



# Petaluma Community Access

## Member Handbook

REVISED  
May 21, 2019

*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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### **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 provide production facilities, equipment, and basic training to members of the Petaluma community.

## **What does PCA do?**

- **We program and operate three cablecast channels in Petaluma and one low power FM radio station:**
  - PCA Channel 26 Community Access TV
  - PCA Channel 27 Education Access TV
  - PCA Channel 28 Government Access TV  
(available on the Comcast cable system in Petaluma and surrounding areas and on AT&T U-verse)
  - KPCA 103.3 FM Community Access Radio  
(also available via live stream at [www.kpca.fm](http://www.kpca.fm))

Media on our Community Access TV channels is sponsored by PCA members either by producing it themselves using PCA facilities or acquiring it from an outside source. The education and government channels are programmed in cooperation with the Petaluma City Schools and the City of Petaluma. All use of access TV and radio must conform to local, state and federal laws with respect to program content.

- **We provide equipment and training to members of the public for creating TV and radio programs**  
PCA provides TV and radio studios, cameras, editing and graphics equipment to enable local residents and nonprofit organizations to create their own video and radio programming.
- **We offer TV production services to organizations and institutions**  
For non-profit groups that have a message they need to get out but don't want to become TV 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 TV 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 of these events can also be purchased from PCA.

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, or be part of the volunteer crew team that provides production services to non-profits and produces PCA programs.

Whichever way you choose to be involved, you are required to be familiar with the information contained within this handbook. After you have read it, keep your copy handy. It will continue to be a useful reference.

## Membership

To use PCA's community access services you must be a member. Membership is open to residents of Petaluma/Penngrove and its surrounding areas, any non-profit organization that operates in Petaluma, any member of such an organization, or any employee of a business located in Petaluma. Applicants under the age of 18 years will require parental permission for membership or participation in PCA productions.

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

All membership packages, except for the Friends of PCA/KPCA package, include voting privileges and access to a time slot on the PCA channels and/or KPCA radio. Higher level memberships also provide access to equipment, training, mentoring and support in the production of television and radio programs.

## 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. Media User members are required to attend an orientation and equipment training session before being allowed to use equipment, editing stations or the studios.

Any questions? The Membership Coordinator is here to help you out.

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### About Membership

- *All programs produced with PCA equipment must state "Produced through the facilities of Petaluma Community Access," and 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.*

## ***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.

### **Individual Membership**

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

Basic Membership: \$75 per year, general public  
\$50 per year, seniors, students  
Offers voting privileges and access to time slots on PCA channels. *Does **not** include training or usage of equipment and facilities.*

Media User Membership: \$100 per year, general public  
\$75 per year, seniors, students  
Offers voting privileges, time slots on PCA channels and KPCA radio, access to training and mentoring, and use of PCA and KPCA equipment and facilities.

Friends of PCA Membership: You decide how much to give.  
No voting privileges. *Does **not** include training or usage of equipment and facilities.*

### **Family Membership**

Making TV and radio can be a family affair! Up to two adults and their dependent children can take classes together or separately; work on the same project or each have their own.

Family Membership: \$125 per year  
Offers one vote per family, time slots on PCA channels and KPCA radio, access to training and mentoring, and use of PCA equipment and facilities.

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#### *For Individual or Family Membership*

- *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 family membership, "family" is defined as up to two adults and their dependent children, up to age 18.*

#### *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*



- commercial product or service for private gain.*
- *Paid underwriting of access programs may be acknowledged by a single 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 will be subject to production fees. The rate sheet is available upon request.*

## What is a TV Program Sponsor?

In the wider world outside of PCA, there are many, many documentaries and television programs available to cablecast on community access for free. It is simply a matter of finding these programs, acquiring a DVD or VHS copy 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 brings us such a program for cablecast is that program's sponsor.

Many people don't realize this, but PCA does not preview for content or have any approval power over sponsored 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, to make sure that the program does not violate any copyright or content restrictions (see below). We simply ask you to sign a form to that effect. If it turns out that the program is in violation, you bear the consequences.

## What is a Program Producer?

When you join Petaluma Community Access, you have the opportunity to produce your own television and/or radio programs. As a program producer, you are an essential ingredient to the success of PCA. While we enjoy the opportunity to broadcast TV programs brought to us from outside, it is the member-produced TV and radio programs on local interests and concerns that are the heart and soul of PCA/KPCA and provide the greatest attraction to our viewers and listeners. Our training workshops, production labs, production equipment and facilities are here to enable people like you to make television and radio.

As with sponsored programs, PCA also does not preview for content or have approval power over member-produced programs. Again, it is your responsibility to make sure you have not violated any copyright or content restrictions, and you will be asked to sign a form to that effect. Again, if it turns out that your program is in violation, you will bear the consequences.

## Code of Conduct at PCA

All individuals (members, guests and volunteers) will conduct themselves in a responsible manner at all times while at PCA, and 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 and while 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 in use and handling of PCA equipment and facilities at all times.

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

- Physical, personal, discriminatory, psychological, sexual or 3<sup>rd</sup> party harassment.
- Bullying and cyberbullying.
- Yelling or loud and disruptive discussions.
- Loitering on facility premises.

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

Many different people from many different circumstances come through PCA to use its equipment and facilities. Indeed, providing communication access to a membership from the widest possible diversity of background and viewpoint is at the very heart of our mission. Part of our job, therefore, is to maintain a pleasant working environment for our members and ensure that the equipment and facilities are being used properly. The Board of Directors has established the following 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 lead to the suspension of PCA privileges.

Violations can disrupt the operations of PCA's facilities and services. Therefore certain actions will not be permissible. 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 creates a physically or emotionally unsafe work environment, or interferes 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 that are likely to upset or disturb the peace of 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 to include 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 without expressed written permission from PCA.
- Behaving in a disrespectful manner while at PCA or while participating in a PCA/KPCA 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 producers 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.

- First offense — verbal warning
- Second offense — written warning
- Third offense — 30 day suspension
- Fourth offense — 60 day suspension
- Fifth offense — expulsion from membership

### **Major offenses**

Major offenses can lead to the immediate suspension of user rights. Major offenses will be determined by the PCA Executive Director. Written warnings will not be given in the case of a major offense. These 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, or 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 PCA's operating policies and procedures (as outlined in this or any other PCA handbook.
- False representation by user of him/herself as an employee, representative or agent of PCA.

Repeated offenses can result in permanent expulsion from membership.

These rules are intended to ensure that PCA offers a safe and pleasant work environment to its members and 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.

### **Request 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; or
- An individual appears to be under the influence of alcohol or drugs or not in control of his/her faculties; or

- An individual behaves in a threatening or intimidating manner, or otherwise creates a physically or emotionally unsafe work environment, or interferes with the orderly conduct of PCA activities, facilities or programs, or 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

### Fees

PCA shall make readily available a current list of all fees which 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 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 any office entrance.

## **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.