time

EXCEPTIONS - See PART 11

Part 2 **PRODUCER ELIGIBILITY POLICY**

1.0 PCA establishes the following criteria of eligibility for use of PCA facilities, equipment, training, and channel space.

RESIDENCY

- 2.0 Any resident of PETALUMA or employee or agent of a business, institution or government agency that operates in Petaluma will be considered eligible to use PCA facilities, equipment, training and channel space. Substantive proof of residency may be required.
- 2.1 Residence shall mean bona fide residence
- 2.2 Staff members of a bona fide service organization or non-profit agency that services or is located in Petaluma shall be considered eligible on behalf of the organization.

2.3 Full-time students of an educational institution located in Petaluma shall be considered eligible.

2.4 An authorized representative or an institution or group named in 1.2 or 1.3 above shall be considered eligible.

2.5 In order to facilitate development of Public Access and to meet community needs, PCA will accept programming of interest and service to residents of Petaluma provided that:

(a) such programming shall meet all requirements for programming spelled out in PART 8 below; and

(b) such programming is subject to appropriate guidelines specified under PART 1 above.

2.6 Residents of Petaluma have priority for checking out equipment and using facilities, and may preempt eligible user specified in 1.2, 1.3, 1.4, and 1.5 above.

2.7 Verification of residency may be required to be on file in the PCA office prior to reservation.

AGE

3.0 A resident of Petaluma must be eighteen (18) years of age or older to request use of PCA training, facilities, equipment or channel space with the following exceptions;

3.1 If an adult resident of Petaluma assumes legal responsibility and liability, a minor who is enrolled in the 5th grade or above may use the training facilities, equipment or channel space of PCA.

3.2 An adult taking responsibility for a minor in PCA programs must have signed a "Producer Agreement" which is to be kept on file at PCA. The adult must have a signed "Minor Release Form" on file, which state that adult's full responsibility for the equipment during the period when the minor is in possession of equipment or materials.

3.3 An adult taking responsibility for a minor in PCA programs assume responsibility for any damage to equipment, facilities used by the minor and cost of any repair or replacement of equipment or materials resulting from damage misuse or theft while such equipment or materials are in the possession and control of the minor.

3.4 An adult taking responsibility for a minor in PCA programs must sign the PCA Producers Agreement and assume responsibility for the content of the program in which the minor is involved.

3.5 A minor shall receive PCA verification, which indicates the provisional status of the certification based on age.

PRODUCER'S AGREEMENT AND VERIFICATION

4.0 A resident or other user of PCA training, facilities, equipment and channel space must sign and submit to PCA and provide verification of age and residency prior to using PCA facilities or services. The "Producer's Agreement" form is published below.

CERTIFICATION

5.0 A user of PCA facilities or equipment must be certified in the use of the equipment or facilities requested. The policy on certification is specified below in PART 3.

Part 3 **CERTIFICATION**

GENERAL

1.0 In order to make equipment and facilities available to eligible residents of PETAUMA on a first-come, first-served basis, to insure the proper and maximal use of such equipment and to protect PCA resources against misuse by unqualified person, it is necessary to have special guidelines for certifying an eligible user's qualification to PCA equipment and facilities.

POLICY

2.0 Prior to using PCA equipment or facilities, on PCA premises or away from PCA premises, an eligible user must:

- (a) be oriented to PCA programs, policies, procedures and facilities,
- (b) have a specific program goal to accomplish,
- (c) be trained or certified by PCA or an PCA approved training program in the specific equipment to be used, and
- (d) have an understanding of the policies and procedures under which PCA makes such equipment and facilities available to the public.

ORIENTATION

3.0 PCA will provide orientations to its policies, procedures, operations and programs on a regular basis and shall require attendance at such orientations as prerequisite to entering PCA programs or using channel capacity.

3.1 Orientation will be held for those offered training, and will be scheduled and announced in advance.

3.2 Participants will receive a "Policies and Procedures" booklet at training registration for reference and additional home study.

3.3 Participants may be asked to demonstrate an understanding of the policies and procedures of operation in a quiz administered at the training session following the orientation

3.4 Eligible users may re-take the orientation session and quiz as many times as desired.

3.5 Eligible users may be directed to re-attend the orientation session as a condition of probation, specified in PART 7 below.

PRODUCTION PLANNING

4.0 Given that the goal of training is to enable participants to develop the requisite skills to produce community programming for the PCA channels, producers are encouraged to develop specific program ideas with PCA staff. This idea may be developed with PCA staff or through the training program into a specific production plan.

TRAINING

5.0 PCA will provide training in Portable Field Production, Editing, Studio Production, and

Electronic Graphics, and may require successful completion of training program in each specific area for certification to use equipment facilities in that specific area.

5.1 Each trainee will attend all the training sessions involved in a particular track for verification in that track.

5.2 Each trainee will participate in a group production exercise aimed at testing understanding under field conditions.

5.3 Each trainee will demonstrate proficiency in using the equipment in the particular track she/he is being trained for in order to be certified to use that specific equipment.

FULL CERTIFICATION

6.0 At the conclusion of training in a particular track, the user who has successfully completed the training in that track will be "provisionally certified" to use the equipment in that track.

6.1 Full certification in each training track is contingent on the user successfully completing a program for cablecast.

6.2 At such time as users submit their first completed program for cablecast, they will be fully certified by PCA, and may be provided with a PCA card.

6.3 Certification is only good for 6 months after the last time the user availed themselves of equipment or facility use and may be renewed at the discretion of the Executive Director or by attending a PCA refresher training, this includes having to attend orientation again.

SUBSTITUTIONS FOR TRAINING

7.0 PCA may make exceptions to the requirement for PCA-approved training as a part of the process necessary to becoming certified to use specific PCA equipment or facilities.

