



TV Producer ~ Radio Programmer Handbook

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PCA Mission Statement

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

Revised 4/27/2020

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

Producers and programmers 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.

PCA as a Non-Commercial Station

What does “non-commercial” mean?

If it sounds like a for-profit organization will make money from the support or announcement, we cannot air it or say it. This is information that must be made clear to anyone going on air: programmers and guests. Limited fundraising announcements for the benefit of third party, nonprofit organizations are allowed. Please check with PCA management before making such announcements.

What makes something non-commercial?

PCA has a non-commercial license, which means we cannot run advertisements or other commercial-oriented material.

PCA Cannot:

- Air price information (including announcing something as “free”) of any entity (profit or non-profit) outside of PCA. This includes announcements concerning the rate of interest or discount, happy hours, or other indications of savings or value associated with a product.
- Urge the listener to patronize business or attend a function not sponsored by PCA.
- Air announcements containing an inducement to buy, sell, rent, or lease.
- Air announcements containing comparative or qualitative language.
- Conduct fundraising activities for any entity other than the station itself.

PCA Can:

- Air unpaid announcements regarding for-profit entities, if PCA determines these announcements are in the public interest (e.g. calendar events).
- Air unpaid or paid announcements regarding non-profit entities. Any monetary or trade exchange must be cleared with PCA management
- Air the price information of any of PCA’s own products, events, and services.
- Announce the fundraising activities of non-profit entities without substantially altering the regular programming of the station.

Rules and Restrictions for Producers/Programmers

First, producers/programmers are required to be familiar with the information contained within this handbook.

There also are rules about what a producer/programmer can or cannot say. Many of these rules are regulated by the *Federal Communications Commission (FCC)*. See the summary of FCC rules on page 11 as well as PCA rules in the following pages. Basically, a programmer can do one thing with impunity: give information.

Editorials

PCA does not editorialize as a station. We cannot endorse a political candidate or pending legislation. As an individual, you can make editorial statements, as can your guests or callers. In cases like this, a producer/programmer should air a disclaimer so PCA as a station is not thought to hold that particular view.

Disclaimers

If you're going to express views, or have guests that are expressing their views, you need to make it perfectly clear that those views are not necessarily the views of PCA. PCA itself will not express editorial views without the consent of the Board of Directors. Providing a disclaimer before, during, and after one's show is always a good idea.

Example: *The views expressed here are not necessarily the views of PCA or its Board of Directors, volunteers, staff, or underwriters.*

If you think the subject matter of your show may be controversial, a different disclaimer might also be necessary.

Example: *The following program contains subject matter that some people might find objectionable. It is solely the responsibility of this show and does not necessarily reflect the views of PCA. Sensitive listeners may wish to tune out at this time.*

Calls to Action

This is the common term for an announcement, recorded or spoken, which constitutes support or promotion leading to profit for an entity other than PCA. Basically, this means urging listeners to patronize any establishment, whether for-profit or not, which will result in monetary gain for that establishment. Calls to Action are not permitted on our television or radio stations.

Three Components of a Call to Action:

- **Qualitative language:** Language you hear in commercials, words like “best” or phrases like “the creamiest butter,” “a taste sensation,” “everything goes better with beer.”

- **Imperative sentences:** “Check it out!”, “Don’t miss it!”, “You’d better be there!”
- **Price:** Also including “free” or equivalents thereof: “open bar,” “happy hour,” “unpaid admission,” “no cost to get in.” Qualifiers like “low,” “cheap,” “affordable,” “discount,” etc., are similarly not allowed.

The following announcement would be a call to action:

Example: While talking about a band and telling where the band is playing, the producer / programmer says, “You should go.”

The following announcement would *not* be a call to action:

Example: *The Brothers Comatose are playing tonight with Thus the Buzz at the Phoenix Theatre. Doors open at 7, and the show starts at 8. The Phoenix Theater is located at 201 Washington Street and the show is all ages. For more information or to get tickets you can visit: <https://www.thephoenixtheater.com>. For those who have never heard The Brothers Comatose, here’s their song “Pine Box”.*

Producer / Programmer as Critic

Playing a song you really like by a performer that’s in town or extolling the virtues of a new film, book or album are generally free of call to action restrictions because it qualifies as criticism. The same goes for institutions and organizations. The thin line is when such criticism accompanies information, and the criticism implies support. If what you as a producer/programmer are saying, even in simply giving information, would not be out of place in a commercial advertisement, it may be considered a call to action.

