

**AGENDA REGULAR MEETING
PASADENA COMMUNITY ACCESS CORPORATION
Tuesday, June 2, 2015
7:00 p.m. at 150 S. Los Robles, Suite 101**

BOARD OF DIRECTORS

George Falardeau, Chair (District 1)
Tom Majich (District 2)
Robert Oltman (District 3)
Howie Zechner, Vice Chair (District 4)
Yuni Parada (District 5)
Tim Winter, Treasurer (District 6)
Hoyt Hilsman (District 7)
Gail Schaper-Gordon (Mayor's Representative)
William Boyer (City Manager's Office Representative)
Beth Leyden, Secretary (PUSD Representative)
Robert Miller (PCC Representative)

STAFF

Chris Miller, Chief Operations Officer

MISSION STATEMENT

The Pasadena Community Access Corporation is dedicated to the community access function of the Pasadena Telecommunications system and shall be operated exclusively for charitable, scientific, literary and educational purposes. In fulfilling these purposes, the corporation shall strive to achieve communication, facilitation, and development of media skills toward the ends of self-expression and community cohesion and improvement.

Item on the agenda may not be called in order listed.

Agendas and supporting documents are available on the Internet at
<http://www.pasadenamedia.org>

Materials related to an item on this Agenda submitted to Pasadena Media after distribution of agenda packet are available for public inspection in the Pasadena Media Administrative office at 150 S. Los Robles Avenue, Suite 450, Pasadena, during normal business hours.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact PCAC at (626) 794-8585. Notification 24 hours prior to the meeting will enable PCAC to make reasonable arrangements to assure accessibility to this meeting.

DISTRIBUTION:

PCAC Board of Directors
City Council
City Manager
City Attorney
City Clerk
Central Library
Public Information Officer

Neighborhood Connections
Los Angeles Times
Pasadena Star News
Pasadena Journal
Pasadena Weekly
Pasadena Now

**NOTICE OF REGULAR MEETING
PASADENA COMMUNITY ACCESS CORPORATION (PCAC)
BOARD OF DIRECTORS**

NOTICE IS HEREBY GIVEN that a regular meeting of the Pasadena Community Access Corporation (PCAC) Operating Company (dba Pasadena Media) is scheduled for **Tuesday June 2, 2015**, starting at **7:00 p.m.**, at **Pasadena Community Access Corporation** located at **150 S. Los Robles Ave., Ste. 101, Pasadena, CA 91101**.

AGENDA

- INTRODUCTION OF NEW MEMBERS/CALL TO ORDER/ROLL CALL
- APPROVAL OF May 5, 2015 BOARD MEETING MINUTES
 - Motion to Approve
- PUBLIC COMMENT ON MATTERS NOT ON THE AGENDA - Please limit comments to three minutes each.
- TREASURER REPORT: Tim Winter
- EXECUTIVE DIRECTOR REPORT: Provided by Chris Miller, Chief Operations Officer
- OLD BUSINESS
 - CABLE COMPLAINTS RECEIVED – PCAC is responsible for receiving all cable complaints for the city. Complaints can be filed online at www.pasadenamedia.org/cable-complaints
 - Information Item
- NEW BUSINESS
 - FY16 BOARD OFFICER NOMINATIONS
 - Information Item
 - ARROYO CHANNEL RULES AND POLICIES
 - Information Item
- COMMITTEE ASSIGNMENTS, REPORTS, AND MEETING SCHEDULES
- PASADENA MEDIA PRODUCERS REPORT: Advisory Council Representative
- CITY OF PASADENA REPORT: William Boyer
- PASADENA UNIFIED SCHOOL DISTRICT REPORT: Beth Leyden
- PASADENA CITY COLLEGE REPORT: Bob Miller
- FUTURE MEETING DATES
 - July 7, 2015 at 7:00 p.m. at 150 S. Los Robles, Suite 101
 - August 4, 2015 at 7:00 p.m. at 150 S. Los Robles, Suite 101
- ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF
- ADJOURNMENT

George Falardeau, Chair, PCAC Board of Directors

I HEREBY CERTIFY that this notice, in its entirety, was posted on both the Council Chambers Bulletin Board, Room 247, and the Information Kiosk (in the rotunda area), at City Hall, 100 N. Garfield Ave., Pasadena, CA, in Pasadena Community Access Corporation Suite 450 and 101, and a copy was distributed to the Central Library for posting on this 29th day of May, 2015.

Keri Stokstad, Executive Director, PCAC



Pasadena Media
Budget vs. Actuals: Board Report - FY15 P&L
July 2014 - June 2015

	Actual	Total Budget	over Budget	Budget
Income				
I510 Altadena Contract	10,000.00	10,000.00	0.00	100.00%
I528 Grants & Fundraising	86.99	10,000.00	-9,913.01	0.87%
I531 City of Pasadena Revenue	885,000.00	849,000.00	36,000.00	104.24%
I535 Interest Income	14.52	0.00	14.52	
I538 Program Services - Training	640.00	2,000.00	-1,360.00	32.00%
I539 Program Services - General Membership	3,188.95	1,000.00	2,188.95	318.90%
I543 Production Services	11,700.27	13,000.00	-1,299.73	90.00%
Total Income	\$ 910,630.73	\$ 885,000.00	\$ 25,630.73	102.90%
Gross Profit	\$ 910,630.73	\$ 885,000.00	\$ 25,630.73	102.90%
Expenses				
E801 Advertising / Promotional	4,889.10	5,000.00	-110.90	97.78%
E804 Automobile Expense	12,907.06	10,000.00	2,907.06	129.07%
E815 Dues and Subscriptions	799.85	1,200.00	-400.15	66.65%
E816 Entertainment & Meals	1,853.51	1,500.00	353.51	123.57%
E820 Contract Labor	5,077.27	5,000.00	77.27	101.55%
E821 Professional Fees	8,584.00	11,000.00	-2,416.00	78.04%
E822 Accounting/Bookkeeping	6,776.94	6,000.00	776.94	112.95%
E835 Commercial Insurance	10,250.47	10,000.00	250.47	102.50%
E840 Interest Expense	0.80		0.80	
E842 Licenses, Permits & Other Tax	331.31	500.00	-168.69	66.26%
E849 Office Expense	14,574.38	14,000.00	574.38	104.10%
E851 Employee Benefits	72,021.19	55,000.00	17,021.19	130.95%
E852 Gross Salaries	564,522.40	545,460.00	19,062.40	103.49%
E854 Payroll Taxes	64,303.17	66,950.00	-2,646.83	96.05%
E858 Production Expense	193.04		193.04	
E861 Bank and Payroll Fees	1,160.70	997.00	163.70	116.42%
E865 Rent - Lease	117,782.99	119,493.00	-1,710.01	98.57%
E869 Production Equipment Repairs	3,104.31	3,000.00	104.31	103.48%
E873 Production Supplies Expendibles	2.17	0.00	2.17	
E874 Board Materials	435.46	500.00	-64.54	87.09%
E876 Telecommunications	4,781.05	4,000.00	781.05	119.53%
E877 Cable Drop Fees	4,174.85	13,900.00	-9,725.15	30.03%
E878 Professional Development	2,316.98	3,000.00	-683.02	77.23%
E880 Travel & Lodging	4,536.07	5,500.00	-963.93	82.47%
E885 Utilities	2,720.32	3,000.00	-279.68	90.68%
E999.9 Penalties	115.71		115.71	
Total Expenses	\$ 908,215.10	\$ 885,000.00	\$ 23,215.10	102.62%
Net Operating Income	\$ 2,415.63	\$ 0.00	\$ 2,415.63	
Other Income				
I520 ACM Western WAVE Entry Fees	6,190.00		6,190.00	
I999 PEG Capital Income Recognized	133,266.77	230,000.00	-96,733.23	57.94%
Total Other Income	\$ 139,456.77	\$ 230,000.00	-\$ 90,543.23	60.63%
Other Expenses				
E800 ACM Western WAVE Entry Expense	6,299.88		6,299.88	
E904 PEG Capital Equipment Expense	145,660.23	340,000.00	-194,339.77	42.84%
Total Other Expenses	\$ 151,960.11	\$ 340,000.00	-\$ 188,039.89	44.69%
Net Other Income	-\$ 12,503.34	-\$ 110,000.00	\$ 97,496.66	11.37%
Net Income	-\$ 10,087.71	-\$ 110,000.00	\$ 99,912.29	9.17%

