



Member Handbook

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The PCA Mission Statement

*"To promote freedom of expression in a public voice,
provide access to communication tools, and foster the use of media."*

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All information herein pertains to both television and radio media except where specified.

PCA Equal Opportunity / Non-Discrimination Policy

Organization policy prohibits unlawful discrimination based on race, color, creed, gender, religion, marital status, registered domestic partner status, age, national origin or ancestry, physical or mental disability, medical condition including genetic characteristics, sexual orientation, or any other consideration made unlawful by federal, state, or local laws. It also prohibits unlawful discrimination based on the perception that anyone has any of those characteristics, or is associated with a person who has or is perceived as having any of those characteristics. All such discrimination is unlawful.

Welcome to Petaluma Community Access!

Petaluma Community Access (PCA) is a unique communication resource for this community. Created to enhance access to local media in Petaluma and surrounding areas, PCA provides the training, tools, and services needed for residents, not-for-profit organizations, and local institutions to communicate with their community through the use of electronic media technology. PCA is operated by Petaluma Community Access, Inc., a private, not-for-profit 501(c)(3), public benefit corporation.

PCA's mission is to make channel space available on an open, non-discriminatory, first come/first served basis as well as to provide production facilities, equipment, and basic training to members of the Petaluma community.

Petaluma Community Access Channels & Webstream

Petaluma Community Access programs and operates three cablecast channels and one low power FM radio station in Petaluma, CA. Programming is available on the Comcast cable system in Petaluma and surrounding areas and on AT&T U-verse.

PCA Channel 26	- Community Access TV
PCA Channel 27	- Education Access TV
PCA Channel 28	- Government Access TV
KPCA 103.3 FM	- Community Access Radio

(KPCA is also available worldwide via a live stream at www.kpca.fm.)

Education and Government channels are programmed in cooperation with Petaluma City Schools and the City of Petaluma.

Media on our Community Access TV channels is sponsored by PCA members either by producing it themselves using PCA facilities or acquiring and sponsoring media from an outside source.

PCA Services

- **We provide equipment and training to members of the public to enable them to create their own video and radio programs.**

PCA provides TV and radio studios, cameras, studio lighting, audio, and editing equipment to local residents and nonprofit organizations.

- **We offer TV and radio production services to organizations and institutions.**

For those that have a message they need to get out but don't want to become TV or radio producers, PCA offers fee-based services for producing public service announcements and mini-documentaries or for taping community events, such as lectures, readings, panel discussions, seminars, concerts, and performances. PCA also makes DVD copies of these productions available for sale.

- We produce PCA programs for events of community-wide interest.**

Using a combination of staff and volunteer production crews, PCA covers community-wide events such as the Butter and Egg Days Parade, the Veteran's Day Parade, and others. DVD copies and video files of these events can also be purchased from PCA.

How Can I Contribute?

As a member of PCA, you can contribute in several ways:

- Sponsor an acquired program for broadcast.
- Produce your own program.
- Work on the crew of another member's program.
- Be part of the volunteer crew that provides production services to non-profits and produces PCA programs.

Members are required to be familiar with the information contained within this handbook. After reading, keep a copy handy as it will continue to be a useful reference!

Membership

To use PCA's services you must be a member. Membership is open to residents of Petaluma, and its serviceable areas; any non-profit organization that operates in Petaluma; and member of said organization; and any employee of a business with a Petaluma location.

Individual memberships are open to adults 18 or older and to minors age 13 through 17, with parental permission. Children under the age of 13 are not eligible for membership.

PCA strives to be accessible to people with disabilities and every attempt will be made to provide reasonable accommodations. Contact the Membership Supervisor in advance about special needs.

All membership packages include voting privileges and access to a time slot on PCA TV channels and/or KPCA radio. Higher-level memberships provide access to equipment, training and support in the production of television and radio media.

To Become A Member

1. Complete a membership form. Select the membership type that's right for you (see below).
2. Pay the annual membership fee.
3. Provide proof of a Petaluma residence or business address.
4. Attend new member orientation. Media User members are required to attend an orientation and equipment training session, and to read the Member and Producer/Programmer Handbooks before being allowed to use equipment, start a project, use editing stations or the studios.