Part 4 **PORTABLE EQUIPMENT**

POLICY

1.0 Use of PCA portable field production equipment will follow guidelines set up to insure maximization of use, responsible and safe use, protection of equipment, and orderly, timed and manageable supervision.

GENERAL

2.0 Use of PCA portable field production equipment must be for the purpose of recording and preparing program for cablecast from the PCA channels in Petaluma.

2.1 Use of PCA portable field production equipment for private or commercial purposes is prohibited.

2.2 Use of PCA portable field production equipment must be within the Petaluma area or within a reasonable distance from Petaluma as prior approved in writing by the Executive Director.

2.3 PCA portable field production equipment may only be used by a certified producer (see PART 3 above) who assumes responsibility for the equipment, its care and safety during usage, and who has a Producer's Agreement on file in the PCA offices.

RESERVATION

3.0 Portable requirements may be reserved on first-come, first-serve basis (see PART 1 above) by written, telephone or in person request.

3.1 Portable equipment reservations should be made at least seven (7) days in advance. Reservations will not be accepted more than sixty (60) days in advance, beginning the first day of the month for that month and the month following.

3.2 Time blocks for portable equipment use are twenty-four (24) hours, except on weekends or holidays, based upon:

- (a) The production needs of the user; and
- (b) The maximization of utilization of equipment by the greatest number of users.

3.3 A producer or group is usually limited to one (1) field production package reservation at a time. Field production packages and 1 camera with appropriate accessories as described above. Reservations for multi-camera portable packages requires specific application and approval by PCA staff.

3.4 Only one (1) portable unit may be reserved per project at any one given time.

3.5 A maximum of three (3) portable reservations per field-produced program are permitted. Additional reservations must be approved by the Executive Director. In addition, each portable program must be completed within two (2) month of the initial checkout, unless an extension has been approved through the Executive Director.

3.6 Reservations of portable field production equipment includes the following specifications:

- (a) the Check-Out date and time;
- (b) the Check-In date and time;
- (c) the equipment to be used;
- (d) the project for which the reservation has been made.

3.7 Cancellations or changes in the reservation must be made at least 24 hours in advance of the reservation Check-Out time whenever possible. Failure of notification can result in probationary sanctions. (see PART 7)

CHECK-OUT

4.0 The Check-Out date and time reserved is a *time-specific appointment* with a PCA staff member and should be considered as such.

4.1 The producer shall allow a minimum of thirty (30) minutes for the scheduled pick up and checkout of equipment.

4.2 The producer checking out equipment will be required to set up the equipment in the presence of the on-duty supervising PCA staff member and make a test tape prior to removing the equipment from PCA premises. The test allows the producer and the PCA staff member to assure the operability of all components of the system and to agree upon any exceptions.

4.3 All equipment to be removed from PCA premises must be checked out by a PCA staff member, signed for by a certified producer, and properly recorded on PCA forms.

4.4 A producer may be required to present a valid certification card to PCA staff member supervising the Check-Out. When requested this certification card will be attached to the equipment checkout form until equipment is returned to the PCA site and checked in.

4.5 A producer must sign the Equipment Check-Out form, indicating responsibility for the items listed there, noting any malfunctions, cosmetic damage or missing parts and indicating the date and time they agree to return the equipment to PCA premises.

4.6 Equipment reservations are not transferable. The producer making the reservation must be present at the Check-Out and cannot send a proxy or substitute unless;

- (a) specific arrangements for such have been made at the time of the reservation, and
- (b) the proxy or subsidiary is also a certified producer with PCA.

CHECK-IN

5.0 The Check-In date and time is a time specific appointment with a PCA staff member and should be considered as such.

5.1 The producer should allow a minimum of thirty (30) minutes for the scheduled Check-In.

5.2 The producer is required to set up and operate the portable equipment being returned in order to allow a PCA staff member to check it over for operability and possible damage.

5.3 At no time is equipment to be returned, dropped off, or left at the PCA premises without examination and testing with a PCA staff member and sign off on the equipment Check-Out form by both the producer and the PCA staff member. Failure to return equipment with proper Check-In procedures may lead to probationary sanctions.

5.4 All videotape used for a project, whether owned by the producer or by PCA must be checked in with the portable equipment and remain shelved at PCA until such time as the project is completed. The tape may be checked out by the producer for logging or review for up to 48 hrs, but otherwise remain shelved with other works in progress. Longer checkouts are permitted for programs being edited on non-PCA equipment.

5.5 Equipment is non-transferable. Equipment must be checked in by the producer who checked the equipment out, and the producer must sign off on their responsibility for the equipment with a PCA staff member.

CANCELLATION

6.0 Cancellation or change in reservations should be made at least seven (7) days in advance in order to allow PCA to make the reserved equipment available to other users.

6.1 In case of circumstances beyond the producers control requiring cancellation of a portable reservation, notification should be made to PCA as soon as such circumstances are known.

6.2 Failure to notify in advance of a cancellation is a violation of PCA policies and procedures and is cause for probationary sanctions.

LATE RETURNS

7.0 Except under extenuating circumstances, late return of portable equipment is a violation of PCA policies and procedures, and can result in probationary sanctions on the late producer.

RESPONSIBILITY OF PRODUCER

8.0 The producer is responsible for the safety, proper use and care of the equipment while it is signed out to them.

8.1 The producer is financially responsible for the equipment while it is signed out to them.

8.2 The producer is financially responsible for any damage to or theft of the equipment while it is signed out to them.

8.3 The producer is responsible for any claims resulting out of the use of the equipment and promises to indemnify and hold harmless Petaluma Community Access, Inc., and its Directors, Officers and staff, against any such claims arising out of the use of the program material to be cablecast or any breach of the signed producer agreement, including but not limited to any claims in the nature of libel, slander, invasion of privacy or publicity rights, non-compliance with applicable laws, and unauthorized use of copyright materials.