Pasadena Media
Statement of Financial Position
As of May 31, 2015

	<u>Total</u>	
	<u>As of May 31, 2015</u>	<u>2014 (PP)</u>
ASSETS		
Current Assets		
Bank Accounts		
A103 Petty Cash	200.00	500.00
A104 Bank of America Checking (1018)	280,153.11	63,116.40
A107 Bank of America Capital - Restricted (9451)	91,434.14	181,166.47
A108 A108 Bank of America Savings (0990)	100,014.52	
A110 Paypal	448.49	145.05
A120 Pex Debit Card	860.83	
Bill.com Money Out Clearing	-450.62	
Total Bank Accounts	\$ 472,660.47	\$ 244,927.92
Accounts Receivable		
A200 Accounts Receivable	2,811.95	227,467.27
Total Accounts Receivable	\$ 2,811.95	\$ 227,467.27
Other current assets		
A300 Prepaid Insurance	1,965.33	1,965.33
A350 Security Deposit	1,000.00	1,000.00
A370 Undeposited Funds	300.00	250.00
Total Other current assets	\$ 3,265.33	\$ 3,215.33
Total Current Assets	\$ 478,737.75	\$ 475,610.52
Fixed Assets		
A130 Furniture & Fixtures	-0.38	-0.38
A132 Production Equipment	216,100.15	215,136.75
A136 Accumulated Depreciation	-56,926.00	-56,926.00
Total Fixed Assets	\$ 159,173.77	\$ 158,210.37
TOTAL ASSETS	\$ 637,911.52	\$ 633,820.89
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
L100 Accounts Payable	0.00	6,340.00
Total Accounts Payable	\$ 0.00	\$ 6,340.00
Credit Cards		
L130 Credit Card Payable	-6,331.95	840.47
Total Credit Cards	-\$ 6,331.95	\$ 840.47
Other Current Liabilities		
L210 Payroll Liabilities	22,693.76	23,103.81
L211 Other Payroll Liabilities	-254.26	572.16
L212 Accrued Vacation	22,276.79	22,276.79
L212.1 Accrued Salaries & Wages	2,945.99	2,945.99
L220 Deferred Income	252,692.22	256,701.00
Total Other Current Liabilities	\$ 300,354.50	\$ 305,599.75
Total Current Liabilities	\$ 294,022.55	\$ 312,780.22
Total Liabilities	\$ 294,022.55	\$ 312,780.22
Equity		
Q300 Opening Bal Equity	-37,301.00	-37,301.00
Q310 Retained Earnings	358,341.67	358,341.67
Net Income	22,848.30	
Total Equity	\$ 343,888.97	\$ 321,040.67
TOTAL LIABILITIES AND EQUITY	\$ 637,911.52	\$ 633,820.89

DIRECTOR'S REPORT

- Respectfully submitted by Keri Stokstad

Executive Director – Pasadena Community Access Corporation

The Pasadena Community Access Corporation Board of Directors Meeting Tuesday, June 2, 2015 – 7:00pm

ANNOUNCEMENTS – Alliance for Community Media National Conference Registration is open. Pasadena Hilton August 12-14. www.allcommunitymedia.org.

KEY ACHIEVEMENTS:

Board

- Meeting with Gail Schaper-Gordon RE: Strategic Planning
- Meeting with William Boyer RE: Work Plan

Facility

- Studio B Clean Up
- Rules and Policies Draft completed

Financial

- 990 Tax Filing Completed
- PCAC FY16 Budget revision completed
- Fundraising event held on May 13

Partnerships/Networking

- Meeting with Mayor Bogaard
- Key Code Media NAB follow-up Event

Personnel

- Meeting with staff RE: Rules and Policies

Producer/Member Relations

- Bozana Belokosa - Spending a Little Time with Poetry
- 4 Weekly eblasts (most recent attached)

Productions

- Mayor's Prayer Breakfast

Production report attached

COO report attached

Member Services report attached

Operations Report

Prepared by Chris Miller – May 2015

Notable Operations Projects and Their Statuses Conducted During May

- City Council CG Issue: Solved
- Editing Cubicles: Installed
- Live Capabilities from PCOC: Utilizing Regularly
- Arroyo Channel / PCC TV Streaming Issue: Solved

1. City Council CG Issue: Solved - During the City Council meeting on 5/4, we had an intermittent issue with the scaler used to display graphics such as lower thirds. Approximately the last half hour of the meeting did not include graphics. While the scaler was being serviced, we pulled a converter from our TriCaster Mini kit to use during City Council meetings. The scaler was fixed under warranty and is now back in service.

2. Editing Cubicles: Installed - Seven cubicles were installed in suite 101's Community Room this month. These workstations will centralize member activities, allow us to expand editing hours to nights and weekends and greatly increase member editing productivity.

3. Live Capabilities from PCOC: Utilizing Regularly - After three successful live cablecasts from the newly installed Charter connection in April, we decided to go live with a requested taping of the Rose Bowl Music & Arts Festival Public Meeting on May 14th. The same connection used for the Exhibition Hall events was used for this meeting in the Civic Auditorium's Gold Room. We have another request for a councilmember's town hall in late June.

4. Arroyo Channel / PCC TV Streaming Issue: Solved - A viewer alerted us to the streaming players for Arroyo and PCC failing early on 5/23. We were unable to restore streaming immediately as the issue stemmed from our streaming provider. Streaming was fully restored on 5/27. Charter and AT&T U-Verse channels were unaffected.

Pasadena Media Production Report May 2015

Studio Productions:

5/1: CCN Sunrise- Producer: Tami Devine
5/1: What's Cooking- Producer: Shay Sanders
5/3: Beauty By Diana- Producer: Jarred Hodgdon
5/5: Is It Reasonable- Producer: Walter Brown
5/5: Tongues of Fire- Producer: Rob Reyes
5/5: The People's View- Producer: Macheo Shabaka
5/6: Abundant Harvest- Producer: Anthony McFarland
5/7: Evolutions- Producer: Linda Leak
5/8: Living in America- Producer: Jon Brookhart
5/8: Skee Love's House of Hip Hop- Producer: Lonnie Lee
5/9: In The Kitchen- Producer: Barbara Shay
5/12: Bringing Back the Fire- Producer: Myra Waiters
5/12: SGVMO TV- Producer: Leroy Griffith
5/12: Choices- Producer: Marion Cathcart
5/13: Melanchomed- Producer: Katrina Langford
5/13: Hoyt Hilsman Show- Producer: Hoyt Hilsman
5/15: CCN Sunrise- Producer: Tami Devine
5/15: Eddie's Gospel Hour- Producer: Eddie Fulton
5/15: Real Divas Cook- Producer: Sunshine Burston
5/16: Spending a Little Time with Poetry- Producer: Bozana Belokosa
5/17: Tomorrow's Thespians- Producer: Donald Briggs
5/19: Riq the Critic- Producer: Wannetta Benton
5/20: Center of Truth- Producer: Henry Olivarez
5/21: Thursday Night Live- Producer: Jarred Hodgdon
5/22: CCN Sunrise- Producer: Tami Devine
5/22: Cultural Talent & Arte- Producer: Francisco Mayorga
5/23: AICN- Producer: Chuck Marshall
5/23: Fitness & Health- Producer: Ron Kennington
5/24: Color of Success- Producer: Ontresicia Averette
5/24: Quality Sketch- Producer: Jarred Hodgdon
5/26: Functional Features- Producer: Silentia Jones
5/26: Crossing Bridges- Producer: Nat Nehdar
5/26: Conner Bubble- Producer: Joe Conner
5/26: Hope for the Heart- Producer: Joan Nelson
5/27: Mendoza Madness- Producer: Marie Lemelle
5/27: The Sure Truth- Producer: Alice Muhammad

5/28: Hour of Truth- Producer: Khatchik Chahinian
5/28: Michael Colyar's Very Best- Producer: Michael Colyar
5/28: Sounds Within- Producer: L.V. Smith
5/29: Parallel Music- Producer: DeMario Franklin
5/30: Parallel Music- Producer: DeMario Franklin
5/31: Parallel Music- Producer: DeMario Franklin

42 Productions Recorded in Studio

KPAS/City Productions:

5/4: Pasadena City Council Meeting
5/7: 2015 Mayor's Interfaith Prayer Breakfast
5/7: League of Women Voters- May 2015 Meeting
5/9: AbilityFirst's Hooray for Hollywood Event
5/11: Finance Committee Meeting
5/11: Pasadena City Council Meeting
5/13: Planning Commission
5/13: Neighborhoods of the USA Award Video- Sunset Avenue
5/14: City's Bike to Work Event
5/14: Pasadena Police and Fire Memorial
5/14: District 3 Community Meeting
5/14: Rose Bowl Music Festival Public Meeting
5/18: Operating Budget Overview Presentation
5/18: Pasadena City Council Meeting
5/19: Altadena Town Council
5/19: EAC Meeting
5/20: Board of Zoning Appeals Meeting
5/21: 22nd Annual Human Relations Awards
5/27: Planning Commission

19 City/KPAS Productions Covered



PASADENA MEDIA

**Member Services Report
for the month of May 2015**

Channel Programming Reporting:

The Arroyo Channel 744 - Hrs. of Programming

New Producer	New Series	New Local Episodes	New Local Bicycled Episodes	New Regional Episodes (LA County)	New National Episodes
5	5	59	4	3	0
LIVE Show					
6					

Media Training Courses:

We provide the most accessible, valuable training and services to the residents of Pasadena is an established and continual goal of Pasadena Media. The Community Television & Digital Production training courses provides real hands-on experience along with an overview of studio production techniques, theory and community access guidelines.