Questions? The Membership Supervisor can help you out.

Which Membership is Right for You?

PCA's member services are aimed at making it easy and fun for community members to create and present programming for the community. There are three basic plans for individual membership, as well as group plans for families, non-profit organizations, school groups, and businesses.

Supporting \$75 per year, general public
 \$50 per year, seniors, students

Includes: Voting privileges, PCA Newsletter, access to time slots on PCA channels. (*Does not include training or usage of equipment and/or facilities.*)

Producer \$100 per year, general public
 \$75 per year, seniors, students

Includes: Voting privileges for one, PCA Newsletter, time slots on PCA channels and KPCA radio, use of PCA media and resources, and basic equipment training.

Household

Up to two adults residing in the same household and their dependent minors* also residing in the same household. All can take classes together or separately, work on the same project, or each may have his or her own project.

\$125 per year

Includes: Voting privileges for one, PCA Newsletter, time slots on PCA channels and KPCA radio, use of PCA media and resources, and basic equipment training.

- *The "senior" rate applies to residents 60 years and older.*
- *The "student" rate requires proof of current enrollment in High School or College, such as a school ID.*
- *For purposes of the PCA Household membership, "Household" is defined as up to two adults and their dependent children, under the age 18, or any two adults residing in the same household.*
- **Regulations regarding minors:*
- *A parent must sign a PCA consent form before the minor may become a member; enroll in training, test-out on equipment, or use PCA equipment or facilities. Consent must be renewed annually with PCA membership.*
- *The parent or legal guardian must attend the PCA orientation with the minor.*
- *The parent or legal guardian is responsible for the actions of the minor while working in the PCA facility, using PCA equipment, or participating in a PCA activity.*
- *Parents are the legal submitters of any programming and are responsible for the program content.*
- *The authorizing parent may request equipment use restrictions for the minor member (such as limiting off-site, independent camera use). PCA will document the request and work with the parent to honor the restrictions. Ultimate enforcement of any restrictions is, however, the responsibility of the parent. PCA cannot be held liable for any inadvertent breach of the requested restrictions by the minor.*

Non-Profit Organization

Many local organizations use PCA's resources to promote their mission, feature their services, reach potential clients or share news of their success. With this type of membership, local organizations can authorize up to three representatives to use PCA resources on their behalf.

\$150 per year, up to three representatives
\$50 per year, each additional representative

Includes: Voting privileges for one, PCA Newsletter, on-air acknowledgments for the organization, use of PCA media and resources, and basic training on equipment for up to 3 designated members.

- ❑ *A Non-Profit Organization Membership belongs to the organization, not the individual representative(s) within. All programming produced by members of the group is created for and is the responsibility of the member organization.*
- ❑ *Along with the membership form and fee, the joining organization must furnish PCA with a letter (on organizational letterhead) listing the individuals authorized to use PCA resources on their behalf. One individual should be identified as the primary contact.*
- ❑ *The organization is required to notify us, in writing, should authorized individuals change at any time during the year, such as due to an employee leaving the organization or a staff restructuring.*
- ❑ *Organizations must serve residents within the Petaluma cable system area to be eligible.*
- ❑ *The Non-profit Organization Membership is limited to groups, clubs, and organizations. Verification of non-profit status shall be requested and can include documentation of tax-exempt status.*
- ❑ *Renewal date for all representatives of a single organization shall be one year from the date of initial membership or organizational renewal, regardless of when an individual representative became authorized.*

Business Membership

For-profit businesses can also use PCA's resources to provide a community service, contribute to their community's viewing pleasure, or share news and information related to their areas of interest. Strict commercial content restrictions apply.

\$200 per year, up to three representatives
\$75 per year, each additional representative

Includes: Voting privileges for one, PCA Newsletter for one, On-Air acknowledgments for the organization, Use of PCA media and resources, and basic training on equipment for up to three designated members.

- ❑ *Programming cablecast on PCA channels is prohibited from containing advertising or material promoting commercial product or service for private gain.*
- ❑ *Paid underwriting may be acknowledged by a visual credit at the beginning and/or end of the program.*
- ❑ *Underwritten programming is subject to all PCA policies and procedures.*
- ❑ *Organizations, businesses, and individuals using PCA equipment or facilities for profit will be subject to production fees. The rate sheet is available upon request.*

What is a Program *Sponsor*?