Copyright Laws

If someone else owns the copyright to material a producer/programmer wants to play or read on the air, and said owner has not given us permission to use his or her material, *we cannot air it*. This means broadcasts from television, radio, or podcasts, and musical bootlegs are forbidden. With print media, the general rule is, “Would reading this on the air reasonably interfere with the copyright holder’s ability to sell the material in the broadcast area?” Usually, excerpted material is considered “fair use.” Reading entire novels on the air is not.

Musical recordings given or purchased, and syndicated programs all constitute permission.

Unfair Advantage

As a producer/programmer you have a high degree of visibility and access to people and organizations that could be exploited for personal gain. PCA may provide only “ordinary publicity” (1 or 2 mentions) to an event or activity, if she or he is paid to participate in that event or activity. The *unfair advantage* of broadcast involvement to gain publicity for the event or activity must not be used. This means not plugging bands you’re in or organizations you belong to, if you make money from those activities.

Payola

Payola is when a DJ receives some form of compensation in exchange for playing a record over the air. Compensation can include cash, travel, meals, concert tickets, video games, computer equipment, extra copies of a CD (more than you would normally need for a giveaway), etc. Payola is a crime punishable by one year in prison and a fine of up to \$10,000.

Plugola

Plugola is the “plugging” (mentioning, using, or promoting) of products, events, venues, goods, or services that are not paid for or underwritten by a sponsor. It occurs when someone responsible for program selection at a radio or television station gives on-air promotion for something in which the licensee itself, a program producer, or a performer has a financial interest.

Plugola is similar to payola, except that it need not involve an outside party or monetary payment of any kind and can be accomplished by a single station employee.

On-air hosts are free to talk about upcoming events if they so choose but should be aware that excessively mentioning a business could be perceived as plugola even if the host is not receiving any direct benefit. Bands and businesses will frequently ask a station to “plug” an upcoming event.

Below are examples of what could be considered plugola or payola:

- A host announces her public appearances (“I’ll be hosting 80s TV trivia tonight at Chicago Pizza.”) This is plugola. The host personally benefits from increased attendance at the event, so *this is plugola*.
- A host directs listeners to her website for booking information (“If you want to book me for an upcoming gig, check out details on my Facebook page.”) The host is blatantly promoting his or her personal business, so *this is plugola*.
- A host is a waiter at a local restaurant. In his sign off, he tells the listeners he is going to work and if any listener wants to stop in, he’ll “treat you real nice.” While this might not

be explicitly payola, the host is promoting his place of work and encouraging patronage with his promise of special service.

- A host is best friends with the bartender at a local pub. Each week, she mentions how much fun she has at the pub. It may not be meant to payola, but mentioning the same business every week is promotional and should be avoided.

Here is an example of what is *not* plugola or payola:

- A host is in a local band. When she reads a list of upcoming rock shows, she includes information on her band's performance along with several other shows that night. *This is perfectly acceptable. The host has simply provided information, giving no preference to her show or any of the other events mentioned.*

It is PCA's policy that a television or radio host must clear with the station the airing of *any material in which s/he has a financial interest outside the station*. Please talk to the radio or television station manager for any clarification you might need. Management can suspend or cancel a show that is using the airwaves to make money for any outside organization.

In addition, PCA encourages producers/programmers to inform listeners if they are somehow involved in the music they are playing or the organization, event, or website they're supporting. PCA policy encourages openness about our actions in the communities we are supporting.

Lotteries and Giveaways

Lotteries are prohibited by the FCC "except where lotteries are authorized or not otherwise prohibited by the state in which they are conducted, and which are conducted by a not-for-profit organization". Additionally, the California State Charitable Gaming Law states that "a qualified organization may conduct a raffle..." in accordance with certain conditions.

Due to these complexities of state law and FCC policy regarding lottery announcements and broadcasts, *all such activity should be presented to the station management before airing*, unless their approval is implicit, such as PCA raffles or fundraisers.

How is a lottery different from an on-air, call-in giveaway? If properly conducted, giveaways are not considered lotteries. You can increase some element of chance (such as saying the fourth caller will win) as long as there is no financial consideration involved.