Orientation = 18

Producing = 11

Studio Camera = 6

Floor Manager = 6

Director = 0

Lighting = 6

Audio = 4

Field Production = 3

Editing Session A = 2

Editing Session B = 4

Pasadena Media Website Analytics:

Pasadena Media Social Network members: 140 members

Total Visitors	Device Usage		Peak Visitors: May 22
1133	Computer 88%	Mobile & Tablet 11%	69

Social Media Marketing:



1175 Followers



639 Likes



195 Followers



Scale 1 to 100 - Klout is a tool that measures social influence across the internet. Higher the Klout score, the higher the social influence.

Score 47 - *62% of our influence is from Facebook*

90-Day Score History - Last Updated May. 1

90-day High Score: 50.10 90-day Low Score: 44.32

Special Events

Community events hosted by Pasadena Media

Monthly Meetup ~ Social Hour: On-Camera Interviews Techniques

Cancelled



Chris Miller <chris@pasadenamedia.org>

Webs: Form Response

Herrera, Eva <Eva.Herrera@charter.com>

Thu, May 21, 2015 at 3:56 PM

To: Chris Miller <chris@pasadenamedia.org>

Cc: Keri Stokstad <keri@pasadenamedia.org>, quyen <quyen@pasadenamedia.org>

Chris – This complaint is considered closed at our end and or local level. It is in progress and will be address by Corporate Escalation Team.

Customer contact was made, twice yesterday- Once again I tried, I say tried because he simply does not want to listen to what I have to say, to explain.

He clearly said, he will not accept anything I have to say because is not what he was told. He keeps referring to the same thing- According to him the prices quoted back in 2013 were regular and never changing rates, for Cable, Internet & Phone, all under \$100.00.

Myself and many other customer services leads and supervisors have talked to him and attempted to explained the same, he just refuses to understand that and says he's not or will not accept that. He then terminates the call.

My last call to him was late yesterday afternoon, I called him to inform him that Mr. Jonas Holman at Corporate was overseeing his complaint, he- Jonas would be his handling his complaint.

Please note on the record, Corporate Escalations agent - Jonas made 3-attempts to contact customer to no avail. He left callback messages on 2 out of the 3 attempts, he received no response or callback. On the 3rd attempt someone picked up the receiver and hung up. Jonas informed me of this, so I called customer and made him aware of the fact that Jonas was trying to get in contact with him to assist with his complaint, to please pick up the phone or call him back .

He agreed,

Again, Corporate is now handling this issue. You are welcome to contact me back with any questions or concern on this issue or anything else.

Thank you

Eva Herrera |Customer Service Specialist
Government Affairs |626.430.3324
4781 Irwindale Avenue, Irwindale, CA 91706

From: Chris Miller [mailto:chris@pasadenamedia.org]
Sent: Tuesday, May 19, 2015 5:37 PM
To: Herrera, Eva
Cc: Keri Stokstad; quyen
Subject: Re: Webs: Form Response

Hi Eva,

Mr. McNaughton came in today and spoke with me at length about his ongoing issues with his Charter service and billing. I entered the complaint for him on our online form that you see below. I have also attached the supporting documentation that he brought in.

He also left a message here at 4:39pm, but when I called him back at the number provided on our caller ID ([626-799-2248](tel:626-799-2248)) at 5pm, the woman who answered was irate and said something along the lines of 'whoever this is, stop calling. I don't know who you are but I don't want anything to do with you. I'm hanging up'. When I quickly responded with "Hold on, hold on, Doug McNau...", she angrily responded with 'Hold on hold on I don't have anything to do with Doug.' and hung up. So, either his phone service is being misdirected and is not working properly or someone who's answering his phone is pretty mad at someone. Either way, I currently have no way of contacting him.

I would ask that you please respond with answers to all four of the resolution items requested as soon as possible since the disconnect date is so close. Thank you for your time.

||

Chris Miller

COO, Pasadena Media

150 S. Los Robles Suite 101

Pasadena, CA 91101

[626-794-8585](tel:626-794-8585) x 105

On Tue, May 19, 2015 at 4:58 PM, <notifications@webs.com> wrote:

Form Response Notification

The following form has been submitted from your website

<http://www.pasadenamedia.tv/>:

Full Name : Doug McNaughton

Phone : [626-799-2248](tel:626-799-2248)

Email : refusetoprovide@mail.com

Location where the problem occurred. : Home

Choose your Cable Provider : Charter

Address : 1205 S. OAKLAND AVE

PASADENA, CA 91106

Type of Issue : Billing

Description of Complaint : I am not satisfied that Charter's complaint procedures have been applied for my complaint filed on April 14th via Pasadena Media. From page 3 of my bill: "Complaint Procedures - If you disagree with your charges, you have 30 days from the billing date to register a complaint. During the dispute period, we will not terminate service provided you pay the undisputed portion of you bill." I have paid the undisputed portion of my bill, which is for the phone services. My issues were never resolved and my services were disconnected during this 30 day period. My services have been restored (though not to my satisfaction) but I've received another letter stating that my services will be disconnected on May 21. As of right now, my phone quality is so sub-par that I find it nearly unusable. I am also having trouble with the cable box that was recently replaced.

Resolution Requested : I would like the following: 1) Tell me the process for having this complaint procedure engaged. 2) Keep my services active until this is resolved. If Eva cannot keep my services on per the complaint procedure, she must have her supervisor call me immediately. 3) Explain the following charges that I never agreed to: Broadcast TV Surcharge & Wire Maintenance 4) Charge me the monthly rates that I agreed to \$29.99 for cable TV, \$29.99 for internet and \$19.99 for phone.



PASADENA MEDIA

PASADENA MEDIA FACILITIES, EQUIPMENT AND THE ARROYO CHANNEL RULES AND PROCEDURES

REVISED DRAFT 6/1/2015

Pasadena Media Studios

150 S. Los Robles Avenue, Suite 101

Pasadena, California, 91101

Phone (626) 794-8585

www.pasadenamedia.org

info@pasadenamedia.org

Pasadena Media Studios
150 S. Los Robles Avenue, Suite 101
Pasadena, California, 91101
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info@pasadenamedia.org

Hours of Operation

Administrative Hours

Monday - Friday, 10am-6pm

All equipment and facilities scheduling is to occur during the regular office hours as listed above.

Production Hours

Video Production scheduling for the Pasadena Media facility is scheduled on an as needed basis. A production schedule is available at the Pasadena Media main office.

Observed Holidays & Closures for Maintenance

Offices and facilities are not available for the following holidays and maintenance schedules:

New Year's Day	Veterans Day
Martin Luther King, Jr. Holiday	Thanksgiving Weekend
Lincoln's Birthday	Christmas Eve
Washington's Birthday	Christmas Day
Memorial Day	
Independence Day	One Week of July
Labor Day	One Week of December

PREFACE

The purpose of this document is to clearly set forth the rules and policies that govern the operation and use of the Pasadena Community Access Corporation (PCAC), dba. Pasadena Media facilities, equipment and the public access channel, The Arroyo Channel. These rules and procedures are intended to encourage maximum participation by individuals and groups from the City of Pasadena and surrounding areas in a fair and equitable manner.