In the media world outside of PCA, there are many documentaries and television programs available to cablecast on community access for free. It is simply a matter of finding these programs, acquiring a digital file or DVD and either confirming that it is in the public domain or securing the permission of the copyright owner. It's that simple! A PCA member who delivers such a program for cablecast is that program's *sponsor*. The program sponsor fills out and signs the submission form and thus assumes all responsibility for the content's compliance with PCA's guidelines.

What is a Program *Producer*?

When you join Petaluma Community Access, you have the opportunity to produce your own media. As a producer, you are an essential ingredient to the success of PCA. While we enjoy the opportunity to broadcast media content on PCA stations from outside, it is the member-produced media representing local interests and concerns that is the heart and soul of PCA. This media provides the greatest attraction to our viewers and listeners. Our training and production workshops, production equipment, and facilities are here to enable community members to create media content on television, on radio, and on the web.

Many people don't realize this, but *PCA does not preview for content or have any approval power* over sponsored or member-produced programs. "Access" means open access to everyone on a non-discriminatory, first-come, first-served basis. It is up to you, as the program's sponsor or producer, to make sure that the media does not violate any copyright or content restrictions (see below). We simply ask the member /sponsor to sign a form to that effect. If it turns out that the program is in violation, the member will bear the consequences.

Code of Conduct

All individuals (members, guests, and volunteers) will conduct themselves in a responsible manner at all times while at PCA and will not interfere with the orderly conduct of activities or programs. In honoring the spirit of diversity, all participating individuals, including staff, are asked to respect others within the work environment, while volunteering at PCA community events and on PCA premises.

- Please treat everyone with respect and consideration. Be mindful that we're all sharing a community space.
- Follow the staff's instructions on the use and of PCA equipment and facilities at all times.

The following actions are considered conduct that disturbs the work environment:

- Physical, personal, discriminatory, psychological, sexual, or 3rd party harassment.
- Bullying and cyberbullying.
- Yelling or loud and disruptive discussions.
- Loitering on facility premises.
- Smoking in the building or closer than 30 feet from the building.

The code of conduct must be observed at all times, including during use of the studios. If the content of your studio production would violate the code of conduct, that media must be produced off-site.

Many different people from different circumstances come to PCA to use its equipment and facilities. Indeed, providing communication access to a membership with the widest possible diversity of backgrounds and viewpoints is at the very heart of our mission. Part of PCA's job is to maintain a pleasant and safe environment and ensure the equipment and facilities are used properly. The Board of Directors established rules for the use of PCA resources.

Violations and Appeal Process

Violations

PCA staff, members, guests, and visitors are required to uphold the established rules. The violation of these rules and procedures can disrupt the operations of PCA's facilities and services and can lead to disciplinary actions or the suspension of PCA privileges.

Such offenses include, but are not limited to:

- Physically or verbally threatening or harassing, intimidating, or bullying of any person in any way, or otherwise creating a physically or emotionally unsafe work environment, or interfering with the orderly conduct of PCA activities, facilities, or programs.
- Shouting or loud and disruptive conversation.
- Using sexually explicit language, obscene gestures or racial, religious, or ethnic slurs likely to upset or disturb staff, clients, volunteers or visitors.
- Unauthorized entry into non-public or restricted areas of the facility.
- Use of facilities in an incorrect, unsafe, or inappropriate manner.
- Eating, drinking or smoking (including vaping devices or e-cigarettes) in non-designated areas of the facility.
- Failure to clean up after facility use.
- Return of functional but dirty and/or poorly packed equipment.
- Soliciting, for any purpose, which includes asking for money, contributions, or donations unless such activity has been approved by the PCA staff.
- Video or audio recording or photographing of any individuals by producers, guests, or visitors on PCA premises, including staff or members of the public, without prior consent.
- Using PCA's logo or KPCA's logo without expressed written permission from PCA.
- Behaving in a disrespectful manner while at PCA or while participating in a PCA event.
- Failure to maintain current membership dues and member contact information.
- Failure to respond to important correspondence from PCA staff.
- Any other violations of PCA rules, policies and procedures as outlined in any of the member or producer/programmer handbooks.