8.4 The producer is responsible for continued progress to completion for cablecast as a result of using PCA equipment and facilities.

VIDEOTAPE POLICIES

9.0 PCA requires that all videotape, whether the producer's or PCA's must remain on PCA site until the project for which the tape has been used is cablecast.

9.1 A producer may check out to log them or view them for 48 hours at a time.

9.2 All program rights belong to the producer. PCA recommends that the producer purchase the master or edit master for the finished program to avoid questions of program ownership

9.3 At the conclusion of a play cycle:

- (a) Programs on tape belonging to the producer will be returned to the producer.
- (b) Programs recorded on tape belonging to PCA will face a decision making process. The producer may purchase the tape on which the programs are recorded at the established price, or the tape will be erased or recycled.

9.4 PCA will seek to achieve significant representative programming produced through PCA facilities, and will use segments of such achieved material to prepare demonstration, instructional and sample tapes to conduct PCA's routine training, outreach and development programs.

Part 5 EDIT EQUIPMENT USAGE

POLICY

1.0 Use of PCA editing equipment or edit suites will follow guidelines set to insure maximization of use, the broadest diversity of use, responsible and safe use, protection of equipment, and orderly, timely and manageable supervision.

GENERAL

2.0 Use of PCA editing equipment or editing suites must be for the purpose of producing programming for cablecast on the PCA channels. The following are not allowed:

- (a) Copying or dubbing tapes, except for cable cast. Dubs are done at rate card rates, and will be made by PCA staff;
- (b) Re-editing programs which have already run;
- (c) Performing rough edits or pre-edits;
- (d) Compiling materials that won't be cablecast as a program; and
- (e) Preparing or editing materials for commercial or private purposes.

2.1 PCA edit equipment may only be used by a certified producer (see PART 3 above) who assumes responsibility for the equipment and its care during usage, and who has a Producer's Agreement on file in the PCA offices.

2.2 Dubs of programs edited or produced with PCA facilities cannot be released until the first cablecast of the program. A producer may have a program dubbed prior to sending it to cablecast, but that dub will not be released until the program is scheduled for cablecast.

EDIT PREPARATION

3.0 It is expected that a producer scheduling edit time will have thoroughly logged and edit-scripted all original tape before scheduling the edit session.

3.1 To maximize the use of scarce edit time, it is expected that the edit time will not be used as a time to view and/or log tapes as a time to scrip the final program. Editors are expected to arrive prepared to put together a finished program.

3.2 Off-line edit preparation shall include the following:

- (a) For off-line editors, all visual materials must be on videotape at the time of the edit, in a for ready to be edited
- (b) For sound sources other than videotape, the producer must, at the time of the edit reservation, make explicate arrangements with PCA staff. Accessories such as turntable, cassette recorders, reel-to-reel recorders, microphones, etc. are subject to movement and checkout and must be reserved specifically for the edit session.
- (c) Off-line editing may include limited special effects created with the on-line edit equipment, provided through assistance by PCA staff. Special effects assistance must be requested in advance, at the time the edit reservation is made, and will be considered based on:
 - a. Availability of the equipment for such and maximization of its use,
 - b. Availability of staff to perform special "set ups" for the session,
 - c. Validity of need as represented in the proposal.

3.3 Use of the on-line system (Studio Control Room) will be limited to six (6) house maximum per 30 minute program, which may be used to augment the maximum of hours spent off-line on

the same project. On-line system editors are expected to have completed an advance edit workshop conducted by PCA.

3.4 It is the producer's responsibility to make arrangements for an edit master. This may be purchased and retained by the producer or, given the tape limitation of PCA, it may be provided by PCA. In either case the producer must make specific arrangements.

EDIT RESERVATION

4.0 Editing equipment may be reserved on first-come, first-served basis (see PART 1 above) by written, telephone or in-person request.

4.1 Edit reservations may be made up to sixty (60) days in advance beginning the first day of the month for that month and the month following.

4.2 Time limitations on edit reservations are as follows:

(a) Each edit booking:

1) Off-line - 3 hours

2) On-line - 3 hours

(b) Edit hours per program:

1) Off-line: a producer has a maximum of nine (9) edit session hours which to complete a program. For a first time producer the first edit session can be considered an extension of the training and does not count with regard to this limitation and

2) On-line: Six (6) hours per thirty minute program.

(c) Any project requiring more than the edit hours per project specified above must comply with one of the following:

1) Submission in writing of a proposal detailing the importance, parameters and nature of the project for which the variance in the rules is sought, and subsequent clearance from the Executive Director.

2) Payment for rate card rates for any time exceeding the routine limitations at the published access rate.

(d) Short video pieces or music videos must achieve a minimum productivity of one (1) minute of finished product per one (1) hour of edit time or they are not allowable.

4.3 A producer or group may have up to 2 edit reservations at one time, not to exceed the total amount of equipment use allotted per project (see 3.5 below)

4.4 Series and regular producers may request series editing reservations, depending on the post-production requirements of the program, up to the maximum of 2 three hour sessions per program.

4.5 Reservation of editing equipment include the following specifications:

(a) Date and session starting and ending

(b) Name of the project being edited

(c) Technical or staff support needed, special conditions required, etc.

4.6 Edit reservations are non-transferable. Should the original individual scheduling the edit reservation cancel it, the time will be offered to the producers on a waiting list.

EDIT SESSION

5.0 Failure to arrive and claim an edit session within fifteen (15) minutes of the scheduled starting time will result in forfeiture of the entire editing time.

5.1 Editors must vacate facilities by the completion of their reserved time unless PCA staff or the next editor voluntarily grants an extension.

5.2 After the initial edit session after edit training, it is not expected that the PCA staff member will spend full time with the producer in the edit suite. PCA strives toward self-sufficiency.

5.3 Smoke, food, and drinks are not permitted in the edit suite at any time.

5.4 At the conclusion of an edit session, it is expected that the edit suite will be left in the same conditions as it was turned over to the producer.