This document describes the policies guiding membership, training, program production, channel use, and user responsibilities. These policies are designed to be flexible and change as needs evolve. They are guided by the following: *The Constitution of the United States of America; The California State Constitution; The Cable Communications Policy Act of 1984, as amended; the Cable Consumer Protection Act of 1992, as amended; The Telecommunications Act of 1996, as amended; other applicable federal and state laws and court decisions; the PCAC Bylaws, the City of Pasadena Municipal Code and the Operating Agreement with the City of Pasadena.*

PCAC specifically reserves the right to modify these policies and procedures in response to demands on resources. Announcements of policy changes are made through the office of the Executive Director. Changes to these policies will be published and disseminated to current members, and made available on Pasadena Media's website: www.pasadenamedia.org. Every effort will be made to notify all members of policy changes.

The policies and procedures described in this document supersede all other operating policies previously issued by PCAC, as well as any express or implied representations previously made by Pasadena Media employees or Board of Directors of PCAC. Policy statements as written do not amount to promises of specific treatment and are merely general statements of Pasadena Media policy.

If a member has questions concerning current policies and practices, they are encouraged to discuss them with the Pasadena Media staff.

Pasadena Media reserves the right to restrict any person from using Pasadena Media facilities and equipment for violation of these or any other policies that result in the disruption of Pasadena Media activities and operations.

Members are required to acknowledge receipt of these operating policies.

WELCOME TO PASADENA MEDIA

Pasadena Media Mission & Values

Inspire dialogue, foster freedom of expression and continue to bridge diverse communities...

Purpose and Function

Created by the City Board July 1983. Established by Articles of Incorporation, December 9, 1983, The Pasadena Community Access Corporation (PCAC) dba. Pasadena Media, is one of three Operating Companies established by the City of Pasadena. Pasadena Media is a component unit, 501(c)3 nonprofit public benefit corporation recognized under Non Profit Benefit Corporation Law for charitable purposes.

The specific purposes of the corporation are:

- Promote, coordinate, facilitate, produce and assist public service community programming on behalf of all residents of the City, for all public, education and government (PEG) community access channels of Pasadena's cable telecommunications system;
- Coordinate and produce timely programming for the government cable access channel;
- Inform and provide training to Pasadena residents about the potential services and benefits of the cable telecommunications system;
- Provide a mechanism through which Pasadena's institutions and organizations can effectively share educational, healthcare, government, public and cultural information with the community;
- Provide training and technical assistance that makes the public and, education channels more accessible to residents of Pasadena;
- Serve as a resource center for information, materials equipment and training relating to the use of video equipment and facilities;
- Coordinate and promote educational uses of the cable telecommunications system;
- Serve as the City's designated official receiving, holding and disbursing entity for monies intended to promote noncommercial uses of the cable telecommunications system;
- In conjunction with the City, devise, establish and administer rules, regulations and procedures pertaining to use and scheduling of the cable telecommunications system PEG access channels;
- Coordinate and schedule transmission of programming on the cable telecommunications system access channels;
- Maintain records, including electronic media and other documentation, concerning cable telecommunications programming, and make such programming material available to interested persons or groups for scientific, charitable, literary, public information or educational purposes;
- Engage in research to assess community response to programming on cable telecommunications system access channels and ascertain needs for additional or different programming, publish the results of such research, and implement or aid in implementation of such additional or different programming; and
- Provide such other cable telecommunications access services as shall be determined by the PCAC Board of Directors

Board of Directors

Pasadena Media is governed by the Pasadena Community Access Corporation (PCAC) Board of Directors; a diverse volunteer Board with eleven (11) members. There are seven (7) District representatives that are appointed by City Council, one (1) Mayor's appointee, one (1) Pasadena City College (PCC) appointee, one (1) Pasadena Unified School District appointee and one (1) City of Pasadena Manager appointee. The Board of Directors Meeting is held monthly and meeting information is posted in compliance with the Brown Act. All PCAC Board meetings are open to the public and input is encouraged and welcomed. The current PCAC Board Roster and meeting information is posted on the Pasadena Media website.

Pasadena Media Staff

Pasadena Media staff consists of those hired by Pasadena Media management. The staff is responsible for enforcement of policy and oversight of members (all levels) and interns. The Executive Director is hired by and serves under the Pasadena Media Board of Directors. The Executive Director serves as the chief executive officer and principal spokesperson of Pasadena Media. Staff job descriptions are available on the Pasadena Media website.

Public, Education & Government Community Access Channels

Pasadena Media serves as the umbrella organization for all the community access channels in the City of Pasadena.

There are currently four (4) cable channels in Pasadena that make up community access in Pasadena:

KLRN – Educational Access

KLRN is operated by the Pasadena Unified School District. Programming on KLRN includes information and events related to the operation of Pasadena's public schools. Television production training is also available through the Pasadena Unified School District as part of the Los Angeles County Regional Occupational Program (LACROP).

PCCTv – Educational Access

PCCTv is operated by Pasadena City College. Programming on PCCTv is information and events related to the operation of Pasadena City College and programs offered through the school. Training in television production is also available through Pasadena City College.

KPAS – Government Access

KPAS is operated by The City of Pasadena through Pasadena Media. Programming on KPAS is primarily information related to local governance and municipal services. KPAS features the City of Pasadena staff and departments in action. The lineup includes meetings of the Pasadena City Council and various boards and commission. Monthly shows highlight City initiatives, informative entertainment, residential transformations, and economic partnerships. Rounding out the variety of programming are specials on newly implemented programs, human interest stories, and coverage of special events.

THE ARROYO CHANNEL - Public Access

The Arroyo Channel strives to be a reflection of the community of Pasadena. The channel is a highly respected multi-media community resource that inspires dialogue, fosters free expression and connects the diverse communities we serve through public access television. The success of The Arroyo Channel rests with its volunteers and community producers. The Arroyo Channel includes programming produced by Pasadena Media and The Arroyo Channel Producers. Programming covers various areas of interest to residents of Pasadena and its neighboring communities.

Definitions

The Rules and Procedures include terms and concepts that may require defining. The following includes definitions of some terms.

“Advertising” is defined as anything designed to promote the purchase or commercial use of a product, business, service, person or event. This includes, but is not limited to identifying services or goods by price or cost.

“Adult Programming” shall refer to programming that does not comply with broadcast standards for decency and contain graphic or verbal depictions of violence or nudity, [i.e., representation of murder, rape, suicide, physical assault; or bodily excretory functions; or exposure of female breast(s). This includes derisive adult language either visual or spoken graphic depictions or representations, [i.e., sexually connoted expletives]. Profanity includes, but is not limited to words such as those identified in FCC vs. Pacifica.

“Certified Member” shall refer to those individual members or organizational affiliates who have successfully completed Pasadena Media training workshops or demonstrated to Pasadena Media staff a sufficient working knowledge of the facilities and equipment available to them.

“Channels” refers to those channels on the Charter Communications and AT&T U-Verse Cable systems the City of Pasadena that are administered by Pasadena Media.

"Equipment" shall refer to any and all video and audio equipment available for the production of community access programming.

"Erotic Material" refers to motion pictures, photographs, pictures, printed material and other such objects depicting: human sexual intercourse; direct physical stimulation of unclothed genitals; flagellation or torture in the context of sexual relationships; or an emphasized depiction of bare adult genitals; provided, however, that this definition applies only to those works which, applying the average standards of the city, taken as a whole, appeals to the prurient interest of persons and which lack serious literary, artistic, political or scientific value.

"Fair Use" refers to the provision of the Copyright Law which allows for reproduction and other uses of copyrighted works under certain conditions for the purposes such as criticism, comment, news reporting, teaching, scholarship or research. For the purpose of using copyright material on the Arroyo Channel, application of the Four Factor Fair Use Test is recommended. The factors are (1) what is the character of the use? (2) What is the nature of the work to be used? (3) How much of the work will you use? (4) What effect would this use have on the market for the original or for permission if the use were widespread?

"Facilities" shall refer to the building and parking, and other property not directly related to the production of community access programming currently under control of Pasadena Media.

"Facilities & Equipment Use Fee" - Fee required to be paid if individual or organizational member wishes to use Pasadena Media production facilities or equipment. This fee is in addition to the Pasadena Media membership dues.

"First Amendment of the Constitution of the United States of America" – Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press, or the right of the people peaceably to assemble and to petition the Government for a redress of grievances.

"Indecent Material" is defined by the courts as the repetitive and deliberate use of language or material that depicts or describes, whether directly or by innuendo, in terms patently offensive as measured by contemporary community standards for the broadcast medium, sexual or excretory activities or organs. For example, extreme physical violence or degradation, nudity, graphic depiction of medical procedures, and repetitive use profanity would be considered "indecent". Profanity includes, but is not limited to, words such as those identified in FCC vs. Pacifica.

"Individual Member" - The person who pays the designated annual dues.