Underwriting

PCA can air a type of advertising called *underwriting*. You've heard underwriting announcements before. They usually begin, "Support for PCA comes from..." and are entirely legal.

FCC Components of Underwriting

- Logograms and slogans that identify but do not promote, for example: “Petaluma owned and independent since 2000”
- Location and contact information
- Value-neutral descriptions of a product line or service
- Names, trade names, and product service listings

A script will be provided for all underwriting announcements on KPCA. Please do not change any wording without the okay from staff/management of KPCA.

Broadcasting Telephone Calls

PCA requires that you either ask the caller *before* airing the call whether she minds being put on the air, or announce it as you take calls.

Example: “Hello, Caller. You are on the air. Please watch your language.”

FCC policy on airing telephone call-ins:

Before recording a telephone conversation for broadcast, or broadcasting a telephone conversation live, a station must inform any party to the call of its intention to broadcast the conversation. However, this does not apply to conversations whose broadcast can reasonable be presumed (for example, telephone calls to programs where the station customarily broadcasts the calls).

Slander and Libel

Both of these terms constitute “defamation.”

Defamation: *The publication or broadcast of untrue statements about someone else that injure that person’s reputation or character.*

Slander is the spoken form of defamation. Slander in general tends to apply mainly to non-public figures.

Libel is the written form of defamation. Libel is also used to refer to defamation that is in a picture or any other permanent visual form. Libel can come in to play with flyers you might make for your show or a benefit involving PCA.

Helpful Information Regarding Defamation

A public figure may be an elected or appointed official (political) or someone who has stepped in to a public controversy (movie stars, TV stars, athletes). Public figures have a “harder row to

hoe” than the average person since they must prove that the party defaming them knew the statements were false, made them with actual malice, or was negligent in saying or writing them. Proving these elements makes the chance of a successful lawsuit slim. This explains why satires on public figures are popular and don’t get many courtroom responses.

PCA’s Policy on Slander

- If you have any questions about the authenticity or verity of information you intend to broadcast, don’t broadcast it.
- Pay attention to what callers or guests say. If you think it constitutes slander, get them off the air immediately.
- If something happens, log it! Such as with obscenity or indecency, show that you were aware of the infraction and made a good faith effort to stop it.

Insults and Epithets

The law generally views an isolated insult as *an outburst of emotion, with no real substance except to show dislike.*

An insult is also known as an epithet, which defined in the present context is “a disparaging or abusive word or phrase.”

Generally, neither constitutes slander. The important thing about this is that you have a right to express your opinion, but it has to be simply that, an opinion, and cannot contain specific facts that can be proven untrue.

The Fairness Doctrine

While the Fairness Doctrine was abandoned by the FCC in the late 1980s, PCA still thinks it’s a great idea. We encourage producers/programmers to follow it.

When covering news and public affairs, producer/programmers are encouraged to invite people with differing viewpoints to come to the station and air their views as to present a balance of opinion on controversial issues. These invitations should include an offer of equal time: about the same time of day, the same day of the week, and the same length of airtime.

Interviews with Candidates for Public Office

If you have an interview with or broadcast information about a candidate for office, you are required by law to offer equal time to opposing candidates for the same office on the ballot. Offers of equal time must be documented, preferably by letter, and retained by the station for two years in the Public File.

Because of this requirement, it's a good idea to do interviews after elections, so you won't have to interview every candidate for office.

Disciplinary Action

Members, producers/programmers or volunteers found with drugs on their person while at PCA will be suspended immediately for 30 days.

Members are also responsible for the behavior of their guests while they are on the PCA premises and are encouraged to relay PCA policies to guests they bring to the office/station.

PCA has a policy for off-air and on-air infractions and their consequences.