- (a) All tapes should be boxed, properly labeled and properly shelved.
- (b) All sources and equipment should be returned to normal, or default, positions or locations.
- (c) No re-patching or re-wiring or changed in configuration have occurred.
- (d) All paper, debris and miscellaneous material should be removed from the suite.
- (e) Editing station and equipment should be returned to normal plugging, switching and set up.

CANCELLATIONS

6.0 Cancellations or changes in the edit reservation must be made at least 7 days in advance in order to allow PCA staff to make the reserved edit suite available to other users.

6.1 Failure to notify in advance of a cancellation is a violation of PCA policies and procedure and is cause for probationary sanctions.

Part 6 **STUDIO USE**

POLICY

1.0 Use of PCA studio equipment or control room will follow guidelines set to insure maximization of use, the broadest diversity of use, responsible and safe use, protection of equipment, and orderly, timely and manageable supervision.

GENERAL

2.0 To be eligible for studio certification training, you are required to first attend a PCA orientation session.

2.1 In some cases, groups are eligible to enter into studio certification if they meet all of the criteria below:

- (a) They are already in a working group;
- (b) They have a minimum of seven members (it takes a minimum of seven persons to operate a studio);
- (c) The group has a specific production plan;
- (d) The group will train as a group and work toward that production goal.

2.2 All studio use must be for the purpose of producing a finished program for the Petaluma (PCA) community access channels.

2.3 Producing pieces, segments, or other units requiring later post-production is not permitted. It is expected that a finished program will come out of each studio reservation.

2.4 The studio is to be used as-is. Use of additional technical components or arrangements requiring rewiring or reconfiguration must be cleared in advance with PCA and the Executive Director. TECHNICAL RECONFIGURATION IS CAUSE FOR IMMEDIATE SUSPENSION OF PCA PRIVILEGES.

2.5 All equipment, including console, monitors, tripods, cameras, decks, audio equipment and accessories are to remain in the studio. At no time can any of this equipment be checked out for production in any place other than the studio.

2.6 Smoking, drinking and eating are prohibited in the studio and control room areas. Glasses of water for talent are permitted on the studio floor.

2.7 Broken or malfunctioning equipment or systems are to be reported to PCA staff immediately.

2.8 Studio groups are limited to () people, unless cleared in advance by the Executive Director.

2.9 After each production, producers and volunteers must clean up production materials and return the studio to the condition in which they found it. The producer is ultimately responsible for the condition of the studio after the production.

RESERVATION RULES

3.0 Reservations of the studio may be made up to sixty (60) days in advance beginning on the first day of the month for that month and the month following.

3.1 Reservations can be made by phone, mail, or in person.

3.2 The maximum time allowed for a studio production is three (3) hours; this includes set up, production, post-production and strike time.

- (a) A producer cannot use the studio in advance of the scheduled three (3) hour block except in cases where a special request is made and approved by the Executive Director.
- (b) A producer must return the studio to "normal" by the end of the reserved three (3) hour block of time.

3.3 The maximum number of reservations allowed to complete a single program for cablecast is 2 three (3) hour blocks.

3.4 A producer, group or project is limited to two (2) studio reservations at a time unless that producer has a Series Contract on file with PCA (see PART 1 Section 3.6). No additional studio reservations may be made until the existing reservations have been completed.

(a) No reservation may be made if the producer has any production that is considered by PCA as overdue.

3.5 Studio reservations [may] require a minimum crew of five (5) studio certified people. Additional persons may be required by the PCA supervisor depending on the complexity of the production. All crew must be studio certified by PCA unless an exception has been approved by the PCA supervisor.

3.6 Each production, whether by a group or individual, must have a single "lead producer" who takes the responsibility for the reservation, serves as the coordinator and contact person, and deals with PCA in all phases of the production.

3.7 A studio program idea must have been approved by the PCA staff. Staff approval will not be impacted by program content, but rather is to insure the technical expectations are consistent with PCA equipment and facilities capabilities.

3.8 All cancellations must be made at least seven (7) days in advance to avoid cancellation penalty of forfeiture of next studio reservation.

3.9 Studio reservations are non-transferable.

STUDIO USE

4.0 Crew and talent should not arrive earlier than the scheduled beginning of the reservation time unless specific arrangements have been made and cleared by PCA staff. PCA does not have space to accommodate early arrivals, rehearsals, etc.

4.1 PCA staff will work with the lead producer and serve as "engineer" for the production.

4.2 PCA staff WILL NOT serve as crew for a production. It is expected that the producer will provide the entire crew necessary for the production to be done. PCA may assist producers in gathering a crew, but assumes no responsibility for program production.

4.3 If less than the required number of crew members necessary to accomplish the shoot designated show up for the reservation, the PCA supervisor may, at their discretion, choose to cancel the shoot.

4.4 The lead producer is responsible for the conduct of crew and talent involved in the production and for the orderly and safe operation of the studio equipment and use of PCA facilities.

4.5 All additional equipment and accessories needed in a studio shoot are to be checked out to the user responsible by PCA staff and are not to be simply appropriated because of their proximity to studio production.

4.6 Production is to be done, as much as possible, as a "LIVE" production, starting at the beginning and running through to the end without a break is possible. NO POST PRODUCTION IS EXPECTED AFTER A STUDIO PRODUCTION. The editor in the studio console allows for

putting segments together as the production progresses.

- (a) For the purpose of producing roll-in material, a maximum of one camcorder use (24 hrs. max) and one edit use (3 hrs. max) may occur for a studio program. Extended use of magazine formats will be considered.

4.7 A studio shoot must be completed on time unless specifically authorized by PCA. The studio must be cleared (see below) no later than the end of the reservation.