"Mature (adult) programs" shall be scheduled during periods designated for adult viewing between 11:00 p.m. and 5:00 a.m. (Refer to guidelines regarding potentially offensive programming).

"Nonprofit Organization" refers to any organization that is recognized by the IRS as a 501(c) tax-exempt organization and also registered with the State of California as a nonprofit corporation.

"Nonresident Individual" – an individual whose primary residence is outside the City of Pasadena

"Nonresident Organization" – an organization or agency with primary place of business located outside the City of Pasadena.

"Obscene" is defined by applying the Miller test: (a) whether the average person, applying contemporary community standards would find that the work, taken as a whole, appeals to the prurient interest; (b) whether the work depicts or describes, in a patently offensive way, sexual conduct specifically defined by applicable state law; and (c) whether the work, taken as a whole, lacks serious literary, artistic, political or scientific value.

“Organizational Member” - 501c(x) nonprofit organization, government agency, or public school that has paid the designated annual membership dues.

“Personal Financial Compensation” – compensation paid to an individual for time or services provided when utilizing Pasadena Media equipment, facilities or resources.

“Producer” shall mean the person that has primary editorial control and legal responsibility for the program content.

“Proof of Residency” refers to current written documentation of accurate address of primary residence and current mailing address if different from residence.

"Program Sponsor/Supplier" shall refer to the organizational member that provides imported programming to Pasadena Media for cablecast

“Protected Speech” refers to any content that is protected under the First Amendment of the Constitution of the United States”

“Resident” is defined as an individual whose principal abode -- i.e. the home, house, apartment, facility, structure, etc. - **within which the individual lives the majority of the time** is located in the City of Pasadena. The mailing address of the individual may be different than the residence address as long as “proof of residency” is provided.

“Series Programming” has multiple episodes with at least one new, never- before- aired episode each month.

“Single program” is an individual program that is not part of a series.

“Unprotected Speech” refers to those forms of expression not protected by the Constitution of the United States – slander, libel, sedition, incitement to violence, and obscenity”

Non-Discrimination Policy Statement

Public Access is available to the legal residents of Pasadena and surrounding areas and shall have access to Pasadena Media without regard to race, gender, age sexual orientation, physical ability/disability, religious or political beliefs, ability to pay or the nature of their program interest.

Records

Pasadena Media maintains public records in accordance with state and federal law. These records are available for inspection during normal business hours. Persons requesting review of these records must submit a written request, which includes their name, address, and telephone number and provide proof of identity. Pasadena Media shall maintain a record of all persons and organizations granted time on the channels and using the facility and equipment. All certified users, producers and production volunteers are required to have current information on file.

MEMBERSHIP

Eligibility

Membership is open to individuals, registered tax-exempt non-profit organizations, public and nonprofit educational institutions, and government agencies within the State of California. Any person wishing to use Pasadena Media's production facilities or services must be a current member in good standing.

Members must:

- Attend orientation
- Complete required training certifications
- Complete required forms
- Be paid in full on the membership fee

Relationship between Pasadena Media and Members

Pasadena Media is a private nonprofit corporation. Members and producers are not agents or employees of Pasadena Media. They are considered to be independent producers and create programming for themselves or the organization they represent. At no time may any individual or organization identify themselves as an employee or agent of Pasadena Media.

Members must not identify their production effort as being "for Pasadena Media". Rather, members should indicate that their programs "will be seen on the Arroyo Channel". Pasadena Media exercises no control, beyond these policies, over production activities by members except when trained members have been recruited by Pasadena Media to crew productions that are specifically coordinated by Pasadena Media.

All members are equal and have no authority over other members/volunteers, unless Pasadena Media staff has delegated this authority.

Minors

Minors may be allowed to take production classes and workshops and upon meeting the necessary certification requirements may be eligible to use the equipment provided a certified adult accepts full and legal responsibilities for activities associated with the minor's participation. All minors must maintain a current parental consent form on file at Pasadena Media. Any person under the age of 18 must have a signed form from their parent or legal guardian, stating that the parent or legal guardian assumes all responsibility for any damages to Pasadena Media equipment or facilities that their child or ward/dependent may cause. Minors twelve (12) and older that have demonstrated responsibility and proficiency may be allowed to operate Pasadena Media equipment at staff's discretion without a parent or guardian's supervision.

TRAINING & CERTIFICATION

Training is the process through which eligible users acquire and develop the skills and knowledge required for certification to utilize Pasadena Media facilities and equipment. The purpose of training is to develop community producers and users as responsible programmers and effective communicators via cable television. Through a variety of training and testing, experienced and inexperienced users can learn media production.

Orientation

All persons interested in using Pasadena Media facilities and equipment must attend an orientation workshop, regardless of prior production experience. Orientation is free and open to the public. It is not a television production training workshop, but an opportunity to learn about Pasadena Media and the rules and procedures for using the facility, equipment and channel.

Certification Criteria

Upon completing orientation, persons interested in using the facilities and equipment must complete certification in the appropriate production training classes. These classes are free and available to members and persons interested in volunteering on productions.

Pasadena Media offers basic training in video production and media literacy. Persons interested in volunteering must be a Member in good standing and take basic studio operations classes or be certified by Pasadena Media to operate the production equipment.

Production equipment and facilities are only operated by those that have attended production training. Certification is given in all production crew positions. Certification is available in the following ways:

- **Classes**

Attend and complete Pasadena Media training courses.

- **Proficiency Tests**

Technically proficient Members may schedule a proficiency test with a member of the production staff.

- **Refresher Courses**

Certified Members who have not been active for a one-year period are required to schedule a refresher meeting with a member of Pasadena Media staff in order to review equipment and facilities and any updated rules or procedures.

Recertification

Individuals whose certification has lapsed may renew their certification by taking and passing a practical test. The practical tests are conducted only at the end of regularly scheduled workshops. A fee will be charged to take the recertification test. The test will be administered once per person. This option applies only to persons previously certified by Pasadena Media. Individuals failing the certification test must successfully complete the entire applicable workshop in order to become certified. Please see Pasadena Media staff for further details.

Waivers (For Proficiency Testing Only)

Opportunities are available for individuals having experience producing content for other community access centers to waive the certification requirements for taking production workshops at Pasadena Media by auditing any of the workshops being offered.

Attendance is not required. There will be two opportunities to take a practical test. If you are unable to successfully pass the second time, you will be required to take the workshop.

Producer Responsibilities

General Guidelines include but are not limited to the following: Each certified individual who plans to produce a program to televise on Pasadena Media as a community producer must submit a completed Program Proposal for each program series that they intend to televise on the Arroyo Channel. A producer may televise no more than one program per five (5) month series for which they assume full responsibility for program content.

The producer must certify that the content complies with Pasadena Media Programming Policies and Procedure and must agree to hold Pasadena Media blameless should their program become damaged, lost or stolen.

The community producer is responsible for damage to equipment or facilities due to misuse, mistreatment, accident, neglect or theft while it is entrusted in their care. The community producer is also responsible for the actions and conduct of their crew including the mishandling of equipment.

Should damage to equipment or the facilities occur, the producer will be suspended immediately, and shall only be reinstated upon receipt of full payment to Pasadena Media. The producer is required to report any incidents of damage or theft immediately. Should the producer fail to meet the terms of the repayment schedule, they will be suspended indefinitely until full payment is received.

Community access producers are responsible for providing all certified production and other related personnel necessary to produce programming and to operate all equipment used to produce local access programming.

SERVICES & EQUIPMENT

Pasadena Media offers studio, portable field production equipment for on-location shoots, editing facilities and an ingest/export workstation.

Pasadena Media offers training, technical assistance, and channel time for the production and presentation of noncommercial television. Areas of technical assistance include producer workshops and troubleshooting technical problems while using Pasadena Media equipment.

An equipment use fee is required before an individual is eligible to use the studio facilities, portable equipment or ingest/export workstation for loading content to the server for playout.

Policy Statement about Public Access Productions

- Pasadena Media does not provide direct assistance or support for the production of public access programming from the studio or other venues. Pasadena Media staff and management do not directly participate in the production of public access programs. Pasadena Media staff act as facilitators.
- Citizens and nonprofit organizations have sole and exclusive control over the content of their programs, within the rather broad parameters established by Federal legislation and other applicable laws and regulations.
- Public Access programming producers are the holders of First Amendment and other legal rights and responsibilities regarding the programs they produce that are televised on the Arroyo Channel.
- Public Access producers are responsible for operating all equipment used to produce local access programming. Production volunteers must be certified and in good standing.
- Pasadena Media does not participate in or prohibit activities or processes that will or may have an impact on the content of local community access productions and programming.
- Pasadena Media does not provide personnel to operate production equipment or to have input on the programming content, except when content appears to violate applicable rules and regulations.
- Pasadena Media staff provides content neutral training in various areas including studio and remote equipment operation, editing and planning.
- Pasadena Media staff provides maintenance and repair support for all television equipment owned by Pasadena Media.