The following infractions may result in warnings and/or suspensions:

- Not showing up for or arriving unreasonably late (fewer than ten minutes before your on-air shift).
- Failure to log playlists within three (3) days of broadcast.
- Failure to fulfill the minimum participation hour requirements.
- Failure to comply with FCC regulations:
 - Obscenity and indecency violations
 - Call-to-action violations
 - Commercial value mentions for products and/or events
 - Using words of enticement such as “free”
 - Not filing a quarterly report for news and public affair programs with PCA.
 - Failure to properly complete logs specifically
- Failure to sign logs
- Failure to properly sign in and out of your on-air shift
- Failure to air and/or log public service announcements, underwriting announcements, or promotional announcements.
- Failure to air and/or log legal IDs
- Bringing drink or food into Studio A (closed containers of water are okay on side tables only)

Steps of Disciplinary Actions

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

FCC Regulations

This section of the PCA Producer/Programmer Handbook is intended as a guide to the FCC's rules regarding the operation of a non-commercial television and radio station, as well as how PCA interprets these rules.

This is not a legal document. Producers/programmers are encouraged to read through the FCC rules and regulations themselves that can be found online at <https://www.fcc.gov> .

The Federal Communications Commission (FCC) is the governmental regulatory body that oversees media in the United States. PCA is a small station with a limited budget and we must pay close attention to such rules due to the severe penalties meted out when infractions occur. *It is essential for producer/programmers and volunteers to be well-versed in FCC rules and regulations.*

Quarterly Radio Programming Reports

Every three months, each radio programmer who hosts a News & Public Affairs program *must prepare a report listing community issues covered during the preceding three months.* The report must briefly describe the issue, the date and time that each the program was aired.

A quarterly radio report looks similar to this:

2019 Q2 Report for "Inside Petaluma" airing Fridays from 11 am to 12 pm unless otherwise noted.

Apr 5: City Manager guest

Apr 12: City Council - Candidates Forum

Apr 19: 11 a.m. to 11:45 a.m.: Climate Change in Petaluma

Apr 26: B.E.A.T.--A Discussion on Racism

This report must be submitted to the Radio Station Manager every quarter. A reminder of this will usually be sent to the mailing list. It's a good idea to keep an ongoing list similar to this and update it after each show so that you're prepared to submit it at the end of each quarter. Once these reports are submitted to the Radio Station Manager, PCA will keep them ("issues/programs lists") in its Public File until the next grant of the station renewal application has become final.

Television producers are not required to submit reports.

Obscenity, Indecency, and PCA Policy

Every station interprets FCC regulations in a way they feel is most compatible with their operations and their understanding of the law. As mentioned, PCA interprets FCC rules more cautiously than other non-commercial stations. Producers/programmer at PCA are expected to follow PCA's policies, even if other stations do things differently.

Federal law makes it a crime to broadcast indecent or obscene material and reads as follows:

Whoever utters any obscene, indecent, or profane language by means of radio [or television] communications shall be fined not more than \$10,000, or imprisoned not more than two years, or both." (18 U.S.C., Section 1464) recent fines have exceeded \$500,000.

What makes something obscene or indecent?

Obscenity is defined by the Supreme Court as:

Material that depicts or describes sexual or excretory acts in an offensive or especially descriptive way, that isn't moral in light of "contemporary community standards," and has no serious literary, artistic, political or scientific value.

Federal, state, or local governments can make obscene material illegal without violating your right to free speech.

Community standards vary in different communities; the FCC doesn't decide what Petaluma's community standard is. In general, it's best to play it safe. The content has to be taken as a whole. Critics can't simply point to a particularly offensive section, for example, if in fact the work has artistic value.

The law is clear on this point: *Indecent material can never be broadcast on TV or radio.*

Indecent material is defined as:

language or material that depicts or describes, in terms patently offensive, as measured by contemporary community standards for the broadcast medium, sexual or excretory activities or organs, at times of the day when there is a reasonable risk that children might be in the audience.

Indecency is more loosely defined than obscenity, but there are important distinctions:

- The FCC has a more strict definition of indecency.
- One portion of a song can be indecent, and that's all it takes for a fine (i.e., the work is

not taken as a whole).

- It doesn't matter if it has artistic value—it can still be indecent.

Generally:

- Indecencies are fleeting and short.
- Obscenities are long-form, profane discourses.

In regards to freedom of speech, the reasoning is:

We don't have a protected First Amendment right to obscene speech, but we do have a right to indecent speech. However, we don't have a right to broadcast indecent material to children who might be listening during the day.

Safe Harbor:

This is a time period between 10 p.m. and 6 a.m. when indecent, but never obscene, material may be legally played.

Pacifica Words

NOTE: This section uses language which some may find offensive. PCA uses this language here to educate PCA volunteers on FCC requirements.