4.8 In transferring the studio from one user to the next, the following should be observed:

- (a) All sets and properties must be struck and removed from PCA.
- (b) All camera cables should be coiled and in appropriate places.
- (c) Cameras should be properly capped and parked out of the way.
- (d) All headsets should be stored on cameras. Floor manager's headset should be returned to its position.
- (e) Lights should be returned to normal positions and turned off.
- (f) Microphones should be turned off, replaced in their boxes and checked in to the PCA supervisor.
- (g) Audio cables should be properly coiled, bound up and returned to their proper place.
- (h) Audio snakes should be coiled and returned to their place at the side of studio.
- (i) Chairs are to be stacked and PCA furniture is to be returned to proper places in or out of studio.
- (j) Floor of studio should be clear of debris.
- (k) All tapes are to be removed from machines in the control room, boxed in their proper boxes and properly labeled with PCA labels and shelved in the appropriate place.
- (l) Records, cassette audiotapes, and CD's are to be removed from the machines and stored or removed from the premises.
- (m) All "work in progress" including graphics, tapes, music, sets, props, etc. must be removed by the user. The area should be clear of everything and ready for the next user.

Part 7 **USER SANCTIONS**

POLICY

1.0 To insure that PCA equipment and facilities remain in good working order, are available to the broadest possible range of producers, and that equipment and facilities are used in such a manner as to fulfill the mandate under which PCA was created, PCA reserves the right to refuse services on a temporary or permanent basis or otherwise initiate suspensions of services, disciplinary actions, sanctions or other legal action against individuals or organizations interfering with or jeopardizing PCA's operations or otherwise violating the PCA Policies and Procedures under which PCA provides training, equipment, facilities, channel space and other services.

REQUIREMENT TO LEAVE PCA PREMISES

2.0 PCA may require that an individual or individuals leave PCA premises immediately as follows:

2.1 If an individual appears to be under the influence of alcohol or drugs, or consumes, sells or dispenses illegal drugs on PCA premises;

2.2 If an individual or individuals interfere(s) with the orderly conduct of PCA activities, facilities or programs;

2.3 If an individual smokes while in non-smoking designated areas of PCA facilities. All of PCA is considered a non-smoking designated area.

MAJOR OFFENSES

3.0 Suspension of privileges or refusal of service based on disciplinary action may be initiated by PCA staff immediately, in addition to legal and other remedies as determined by the PCA Board of Directors.

3.1 Misuse or abuse of equipment or failure to maintain PCA equipment or facilities.

3.2 Theft or vandalism of property, equipment, leased property or premises.

3.3 Failure to return equipment through intent, negligence, loss or theft.

3.4 Making false or misleading statements on applications or other PCA documents.

3.5 Use of equipment or facilities for commercial or profit-making purposes without specific contractual approval in advance for such use with the PCA Executive Director.

3.6 Use of equipment and/or facilities for any purpose not related to the production of programs for cablecast on the PCA channels.

3.7 Removal of equipment from the equipment storage area without the prior written checkout procedures and/or without signing an Equipment Request Form.

3.8 Attempted disassembly, repair or tampering with PCA equipment.

3.9 Use by a non-certified producer or use by a certified producer on probation of equipment checked out to a certified producer.

3.10 Chronic or willful disregard for PCA Policies and Procedures.

3.11 Abuse or harassment of PCA staff, volunteers, or others at the facility.

3.12 Reservation of equipment or facilities by one party who does not intend to use the equipment themselves by "fronts" for another party; both parties involved will be held accountable for the offense.

3.13 Owing funds to PCA for any reason, including but not limited to failure to pay for equipment damage or submitting a check with insufficient funds.

3.14 Failure to submit a program for initial cablecast on the PCA channels after using allotted equipment.

3.15 Repeated abuse or harassment.

DISCIPLINARY ACTION FOR MAJOR OFFENSES

4.0 Suspension of privileges and refusal of services shall be called "Probation;"

4.1 Major offenses result in immediate suspension of privileges for one (1) year and appropriate legal action.

4.2 In the case of a major offense, the Executive Director shall notify the violator by certified mail within thirty (30) days of the sanctions resultant from the offense, and the PCA Board of Directors shall be so advised.

4.3 Any user against whom the Executive Director has imposed sanctions may file an appeal of the decision to the Board of Directors within ten (10) days of notification of such sanctions.

4.4 The Board of Directors may choose or refuse to hear an appeal of the event of sanctions after investigating the circumstances of the violation. In the event of a public hearing with the Board of Directors, the Executive Director shall make a presentation on the circumstances of the violation and the action taken and the user will make a presentation of appeal. The Board may decide:

(a) To sustain the decision of the Executive Director.

(b) To make alternative determinations.

4.5 Determination of the Board of Directors of PCA in matters of refusal of services, sanctions or other actions are final and are not subject to review by any other body or individual.

MINOR OFFENSES

5.0 The Executive Director may impose a temporary suspension of access privileges or impose probationary sanction in cases of:

5.1 Failure to cancel or claim a reservation of equipment or facilities time prior to the time reserved.

5.2 Late return of equipment without authorized extension.

5.3 Return of functional but dirty equipment.

5.4 Operation of equipment or facilities in an incorrect, unsafe or inappropriate manner whereby damage might result to PCA equipment or facilities.

5.5 Improper packaging of equipment for transport.

5.6 Drinking or eating in the control room, equipment room or other restricted areas.

5.7 Minor abuse or harassment.

DISCIPLINARY ACTION FOR MINOR OFFENSES

6.0 Disciplinary actions for minor offenses are imposed by the Executive Director after consultation with staff and user are as follows:

(a) First offense results in a verbal warning.

- (b) Second offense results in a written warning by the Executive Director.
- (c) Third offense results in a ninety (90) day probation and suspension from use of equipment and facilities.
- (d) Fourth offense results in one (1) year probation.
- (e) Fifth offense results in permanent suspension of access privileges.