Reservation Guidelines

All equipment and facilities scheduling occurs during regular office hours. Reservations may be made by phone or in person.

Only the producer that reserved the equipment is allowed to reserve and obtain the equipment. Equipment is only to be used for programs that have a current Program Proposal on file. All other use is prohibited unless otherwise authorized by Pasadena Media staff.

All reservations are subject to change or cancellation by staff if the equipment or facilities become unavailable.

Producers who reserve equipment or facilities and do not show up or call in advance to cancel reservations are subject to sanctions outlined under "Minor Violations."

Facility & Equipment Use

The independent community producer is responsible for the behavior and activities of their crew, talent and guests during their scheduled production time and they are encouraged to advise their crew, talent and guests about Pasadena Media rules and procedures.

Producers, talent, crew or guests who bring children are responsible for supervising them during their visit and scheduled production time. Toddlers should be carefully monitored and watch at all times. A producer is liable for violations committed by their crew, talent, guests and children.

If a producer contracts to produce a series of programs and is not able to fulfill the commitment, the production time for the event may be forfeited and the time may be given to another certified producer.

Only certified Members are authorized to operate Pasadena Media equipment.

A certified member who makes more than three cancellations without providing proper advance notice is subject to the sanctions outlined under "Minor Violations."

Field Equipment Use Guidelines

- Field equipment may be reserved to be checked out during administrative hours for a period not to exceed 48 hours unless otherwise authorized by staff. 72 hour checkouts are available for equipment checked out on Fridays.
- Only one camera may be reserved per production at a time. If more than one camera is needed for your production, staff permission is needed.
- The certified member is responsible for determining that portable equipment is in good working order at the time of check-out. Pasadena Media recommends that the Member set up and test all equipment before leaving the facility. Any malfunctions must be noted and given to a staff member.
- Pasadena Media makes every effort to fully charge batteries while checked-in, but cannot guarantee full batteries. Members are asked to make efforts to charge batteries as much as possible before returning gear.
- Certified members are required to immediately report any equipment malfunction to staff. If reports are not made, and malfunctions or damages are discovered, the Producer may be subject to sanctions under "Minor Violations."
- The certified member is responsible for assuring that all equipment is undamaged and in working order, and is liable to compensate Pasadena Media for repair or replacement costs resulting from any damages or losses that might occur while the equipment is checked out.
- The certified member is required to return all equipment at the check-in time specified. Equipment cannot be checked in late or producer will be subject to sanctions.
- If the certified member has not arrived within fifteen (15) minutes of the scheduled time or notified the office, the reservation is canceled and the equipment will be available to the rest of the Producers.

Studio Production Use Guidelines

- Studio reservations should be made a minimum of two (2) weeks in advance. Notification of any cancellation is required 72 hours prior to the reservation start time.
- The certified member is responsible for all aspects of the production. The certified member may assign duties to the volunteer crew as desired, but must remember the final responsibility is solely the certified member's.
- Certified members must make sure that their productions begin and end as scheduled. No studio production, whether starting early or late, will be allowed to interfere with the overall production schedule for that day. If the certified member has not arrived within 15 minutes of scheduled time the production will automatically be canceled. Studio usage must end 30 minutes prior to end of the reservation to ensure enough time for strike.

- The certified member is responsible for setup and strike of studio sets. Staff will assist, if available, but the primary responsibility is with the certified member.
- A staff member will be available during all studio productions to answer questions or provide assistance.
- All persons operating production equipment must be a certified Member.
- Staff is responsible for technical assistance and will facilitate reasonable requests of the certified member (e.g. unless equipment damage or failure could ensue, safety is compromised, scheduled production time will be greatly altered, etc.). Artistic expression is ultimately up to the certified member.
- Certified members will clean up after their productions, leaving the studio ready for the next production. Studio equipment, props etc. must be returned to their appropriate places as soon as each production is completed.

Post Production Equipment Use Guidelines

- One (1) editing computer may be reserved per certified member per day.
- Staff will be available to answer questions and assist with the editing process.
- Submission of exported show files for programming is the responsibility of certified member.

Program Completion

Programs must be completed within 60 days of being shot. The Member Services Supervisor and the Executive Director must approve extensions.

Crew Requirements

- All producers using the Pasadena production studios must maintain a minimum of three trained crew members to produce a show in the studio;
- Each crew member must successfully complete training and proficiency testing for each piece of equipment they operate;
- Pasadena Media recommends a crew of five members for a studio production to ensure enough personnel are on hand; and,
- The producer of the show is responsible for all members of their team.
- It is the responsibility of the producer to ensure all members are trained in the operation of any equipment they are using;
- Producers are responsible for the conduct of any crew member while at the facilities of Pasadena Media;
- Producers will be held responsible for any equipment damage due to abuse of a crew member or unauthorized use of Pasadena Media equipment;
- Failure to report any damage incurred may result in a suspension of privileges; and,
- Producers will be responsible for repairs/replacement of any equipment damaged by members of their crew.

THE ARROYO CHANNEL

Use of Pasadena Media facilities and equipment by members must be for the sole purpose of submitting programming for the Arroyo Channel.

Programming Standards

Scheduling And Submitting Content (Programs)

Equipment and facility use is allocated and scheduled by staff on a first come, first served basis for producers and access members who are in “good standing” (active certified members). All certified community producers must submit a program proposal that describes the intent and technical requirements for their production.

Community producers who are in good standing, have fulfilled their contractual obligations and who renew their series agreement by the designated deadline will have their contract extended to the next programming season and will maintain their current scheduled time slots. If an individual suspends their programming/production, or is not in good standing, the scheduled time slot becomes available for scheduling of other programs. Being in “good standing” means the producer has no infractions, maintains active membership status (dues paid) and completes and submits the appropriate required paperwork by the posted deadline.

Facilities, equipment use, technical assistance and channel time are provided to residents of Pasadena and surrounding areas on a first come-first served nondiscriminatory basis.

Facilities & Equipment Use Fee

Fees are required before an individual is eligible to use equipment. Production facilities and reservations for equipment and series channel time may be refused for violation of policies and procedures. See Minor and major violations sections. The response to a minor violation is a written warning. With the accumulation of two written warnings and a third infraction within a 13-week period, a community producer faces immediate suspension of privileges for the remainder of the current season. Subsequent suspension within six month will result in a one (1) year suspension. A major violation will result in immediate suspension.

Bi-Annual Series Contract Renewal

One month prior to the beginning of a new season, each producer must submit a series renewal agreement by the posted deadline. Failure to submit a completed content renewal request by the posted deadline will result in the following:

- Suspension of scheduling privileges and the first live production;
- The 1st taped episode of the “new” season being preempted;
- Potential loss of the requested time slot for the season;
- Generation of a written warning notification; and,
- The producer may be ineligible to reserve or check out the studio or field production equipment.

Submitting Content

Programs submitted after a new series period has begun will not be scheduled; however, they may be submitted at the beginning of the next series period. Special consideration may be made for submissions on a case by case basis.

Channel Airtime Access

Airtime on The Arroyo Channel is provided for free to all Pasadena residents and Pasadena Media Members. The Arroyo Channel's regular schedule is comprised of programs submitted by members of the public and content curated by Pasadena Media.

Channel Access

Access to The Arroyo Channel airtime shall be made available at no cost to:

Individual Pasadena Residents

Proof must be shown in the form of a current California ID/ Driver's License and/or a utility bill. **No PO boxes allowed.**

Organizations

Public or private organizations, institutions, or groups based in Pasadena which serve a segment of the Pasadena community that may not otherwise be served.

Pasadena residents and organizations may submit programming regardless of the use of Pasadena Media equipment and facilities. When Pasadena Media resources are not used, the submitters will be referred to as "Submitting Sponsors."

Access Television Guidelines:

1. Media must be submitted with a completed Request for Channel Time form.
2. Pasadena Media allows requests of specific cablecast dates and times. However, Pasadena Media makes the final scheduling decision.
3. Pasadena Media will make every effort to cablecast submitted programs. No guarantee will be made for specific time slots. In the event of failed airings, every effort will be made to reschedule programming at another time.
4. Pasadena Media is not responsible for lost or stolen media. (e.g. DVDs, hard drives, flash drives or any other recorded media).
5. Program producers must provide public contact information for all programming.