The general rule for indecent language is that it contains any of the seven "Pacifica words," named after the court case that defined FCC policy on obscenity and indecency.

The FCC has never provided a list of indecent words that might be subject to fine. Instead, there are court rulings that give an overview of what the FCC has in the past found to be indecent.

These words are: *shit, piss, fuck, cunt, cocksucker, motherfucker, and tit.*

The reason these words are considered indecent is they refer to graphic sexual acts, excretory functions, or describe/name the sexual organs in a derogatory manner. As you have read in the law above, they can be subject to fines and imprisonment. *Any song containing these words can be considered indecent.*

To be safe, PCA adds the following words to the list: *asshole, cock* (when it implies "penis"), *dick* (when it implies "penis"), *pussy* (when it implies "vagina"), *snatch* (when it implies "vagina") and *twat*.

In addition, PCA would like producers/programmers to be careful using the following words: *ass, damn, bitch, bastard, goddamn, hell*, as well as any racial epithets.

Use of these words may not get you into trouble with the FCC or PCA, but repetition of them can be construed as indecent or obscene; therefore, PCA's policy is to use them sparingly if at all.

Obscenity in any language is still obscene.

The FCC acts on specific complaints; an obscenity or indecency in any language is illegal.

Wordplay and the Double Entendre

The FCC has fined broadcasters for talking about sex, excretion, or simply naming the body parts. Producers/programmers must be careful about jokes or spoofs, which imply sexual or excretory activities.

An example of a prohibited double entendre is:

“Liberace was great on the piano, but he sucked on the organ.”

Something can also be obscene without being indecent. For example, a song can describe excretory function or sexual activities without using any indecent language. Producers/programmers are wise to listen to their own materials prior to playing them on the air, to see if they violate FCC rules.

PCA television producers and KPCA radio programmers should be aware that songs that have this kind of wordplay, and producer/programmers or their guests using such language are subject to FCC rules.

What to do if a producer/programmer plays a song with indecencies or obscenities, or a guest says something indecent or obscene:

- Log the occurrence on the Program Log in the Error section.
- Indicate the time of the error and how you corrected it.
- The FCC acts on a complaint basis:
 - Do not draw attention to the mistake. Don't apologize about it. Write it down, and don't mention it again. If a Pacifica word is used, don't stop the music—if another is used, fade out that song and play another.
 - Do not identify the station after the mistake. If it happens in a song, play another song before an on-air break or station ID.
 - Do not play an underwriting announcement after a mistake.

Guests

Remember, while in the PCA studios producers/programmers are responsible for the behavior of guests, including what they may say over the air.

Always brief in-studio and phone-in guests on the FCC regulations and PCA policies regarding obscenity, indecency, calls to action, non-commercialism, plugola, slander, etc., *before* putting them on the air.

If a guest lets a Pacifica word slip, and it is believed to be an honest mistake, log it, and don't draw attention to it. If a guest appears to have spoken it deliberately, or repeats it, *take the guest off the air immediately*.

Always remember to write any infraction in the Program Log. This shows the FCC that we made a good-faith effort to address the infraction.

KPCA Radio Program Delay Feature

KPCA Radio provides a 7-second program delay to prevent forbidden programming being broadcasted. If you hear something that should not go out, press the **red button**. It is that easy.

PCA General Operations

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 uses 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.

Content Submission Process

To accommodate remote program submissions PCA provides Dropbox Submissions Folders for television programs and every KPCA show, and links are provided to access these folders. All television submissions must be accompanied by a Submission Form.

Television

TV producers should submit an MPEG file for each show. These files must contain MPG Video, with MPG-2 audio. Files must then be uploaded into the Dropbox link provided to you by staff for your specific program as different programs may air on different channels.

The alternative to submitting this file type is to submit a playable DVD of the program.

Failure to submit content in either of these two forms may result in your program not being aired, and could affect your ability to create reservations and/or use PCA equipment in the future.

Live Series Television Program Absences

In their absence live television series producers are responsible for securing a substitute for their show. *All substitutes must be fully trained members.* If a substitute is not desired, a previously recorded program may be replayed or automated programming can air.