6.1 Other sanctions to be prescribed by the Executive Director may include but are not limited to:

- (a) Requirement for re-attending orientation sessions.
- (b) Requirements of demonstrated proficiencies or understandings.
- (c) Short-term probationary periods.

6.2 The Executive Director shall notify, in writing, the violator in a minor offense of the sanctions and/or disciplinary action resultant from the offense within thirty (30) days of such offense. Notification shall also indicate any conditions for reinstatement of privileges.

6.3 Any user against whom the Executive Director has imposed probationary sanctions or disciplinary action may file an appeal of the decision to the Board of Directors within ten (10) days of notification of such sanctions or disciplinary action.

6.4 The Board of Directors may choose to hear or refuse to hear an appeal of discipline or sanctions after investigating the circumstances of the violation. In a public hearing with the Board of Directors, the Executive Director or PCA staff shall make a presentation on the circumstances of the violation and the disciplinary action taken and the user may make a presentation at the hearing. The Board of Directors may decide:

- (a) To sustain the sanctions imposed.
- (b) To make alternative determinations.

6.5 Determinations of the Board of Directors of PCA in matters of refusal of services, disciplinary action, probationary sanctions or other actions are final and are not subject to review by any other body or individual.

Part 8 **PROGRAM CONTENT**

GENERAL

1.0 PCA's mandate is to encourage open and non-discriminatory access to the cable system and to distribute programming which is responsive to the diverse needs and interests of residents of PETALUMA.

POLICY

2.0 PCA program content guidelines are set up to insure maximization of use and orderly, timely and manageable supervision. All use of access channels must conform to local, state and federal laws with respect to program content.

LIABILITY

3.0 Liability for program content rests fully with the program producer.

3.1 Neither the cable television company or access corporation whose facilities are used to transmit a program produced by a person other than such cable company, and access corporation, nor the officers, directors or employees of any such cable television company or access corporation shall be liable for damages arising from any obscene or defamatory statements or actions or invasion of privacy occurring during any program when such company or corporation does not originate or produce such program.

PROGRAM CONTENT

4.0 Programming cablecast on the PCA community access channels is prohibited from containing:

- (a) Any material that is libelous, slanderous, or unlawful invasion of privacy.
- (b) Any material that violates state or federal law relating to obscenity.
- (c) Any material contrary to local law, state, or federal laws, regulations, procedures, and policy.
- (d) Any advertising or materials that promotes any commercial product or service for private gain. *Paid sponsorship of access programs may be acknowledged by a single visual credit at the beginning and/or end of the program (see below: Program Support Policy).*
- (e) Any solicitation or appeal for funds except by PCA to support its ability to serve the public.
- (f) Any unlawful use of copyrighted material. Liability for such unauthorized use shall rest solely with the producer. The producer further agrees to hold harmless the cable company, access corporation and their officers, directors or employees for any damages arising from such use.

4.1 Only programs produced by PCA as authorized by PCA's Executive Director can be identified as PCA productions. The use of PCA's logo or call letters may not be used by access producers in their individual promotion of their programs.

4.2 All tapes produced with PCA equipment must state, "Produced through the facilities of Petaluma Community Access, PCA" and list the community producer as the copyright holder. All subsequent use or showings, either on the channel or for other purposes must credit PCA accordingly.

COPYRIGHT

5.0 Copyright of program content rests with the producer, regardless of who owns the physical videotape on which it is recorded.

5.1 The program producer assumes full legal responsibility for obtaining releases necessary for copyrighted materials (such as music) and for obtaining clearances for personal appearances.

DISTRIBUTION

6.0 Distribution of programming which has been produced through PCA's facilities is restricted as follows:

- (a) PCA has the right of first and subsequent showings on its channels.
- (b) PCA has the right to keep a copy for archives purposes.
- (c) PCA has the right to use the program and excerpts for promotional purposes in perpetuity.
- (d) PCA reserves the right to distribute the program to other access centers for cable casting.
- (e) The distribution of programming produced through PCA, whether free of charge, or by rental, or by sale must have the prior approval of PCA.

PROGRAM SUPPORT POLICY

7.0 Sponsored programming is subject to all PCA policies and procedures.

7.1 A letter of introduction must accompany each producer outlining the PCA non-profit status and procedures for tax-deductible donations. Any funds raised by a producer will be deposited with PCA and a program account sheet will be maintained by the Executive Director.

7.2 Producers will submit a budget of expenses to the Executive Director who will authorize expenditures appropriate to the production. A minimum of ten percent (10%) to be budgeted for publicity and promotion; a minimum of ten percent (10%) for entertainment; a five percent (5%) administrative fee for the handling of funds. The balance to be used for production expenses.

7.3 As PCA is an all-volunteer operation, salary or any form of compensation for services is not appropriate.

7.4 For-profit organizations, businesses and individuals obtaining grants to produce shows and use PCA equipment and/or studios will be subject to production fees. These fees will be discussed with the Executive Director in advance of the production.

Part 9 **PROGRAM SCHEDULING**

POLICY

1.0 Use of PCA channel space will be available on a first-come, first-served basis within the parameters of overall program composition and flow, consideration of audience-building, constraints of schedule building with regard to series, live feeds and special events, and the representative diversity of programming on the PCA channels. PCA, at its discretion, may impose reasonable limitations to assure fair access by all to PCA facilities and to provide for diverse and viable channel traffic.

REQUESTS FOR CHANNEL SPACE

2.0 In order to obtain a specific channel time for videotape and/or live programming, an eligible user must submit a Playback and Timeslot Request form (bottom of Producer's Agreement) detailing the following:

2.1 Selection of date, time and channel

- (a) PCA will attempt to honor one of the three choices indicated.