Community Bulletin Board

Pasadena Media accepts messages to be displayed by still or moving images on The Arroyo Channel. These messages must adhere to the same policies as all other content (e.g. non-commercial).

Guidelines for submitting community bulletin board messages are available at Pasadena Media's studio and on the Pasadena Media website.

Technical Standards

The Arroyo Channel Producer is responsible for audio and video levels conforming to Pasadena Media standards. There should be no audio or video dropouts on the submitted media and video levels must not be too low (dark) or too high (hot). Pasadena Media staff will help Producers ensure that their programs meet the technical standards.

In cases where Pasadena Media finds that the provided media is technically unacceptable for cablecast, staff will return the media to the Producer and advise how the problem can be corrected or avoided in the future. Any additional playback times will be suspended until a technically acceptable copy of the program is submitted.

Currently Pasadena Media will accept programming on DVDs or as encoded video files (mpeg-2, mp4, etc.). Contact Pasadena Media for specific standards and settings.

Programming Rights

Programs produced using Pasadena Media production equipment or facilities must first air on the Arroyo Channel prior to being presented in any manner to any other audience. Producers retain all copyright rights and responsibilities for their programs. Creating an audience for a specific program is the responsibility of the program provider.

Program Content

Each community producer must submit a completed program proposal for studio and/or field production and certify that the content complies with Pasadena Media guidelines. All program content shall be noncommercial in nature and shall not make any reference to the acquisition of a product or the promotion of a service or event. The community producer must secure signed talent releases and written permission from copyright holders for audio, visual or written material used in their program, regardless of the “fair use” test and must provide copies to Pasadena Media, upon request.

Potentially Objectionable Program Content

Pasadena Media requires that Producers provide notice to cable viewers in the event that their program contains potentially objectionable content.

Programs must not contain:

- Any material that is obscene, libelous, or slanderous or knowingly violates any federal, state or local laws;
- Lottery, gambling or pari-mutual schemes;
- Material designed to promote the sale of products or services; or promotions and endorsements for individuals seeking public office;
- Solicitation of funds; or,
- Materials or performances that require copyright or trademark authorization unless written authorization for the use of such material have been secured.
- The inclusion of any of the aforementioned constitutes major violation (see section 7).
- A program which contains any of the following may be considered “potentially offensive” when any material or work that displays or exhibits any of the following: Genitalia; or,
- Acts of human masturbation, sexual intercourse, sodomy, fellatio, cunnilingus, bestiality, excretory activities or bodily organs.

The above items shall be deemed obscene only:

- Where the average person applying contemporary standards would find that the material or work, taken as a whole appeals to the prurient interest;
- Where such work or material depicts or describes such activities in a patently offensive way; or,
- Where such work or material taken as a whole lacks serious literary, artistic, political or scientific value.

Material shall be declared adult if it displays, includes, references or exhibits any of the following;

- Strong sexual content, depicts or simulates sex acts;
- Exposes the female breast(s);
- Representation of the human genitalia;
- Descriptions and graphic verbal or visual depictions or representations of bodily excretory functions; or,
- Excessive violence, such as verbal or visual graphic depictions or representations of rape, murder, suicide or physical assault; or derisive adult language, either visual or spoken graphic depictions or representations, [i.e., sexually connoted expletives],

Mature (adult) audience programmers are required to include the following viewer advisory immediately prior to, at least once during and at the end of the program:

**“The views expressed on this program do not necessarily reflect those of The Arroyo Channel, Pasadena Media, PCAC, The City of Pasadena, or this channel's distributors.
Viewer discretion is advised.”**

The viewer advisory must be read aloud and displayed on screen for 15 seconds.

Responsibility for including the viewer advisory rests with the program's Producer or Submitting Sponsor.

Staff may also schedule the program to a more appropriate time. “Safe Harbor” occurs between 11:00 pm and 5:00 am.

For programs with potentially objectionable content, a Producer or Submitting Sponsor who submits the program without a viewer advisory is subject to sanctions outlined under “Minor Violations”.

A program that includes material meant for a mature audience must include this information on the program proposal and program statement of compliance form. Failure to include the nature of a program that is not intended for a general audience shall constitute a major violation. Programming that is adult in nature shall only be telecast during adult viewing periods and will not be eligible for repeats.(See definition for adult programming).

The First Amendment

The FCC and the Supreme Court have strongly and consistently supported First Amendment rights over all other concerns. Federal Communications Commission (FCC) rules regarding language and other programming content on Public Access cable television differ significantly

from the rules and regulations regarding the content of commercial or non-commercial public, broadcast programming.

Local franchising authorities are prevented by federal law from making PEG programming decisions based on program content.

"A CABLE TELEVISION FACT SHEET" issued in May of 1998 by the FCC outlines the criteria that Franchising Authorities are required to follow. The fact sheet states that:
In accordance with applicable franchise agreements, local franchising authorities or cable operators may adopt on their own, non-content-based rules governing the use of PEG channels. For example:

- Rules may be adopted for allocating time among competing applicants on a reasonable basis other than the content of their programming;
- Minimum production standards may be required; and,
- Users may be required to undergo training." By definition, Public Access channels are programmed by amateurs.

"Federal law permitted a cable operator to prohibit the use of a PEG channel for programming which contained obscene material, sexually explicit conduct, indecency, nudity, or material soliciting or promoting unlawful conduct. However, the U.S. Supreme Court determined that this law was unconstitutional. Therefore, cable operators may not control the content of programming on public access channels with the exception that the cable operator may refuse to transmit a public access program, or a portion of the program, which the cable operator believes contains obscenity."

Source: Section 611 of the Communications Act

Program Content Guidelines

Pasadena Media will strongly uphold every individual's and organization's right to free speech. Recognizing that there are many concerns within the Pasadena community, we affirm that this community has the right to define for itself a "community standard."

Prohibited Content

The only areas prohibited from appearing on the public access channels are those outlined here or as stated by law.

These include:

- Advertising, solicitation for funds:
No form of commercial content is allowed on the cable access channels. Programs may not mention prices, or invite the viewer to visit a commercial establishment. Programs may not solicit funds in any way or ask for donations for anything. If commercial content is questionable, Producers are advised to err on the conservative side and/or ask a staff member.
- Gambling, Lotteries, Games of Chance:
Any game, contest or promotion that combines the elements of prize, chance and consideration is prohibited.

- Unauthorized copyrighted material:
Producers are asked to be mindful of the use of anything printed, published, produced or otherwise created by another party without prior consent. Programs may not contain any material or elements that violate or otherwise infringe on another party's copyright. It is the sole responsibility of the Producer to obtain the necessary license or permission to use any such material.
- Defamation or slander, obscenity, materials deemed harmful to minors:
Producers may not violate local, state or federal laws or statutes that regulate defamation and obscenity.

If your program contains prohibited content, it will not be cablecast by Pasadena Media.
If such material is cablecast on The Arroyo Channel, only the Producer, and not Pasadena Media, is liable.

Disclaimer

All programs produced at Pasadena Media or with Pasadena Media equipment must credit the contribution of Pasadena Media during the closing credits of the program.
Studio programs must include the following disclaimer:

"The proceeding program was produced using the production equipment and facilities of Pasadena Media. The views and opinions expressed are not those of Pasadena Media or its staff."

For more information about **name of program**, contact **producer name** at **producer's home address** or **post office box, e-mail address and telephone**.

A program scheduled for cablecast on the Arroyo Channel should not include advertisements or promotions of any sale items. Any sponsor acknowledged in the credits (at the end of the program), must be done so in plain text and not with the sponsors logo.

Failure to adhere to the above technical standards may constitute a violation subject to program preemption.

Acknowledgment of Underwriting Sponsors

A Producer may give credit to an individual, company or organization that underwrites any production costs. In exchange for their support, businesses or individuals may receive a 10-second underwriting spot once every half-hour of content. The following can be included in an underwriting spot:

- contact information
- photo and/or logo
- voice-over acknowledging sponsor

Underwriting spots may not include calls to action (e.g. "Call now!"), or comparative language (e.g. "The best rates in town!"), nor visually display a product or service in the spot (e.g. someone eating food from a restaurant).

Underwriting support is meant to cover the costs of your production, and is not meant to be a source of revenue for yourself. Pasadena Media reserves the right to review financial documentation detailing your production costs and underwriting income.

Acknowledgment of Access Facilities

All programs produced with Pasadena Media equipment and facilities, and any copies, must clearly acknowledge the provision of the equipment and facilities.

