



# Member Handbook

## PCA Contact Information

### Physical Address

205 Keller Street, Suite 102 Petaluma, CA 94952

### Mailing Address

P.O. Box 2806 Petaluma, CA 94953

### General Email

[contact@pca.tv](mailto:contact@pca.tv)

### Office Phone

707-773-3190

### Website

[petalumacommunityaccess.org](http://petalumacommunityaccess.org)

### KPCA Radio

103.3 FM

### Streaming Online

at [www.kpca.fm](http://www.kpca.fm)

## PCA Staff

### Executive Director

Jenny Belway [jenny@pca.tv](mailto:jenny@pca.tv)

### Operations Manager

Jeff Trier [jtrier@pca.tv](mailto:jtrier@pca.tv)

### Radio Station Manager

Rob Tomaszewski [radiorob@pca.tv](mailto:radiorob@pca.tv)

### Membership Supervisor

Nellie Magee [nellie@pca.tv](mailto:nellie@pca.tv)

### Access Supervisor

Annemarie Lafferty [annemarie@pca.tv](mailto:annemarie@pca.tv)

## 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.**

## **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, nonprofit 501(c)(3), public benefit corporation.

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

## **Petaluma Community Access Channels & Webstream**

PCA 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](http://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 provided by PCA members either by producing it themselves or by acquiring, sponsoring, and submitting media from an outside source.

## **PCA Services**

- **We provide equipment and basic 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. **\*\*Any use of PCA facilities or equipment *must* result in content for broadcast by PCA—see submission details on pages 16 & 17 of our Producer-Programmer Handbook.**
- **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:

- Produce your own program.
- Sponsor and submit an acquired program for broadcast.
- Work on the crew of another member's program.
- Be part of the volunteer crew that produces PCA programs and provides production services to non-profits.
- Assist with fundraising. Whether helping to solicit corporate donations, writing grants, or pounding the pavement asking for donations of items for raffle baskets for our fundraisers, your help is valuable.

**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, facilities, or equipment, you must be a member of PCA. Membership is open to residents of Petaluma and its serviceable areas and any non-profit organization or business that operates in Petaluma and employees of that organization or business.

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.

### **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. Members using facilities or equipment are required to attend an orientation and equipment training session(s), and to read the Member and Producer/Programmer Handbooks before being allowed to use equipment, start a project, or use editing stations or 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 e-mail blasts, 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 e-mail blasts, 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. (*See below for regulations regarding minors.*)

\$125 per year

***Includes:*** Voting privileges for one, PCA e-mail blasts, 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.*
- *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 (3) representatives  
\$50 per year, each additional representative

***Includes:*** Voting privileges for one, PCA e-mail blasts, on-air acknowledgments for the organization, use of PCA media and resources, and basic training on equipment for up to three (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. Until such notice, the person will continue to operate under the membership of that organization.*
- *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 or trained.*

## ***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 (3) representatives

\$75 per year, each additional representative

***Includes:*** Voting privileges for one, PCA e-mail blasts, on-air acknowledgments for the organization, use of PCA media and resources, and basic training on equipment for up to three (3) 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.*
- *A Business Membership belongs to the business, not the individual representative(s) within. All programming produced by members of the group is created for and is the responsibility of the member business.*
- *Along with the membership form and fee, the joining business 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 business 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. Until such notice, the person will continue to operate under the membership of that business.*
- *Businesses must serve residents within the Petaluma cable system area to be eligible.*
- *Renewal date for all representatives of a single business shall be one year from the date of initial membership or renewal, regardless of when an individual representative became authorized or trained.*
- *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. If it turns out that the program is in violation, the *member* bears the consequences.

## **What is a Program Producer? Programmer?**

When you join Petaluma Community Access, you have the opportunity to produce your own media. As a producer, you are an essential element 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.

"Access" means open access to everyone on a non-discriminatory basis. PCA does not preview for content or have any approval power over sponsored or member-produced programs. 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 at PCA use the word "Producer" to refer to those creating content for television, and the word "Programmer" for those creating radio content. Sometimes these words are used interchangeably.

## **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 3<sup>rd</sup> party harassment.
- Bullying and cyberbullying.
- Yelling or loud and disruptive discussions.
- Loitering on facility premises.
- Smoking in the building or closer than 30 feet to 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.

## **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 verbal or written warning may 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 of 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**

- 1<sup>st</sup> Offense: Written warning

- 2<sup>nd</sup> Offense: Minimum 30-day suspension
- 3<sup>rd</sup> 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.

## **PCA Governance**

The Board of Directors is the governing body of PCA. There are presently nine seats on the board: 4 elected, 3 appointed, and 2 designated by the City of Petaluma and the Petaluma Board of Education. Any member can run for a two- or three-year elected seat or apply for a one-year appointment. Information about becoming a board member is available at <https://petalumacommunityaccess.org/pca/policies-and-forms> .

The responsibilities of the Board include: Making/adopting policy for the station, strategic planning, hiring of the Executive Director, and approving the budget for the station.

Our Board meetings are normally held the third Tuesday of each month and are open to the public. Public comment is often at the beginning of the meetings. Per the Brown Act, agendas are posted in our offices at least 72 hours prior to the meeting.

PCA is ultimately governed by its members. Members with voting privileges vote annually for candidates for the Board of Directors (please see Member Handbook.). Elections are held in September with terms of office starting in October.

If you are interested in serving on our Board of Directors or simply want more information, you are encouraged to read PCA's By-Laws and the Programming Policy document available online at: <https://petalumacommunityaccess.org>.

## **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 (member) 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.