- (b) When a first, second or third choice of channel space is not available, PCA will schedule the program at its sole discretion.
- (c) When a program provider does not request specific dates, time or channel, PCA will schedule the program at its sole discretion.
- (d) PCA reserves the right to additional plays of the program provided.

2.2 Producer/User Information

- (a) Name and signature of person requesting the channel space and taking responsibility for the program.
- (b) Affiliation with group or producing organization.
- (c) Address of program provider for subsequent mailing of program playback schedule.
- (d) Phone number of program provider for reference.
- (e) Signed acknowledgement of compliance with Program Content policies and guidelines.

2.3 Program Information

- (a) Official Title of the program series.
- (b) Description of the program suitable for program listing or promotion.
- (c) PCA "Tape Label" including indication of ownership.
- (d) Format of program to be cablecast.
- (e) Precise leader length (start of program) and program length in minutes and seconds.

2.4 PCA Clearances and Other Information

- (a) Clearances for repeat playback, bicycling to other systems, archiving, and inclusion of excerpts in PCA samplers or feature in PCA program.
- (b) Date of request.
- (c) Requested return date.

PROGRAM TECHNICAL STANDARDS

3.0 Programs cablecast on the PCA channels will be subject to certain minimal technical and format standards as set forth from time to time by PCA.

3.1 Programs must playback on PCA machines.

3.2 Programs may be up to 120 minutes except as approved by the Executive Director. PCA has no minimum length for programming.

AUTHORSHIP/ORIGINATION

4.0 All videotaped and/or live programming cablecast on the PCA channels must clearly

identify the producer/origination of the program to be cablecast and/or the name of the eligible PCA user submitting the program for cablecast at the beginning or end of the program.

PROGRAMS NOT PRODUCED THROUGH PCA-TV FACILITIES

5.0 Programming not produced through PCA facilities must be submitted by a resident of PETALUMA.

5.1 Programming not produced through PCA facilities must meet technical standards for PCA cablecast, including format and playback standards.

5.2 Programming not produced through PCA facilities must be accompanied by a fully completed and signed "Producer's Agreement" form to be considered for cablecast.

5.3 The eligible person submitting programming not produced through PCA facilities must acknowledge compliance with all program content policies, rules and guidelines of PCA as well as knowledge of and responsibility for the content of the program under consideration for cablecast.

5.4 At no time will programming produced by non-residents of Petaluma comprise more than twenty-five percent (25%) of the total program time scheduled during a month unless approved by the PCA Board of Directors (see also Reservation of Channel Space 5.6 Scheduling Priorities 10.1).

5.5 In all instances of competing requests for channel or playback time, priority will be given to locally produced programming.

5.6 The number of program repeats may be limited to give priority to first-run programming and is at the discretion of PCA.

SERIES PROGRAMMING

6.0 To allow for regularly produced programming aired at a consistent time on regular days of the week or regular bi-weekly or monthly days and times, PCA will enter into contracts with Producers/Providers for series programming within the constraints of the following guidelines:

6.1 To be eligible to enter into a contract with PCA for a series, a Producer/Provider of programming must have demonstrated the ability to produce programming of consistent quality in a timely manner. Determination regarding eligibility will be made by PCA's Executive Director.

6.2 PCA permits a series maximum of thirteen (13) weeks duration, a maximum of two (2) time slots per week. At least one (1) time slot must be for the first play (original showing) of a tape, and the second time slot may be used for a repeat of that program.

6.3 Dates of series contracts are within four "seasons" a year.

Winter (Jan. 1 - March 31): apply between Dec. 1 & 15
 Spring (April 1 - June 30): apply between Mar. 1 & 15
 Summer (July 1 - Sept. 30): apply between June 1 & 15
 Fall (Oct. 31 - Dec. 3): apply between Sept. 1 & 15

6.4 If a user fails to produce any two installations for a series, the series will be cancelled and the user will not be granted a series time in the future without the permission of the Executive Director. Factors in that determination are:

- (a) The ability of the producer/provider to deliver the programs in a regular, timely and consistent fashion.

- (b) The overall program quality and production value of the series.
- (c) The expressed desire/ability of the producer/provider to continue the series.
- (d) Other requests for channel space or facilities utilized by the series producer/provider.
- (e) The overall program mix on PCA channels.

6.5 The producer must specify which tape should be used as a back-up in case the regular program cannot for any reason be cablecast; otherwise PCA will not show anything from the producer in its place. If the producer misses providing a new show more than twice, PCA may cancel the series.

6.6 Tapes must be retrieved no later than thirty (30) days after the season's end or they may be erased for use by the public. Producers may pick up tapes after their final play on PCA.

LIVE PROGRAMMING

7.0 Qualifications:

- (a) To be eligible for live program scheduling on the PCA channels, a user must have been studio certified by PCA in studio operations.
- (b) To be eligible to schedule live programming a producer must have demonstrated the ability to coordinate and produce quality programs in a consistent and timely fashion and must have taken a lead role in a minimum of two studio productions undertaken through PCA facilities. Determinations are made by PCA staff.

7.1 Scheduling:

- (a) Live programming by eligible PCA users is scheduled on a first-come, first-serve basis.
- (b) As with all programming scheduling, PCA, at its discretion, may impose reasonable limitations consistent with:
 - 1) Overall program composition and flow
 - 2) Consideration of audience building
 - 3) Constraints of schedule building with regard to series or other special programming
 - 4) Representative diversity of programming
- (c) In requests for live programming on a serial basis, the rules for serial programming outlined in 5.0 above apply.
- (d) A channel time slot for live programming must be requested at least two (2) weeks but not more than eight (8) weeks in advance. At the time of the request, a completed studio request form and a live request form must be submitted to the PCA staff.

7.2 Defaults: Producers of live programming on the PCA channels will be considered in default of their live programming contract and may have reservations cancelled and/or be restricted from live programming completely for any of the following:

- (a) Having inadequate crew to successfully fulfill the obligation to produce the scheduled programming;

- (b) Lateness;
- (c) Poor performance and resultant poor quality of programming;
- (d) Content violations occurring during live programming.