- Live series producers must give notice of a change or absence at least 1 week in advance.
- In a producer's absence, if no replacement show is submitted the last submitted show will be aired.
- Absences of an immediate nature (e.g., illness, personal emergency, late arrival to the studio), will be covered by automation.
-

Radio

Radio programmers should submit an MPEG3 of their pre-recorded show for air.

Because automation is constructed in 1-hour blocks, 2-hour shows will be delivered in two 1-hour blocks: Part 1 and Part 2.

Live radio programs are automatically recorded, so there's no need to submit a file.

Live Radio Program Absences

In their absence radio programmers are responsible for securing a substitute for their show. *All substitutes must be fully trained members.* If a substitute is not available, a previously recorded program may be replayed or automated music can air.

- Radio programmers should submit an mp3 of the show to be played *at least one week in advance* of the absence. You must use your assigned submission folder to submit your show.
- If an absent radio programmer is unable to submit content, station automation will play.
- Absences of an immediate nature, i.e., illness, personal emergency, late arrival to the studio, etc., will be covered by automation.

Spinitron Access for Substitute Hosts

It is recommended that a programmer who has a substitute host filling in for their show provide their Spinitron password to the substitute host so that the playlist may be updated.

If a previously recorded program is aired, the absent programmer is responsible for updating the Spinitron playlist.

Read about Spinitron in PCA's Logging Policy Section on page 17.

Holiday Shows

When the PCA office is closed, those with live programs have three options:

- Enter the studio using a keycard. Keycards may be obtained via an approval-and-training process.
- Content to be played is submitted in the show's Dropbox folder. Content must be submitted *at least one week in advance* of the airing date.
- Elect to not submit a show. In this case, PCA/KPCA will run automation.

KPCA Radio Playlist Logging Policy

Petaluma Public Access pays for the rights to play copyrighted music on our radio station.

This privilege does not apply to television. Television producers are responsible for all content in their programs. Any music used in television programs should be available in the public domain or used with permission directly from the artists. We recommend that this permission be obtained in writing and kept on file by the producer.

PCA is required by federal law to keep an accurate record of music played over radio airwaves and to submit quarterly reports. All programmers are required to log the music they play. To facilitate these requirements, KPCA radio uses *Spinitron*, a music recognition program. This program is able to autofill playlists to a large extent, *but it is not perfect*. Programmers must check the entries for their programs and make corrections as necessary.

Each KPCA radio programmer presenting a show where copyrighted music is played is responsible for reporting accurate playlists before, during or within three (3) days following each show.

This is extremely important. Failure to do so will result in disciplinary action.

Digital Millennium Copyright Act

PCA operates under the rules of the Digital Millennium Copyright Act. The following is an excerpt regarding programming restrictions. The statutory license is subject to a “sound recording performance complement” on each channel streamed.

During a three-hour period one may:

- Play no more than three songs from a particular album
- Play no more than two songs consecutively from a particular album
- Play no more than four songs by a particular artist
- Play no more than four songs from a boxed set
- Play no more than three songs consecutively from a boxed set.

The entire DMCA is available at <https://www.copyright.gov/legislation/dmca.pdf>.

PCA Producer / Programmer Community

PCA encourages producers and programmers to be a part of the larger PCA member community. A couple ways members can connect with and support each other is by attending member meetings and other PCA functions, and by using safe communication apps designed for groups and organizations.

Member Meeting Participation

Member meetings are held to provide an in-person opportunity for PCA members to motivate each other, collaborate on projects, hold Q&As regarding PCA or public access station policies, discuss and improve production/programming techniques, and discuss general issues that support fellow members, television producers, and radio programmers at Petaluma Community Access.

Individual members are encouraged to occasionally act as a member meeting “lead.” The member meeting lead helps to organize a member meeting, determine its agenda, moderate

the discussion during the meeting, organize refreshments (if any), and create meeting 'minutes' to be shared with the Membership Supervisor who will include them in the PCA Monthly Newsletter.

Volunteer Requirements

Petaluma Community Access is a non-profit organization with very limited funding. Volunteer assistance truly makes a difference in supporting PCA. For this reason, television producers and radio programmers are required to volunteer two hours per month. Volunteer activities include (but are not limited to) assisting with administrative or technical tasks at the office or studio, representing PCA at information tables and volunteering at community events on behalf of PCA. We thank you in advance for your willingness to contribute to keeping PCA on the air!