Violations may result in a verbal warning, written warning, suspension or revocation of PCA membership. Some offenses may include involvement of local law enforcement.

Major Offenses

Major offenses can lead to the immediate suspension of user privileges and will be determined by the PCA Executive Director. A written warning will not be given in the case of a major offense.

Major Offenses Include, but are not limited to:

- Behavior that results in a request to leave the premises.
- Theft, vandalism, or willful damage to PCA equipment or facilities
- Willful injury to or theft of the personal property of any PCA staff person, user, or guest.
- Falsifying or providing misleading information on forms and/or documents.
- Repeated and willful disregard for any PCA's operating policies and procedures.
- False representation by user of him/herself as an employee, representative, or agent of PCA.

These rules are intended to ensure that PCA offers a safe and pleasant work environment to its members, that its equipment and facilities remain in good working order, are available to the broadest range of producers, and are used solely for their intended purpose.

PCA reserves the right to refuse service on a temporary or permanent basis, or otherwise initiate suspension of services, disciplinary action, or other action against groups or individuals interfering or jeopardizing PCA's operations, or otherwise violating the rules and procedures.

Steps of Disciplinary Actions

- 1st Offense: Written warning
- 2nd Offense: Minimum 30-day suspension
- 3rd Offense: Possible termination of PCA membership

Request of a Member or Guest to Leave Premises

PCA staff may request that an individual leave PCA facilities immediately if:

- An individual consumes, sells, or dispenses alcohol, tobacco, or illegal substances in the PCA facilities.
- An individual appears to be under the influence of alcohol or drugs or not in control of his/her faculties.
- An individual behaves in a threatening or intimidating manner, or otherwise creates a physically or emotionally unsafe work environment.
- An individual interferes with the orderly conduct of PCA activities, facilities, or programs.
- An individual displays an inability to properly operate production equipment.

Appeal Process

Members may appeal a disciplinary action using the following procedure:

- Submit a written appeal to the Executive Director within 15 days of the action. The Executive Director must then investigate the circumstances surrounding the action and provide a written response to the complaint within 15 days of receipt of the appeal.
- If not satisfied, the member may continue the appeal within the next 15 days by providing a

- Written statement to the PCA Board of Directors. An assigned committee of the Board will investigate the complaint and recommend any action they deem appropriate to the full Board who will then, at the next scheduled meeting, vote to accept, modify, or reject the recommendation.

Suspensions shall remain in force during the appeal process. The decision of the Board will be final and binding upon the member.

Additional Information

PCA Acknowledgments

All programs produced with PCA equipment must state: "Produced through the facilities of Petaluma Community Access," and must list the community producer as the copyright holder. All subsequent use or showings, either on a PCA channel or for other purposes, must credit PCA accordingly. Media content shown on TV and radio must conform to local, state and federal laws.

Fees

PCA shall make readily available a current list of all fees that may apply to access services. Any changes in fees will be announced at least 30 days prior to the effective date. PCA cannot extend credit and all applicable fees must be paid prior to delivery of service.

Publicity

PCA publicizes schedule information in a variety of ways, but individual producers are encouraged to develop their audiences using press releases and other outreach tools. All materials submitted to news organizations, however, must be submitted to PCA for approval prior to release.

Misrepresentation

Access producers must not misrepresent themselves as employees of PCA or as being authorized to speak for the organization. Such actions will result in suspension of access privileges.

Facility

Eating and drinking are NOT allowed in production areas. Smoking (including vaping devices and e-cigarettes) is not allowed in the facility. Any smoking shall be outdoors and at least 30 feet from the building.

Indemnification

Users of the access channels must indemnify PCA and the City of Petaluma and its employees against any and all liabilities arising out of any use of facilities and resources or out of any breach of the Operating Rules and Procedures.

Amendments

The Board of Directors reserves the right to amend these policies as necessary. Producers are responsible for checking the website for updates. Paper copies of all handbooks are available in the PCA office for a fee.