ALPHANUMERICS

- 8.0 Alphanumeric and /or bulletin board messages may be submitted in writing.
- 8.1 All alphanumeric messages to appear on PCA channels must comply in full with all program content.
- 8.2 Alphanumeric messages are limited under the guidelines spelled out above in PART 1.

SCHEDULING PRIORITIES

- 9.0 Commensurate with policies spelled out above in PART 1, regarding reservation of channel space, PCA maintains the following general priorities for scheduling programming on the PCA channels:
- (a) Locally produced programming is always the highest priority.
 - (b) New programs will be favored over repeat programs.
 - (c) Building a regular audience with a viable programming schedule will be a high priority in matters of PCA channel reservation.
 - (d) PCA has final authority in all scheduling determinations.

REQUEST TV

- 10.0 PCA schedules programming on a regular basis. To facilitate more timely programs, a minimum of one (1) hour per scheduled day will be set aside as "Request TV." This hour will be scheduled on a first-come, first-served basis.
- 10.1 PCA will maintain a list of all Request TV requests including name, phone number, date and time of request, name of program, and date and time of scheduled playback.
- 10.2 No individual or group may make more than one request at a time.
- 10.3 No individual or group may make an additional request until the first request has been fulfilled.

Part 10 **MODIFYING POLICIES AND PROCEDURES**

GENERAL

- 1.0 PCA has established these policies and procedures to provide for open access to access channels, facilities, equipment supplies, and training on a non-discriminatory basis. PCA may dedicate segments of Access channel time to particular or related subject matters or uses.

POLICY

- 2.0 PROCEDURES FOR MODIFYING POLICIES AND PROCEDURES

2.1 Suggestions for policy change must be submitted in writing and may come from the general public, PCA Executive Director, or from PCA Board.

2.2 A review of the written suggestion will be made by the Board of Directors no later than the second meeting after the request has been received. The decision of the Board of Directors is final.

2.3 The Board of Directors may conduct a hearing to reconsider the policy dispute, or may require further written supporting evidence or rationale from the maker of the proposal.

2.4 The PCA Board of Directors may, from time to time, at its sole discretion, modify or change these policies and procedures.

Part 11 **EXCEPTIONS**

GENERAL

1.0 Exceptions to PCA Policies and Procedures regarding the use of PCA facilities, equipment and channels, must be made by the Executive Director in advance of the reservation for which the exceptions are requested.

POLICY

2.0 Consideration will be given to written proposals for exceptions. Such proposals will contain the following:

- (a) A statement of overall project goals;
- (b) A statement of special circumstances requiring exceptions;
- (c) A budgetary statement of costs involved in the project, including staff-time, equipment time and materials involved, and any other costs or in-kind costs involved;
- (d) A statement of reasons for requesting exceptions.

Part 12 **POLICY FOR POLITICAL PROGRAMMING**

POLICY

1.0 The PCA Board of Directors has adopted the following policy for political programming. Petaluma Community Access (PCA) believes our Policies and Procedures to be "content natural." Political programming should be treated like any other programming cablecast on PCA. However, in an effort to bring fairness and order to a potentially chaotic situation, PCA has established the following voluntary guidelines, which we encourage candidates to abide by.

DEFINITIONS

2.0 Campaign Period - The "Campaign Period," for the purposes of PCA, shall be defined as beginning on Monday of the first full week, eight (8) weeks prior to any given election.

2.1 Political Programming - "Political Programming" is a program or programs produced specifically for a candidate or candidates during the election period. "Political Programming" does not include an on-going series of programs produced by individuals or groups using PCA equipment or facilities. Series producers may choose to have candidates for public office as guests on their program. If a candidate has an ongoing monthly program, a substitute host should be found for the campaign period or ask that the program be pulled from the schedule for the campaign period.

2.2 Candidate - A "Candidate" is any individual whose name will appear on the ballot.

GUIDELINES

3.0 All political programming is subject to the policies and procedures set forth in the most recently approved PCA Policies and Procedures manual.

3.1 Candidacy Announcement - Each candidate may announce his/her candidacy in a five (5) minute statement to be televised on a rotating basis with the announcements of other candidates in random time-slots throughout the first three weeks of the campaign period. All announcements received by the beginning of the campaign period will be televised an equal number of times. Equal time for announcements taped after the beginning of the campaign period begins on the day the late announcement is received. Candidates may book a studio reservation for this announcement as early as the first Monday of the campaign period.

3.2 Meet the Candidates - PCA will produce two (2) thirty (30) minute "Meet the Candidates" programs for each political party (fifteen minutes for independents),

- (a) The first to be ready to be televised during the second week of the campaign period.
- (b) The second to be ready to be televised during the fifth week of the campaign period.
- (c) These programs will be scheduled together and played as a block equally and repeatedly throughout the campaign period.
- (d) If a party chooses not to produce a second program, the first will continue to play. If a new program is produced, the first program will not be repeated.
- (e) If a party or independent candidate has not produced a program prior to the beginning of various time frames, those programs that have been produced will be televised. Equal time for the late program will begin at the time the late program is received.

3.3 PCA will televise Candidates Forums as sponsored or organized by an outside, unbiased, a political group, such as, League of Women Voters, Petaluma Democrats Club. PCA will make every effort to televise these programs live. They will also be repeated throughout the campaign period.

3.4 PCA may excerpt from any or all programs for use in recorded or live election coverage. Other producers must get the permission of the candidate or party to use excerpts of these programs.

3.5 Political programming is ineligible for "Request TV" slots during the campaign period.

3.6 If a candidate chooses not to follow the voluntary guidelines, that candidate shall be excluded from all the above programming.

3.7 This policy shall be administered by the PCA Executive Director.