The following wording is required on all programs:

*Produced through the facilities of
Pasadena Media
www.pasadenamedia.org*

A Producer who submits a program produced with Pasadena Media equipment and facilities without this acknowledgment are subject to sanctions outlined under "Minor Violations."

Advertising Or Commercial Programming

Programs produced at Pasadena Media facilities and with Pasadena Media's production equipment and transmitted over Public, Education and Government Access channels shall be non-commercial in nature.

Arroyo Channel community producers may not receive funding, goods or services as compensation for productions utilizing public access facilities and/or equipment. Advertising material of any length or type or the promotion of any business, product, service or the appeal for money constitutes a major violation. Telephone numbers and addresses shall not appear or be presented at any time during live or taped programs but may appear in the closing credits at the end of the program.

A program is commercial when one or more of the following conditions exist:

- Pasadena Media facilities and/or equipment are used by a member of the public to produce a program intended for telecast on a commercial broadcast station, cable local origination television channel or distributed by direct sales to consumers; and/or are telecast on a commercial television channel three times during a twelve (12) month calendar period;
- The mention of cost, fees and/or product or price comparison; the mention of "in stores now"; placement of logo, video or product within and at the beginning or end of a program; and the mention of "free" offers at no cost; This includes the use of graphics, video clips and audio that identifies a business and its location; or, Any visual or audio recommendation of a commercial entity, business, or event and/or such practices constitutes commercial content and is a major violation.

Community producers are required to advise guests of the rules regarding on-air conduct when discussing their profession or business. Producers are required to notify Pasadena Media staff in writing within 30 days of any violation of the non-commercial requirements. Failure to notify Pasadena Media by the deadline constitutes grounds for immediate suspension of all equipment use and programming privileges.

Identification Of Program Guests

In an effort to promote a safe and hazard-free working environment, community producers shall be required to provide a list of names of individuals invited as guests to visit Pasadena Media during a live or taped production. Additionally, producers must select a crewmember to greet other crewmembers and guests at the door prior to production. This will assist staff in knowing who should be allowed in the studio when productions are scheduled and it ensures safety for everyone.

Guests who appear on Pasadena Media programs may be verbally identified as a representative of a business.

Commercial or business representatives may not have personal or business telephone numbers or addresses stated or displayed during the program, but may be included in the closing credits at the end of the show.

Underwriting And Sponsorships

Producers may receive funding to meet the production needs for their access shows for nonprofit purposes. Funds through grants, underwriting and sponsorships may not include the labor (time) for the producer or crew. Items that may be supported by donating goods and services that are permissible expenses are:

- Equipment rental;
- Transportation;
- Sets and props; and,
- Meals.

The contribution of goods, services and funds for the production of community access programs on the Arroyo Channel may be considered taxable income by the Internal Revenue Service (IRS).

The producer must identify any individual, business, not-for-profit organization or institution that donates goods and services that defrays production costs. The notice shall be placed at both the beginning and at the end of the program and in no other location.

Total credit mention may not exceed (60) seconds per half hour segment.

The preferred audio and/or video credit should state:

“The following (or preceding) community access program has been made possible in part by (name of the sponsor).”

Underwriting and sponsorships must be reported to Pasadena Media by submitting a third-party use form.

The Use Of Copyright Material

Don't underestimate the importance of following copyright laws.

Copyright is a form of protection provided by the laws of the United States to the creators of “original works” including literary works, movies, musical works, sound recordings, paintings, photographs, software, live performances, and television or sound broadcasts. This protection is available to both published and unpublished works. The Copyright Act generally gives the owner of copyright the exclusive right to:

- Reproduce the work;
- Prepare other works based upon the work (“derivative works”);
- Distribute copies of the work by sale or other transfer of ownership, or by lease;
- Perform the work publicly; and
- Display the copyrighted work publicly.

The copyright owner also can authorize others to do all of the above.

Copyright law only covers the particular form or manner in which ideas or information have been manifested, the “form of material expression”. It does not cover the actual idea, concepts, facts, or techniques contained in the copyright work.

Producer or Submitting Sponsor Information Slate

All programs are followed by the full legal name of the Producer or submitting sponsor and public contact information. This is applicable to all locally originated and import programs.

Program Types

Series Programs

A Producer who submits programming on a regular basis will be granted a series time slot after four programs are submitted for cablecast. If a Producer fails to have a scheduled program prepared, staff will schedule a conference to attempt to remedy the problem. If the Producer fails to have a scheduled program prepared for two consecutive program time slots, the series time slots will be canceled and producer is subject to sanctions.

One-Time-Only Programs

OTO Programs may include event coverage, documentaries, feature-length films, shorts and PSAs. OTOs will be cablecast in available time slots determined by Pasadena Media.

Live Programs

A Producer may request a live-to-air production. In order for a live-to-air production to be considered, one of the following must be necessary: interaction with the Pasadena community or extremely time-sensitive information. The producer must request a meeting with staff to discuss a live program no less than one month in advance of the anticipated production date. Depending upon the complexity of the production, a planning meeting with staff may be required.

Non-member Produced Programming

Programming may also be submitted by Pasadena residents and organizations that are not members of Pasadena Media. These Submitting Sponsors shall be responsible for obtaining clearance in writing from the program owner in order to cablecast the program. The Submitting Sponsor is responsible for all costs associated with acquisition, delivery and cablecast of the imported program. Pasadena Media may also sponsor imported programming that it deems valuable to the community.

Program Distribution

Intention

Programs produced with Pasadena Media equipment and facilities must be intended for cablecast on The Arroyo Channel. Such programs may not be used for commercial purposes or any monetary gain. Commercial purposes include, but are not limited to, creating a pilot or other media to use in promotion for selling a program and promoting one's own business.

First Use

Any program in which the Producer has made use of Pasadena Media facilities and/or equipment must be cablecast at least once on The Arroyo Channel prior to, or concurrent with, cablecast on any other community access system and prior to any other form of distribution, including via the internet.

Commercial Distribution

Pasadena Media prohibits the sale or rental of any program, or any production material, such as out-takes, for personal profit or gain.

In-House Distribution

By requesting access to equipment and facilities, Producers agree that Pasadena Media may use their programs or portions of their programs for non-commercial purposes in perpetuity.

Dubbing

Dubbing and transcoding services are available for copying community access footage and programs produced with Pasadena Media equipment and/or facilities for a fee. Recordable media of acceptable quality for dubbing and transcoding may be provided by the Producer or may be purchased from Pasadena Media. Copies ("dubs") may not be used for commercial purposes.

Payment for Labor / Production Costs

A Producer may not charge others for use of Pasadena Media equipment, facilities or channel time, and all use must be in compliance with The Arroyo Channel Rules and Policies.

Programs produced with Pasadena Media equipment and/or facilities are intended for cablecast on the access channels and may not be used for commercial purposes.

Pasadena Media equipment and facilities are available to all active Producers in good standing at no cost for use in the production of programs for the community access channels.

Access channel time is free of charge for all active Members in good standing as well as Pasadena residents and organizations.

Pasadena Media is not responsible for the content and quality or the production process of the program.

Media Policies**Recordable Media Provisions**

Pasadena Media Members are encouraged to provide their own media. It is strongly recommended that The Arroyo Channel Producers do not submit their masters for cablecast. Pasadena Media is not responsible for loss or damage to media.

Media Provided by Members

Members shall assure Pasadena Media that each medium is of a quality sufficient to prevent damage or excessive wear to equipment. Inadequate media will be rejected.

Media owned by Pasadena Media

Unless authorized by staff, all media owned by Pasadena Media will remain at the access center except when checked out with production gear.

Programming on Pasadena Media media is subject to erasure following the last scheduled playback on the community access channels.

Pasadena Media Archives

Programs produced through Pasadena Media may be selected for Pasadena Media's archives. Such programs document unique community events or perspectives of social and/or historical value. Staff will decide which programs will be selected.

CODE OF ETHICS

Maintaining A Positive Environment

Individuals and organizations who use the Pasadena Media facilities and channels must agree to abide by all Pasadena Media policies. They are expected to respect the rights and dignity of the staff and other individuals in the facility. A reasonable standard of courtesy and respect must be observed.

Right to Refuse Service

Pasadena Media reserves the right to refuse service on a temporary or permanent basis. Pasadena Media may also initiate disciplinary or legal actions against individuals or organizations that violate the operating policies or otherwise interfere with or jeopardize Pasadena Media operations. Persons whose actions hinder the activities of Pasadena Media members or staff will be asked to leave the facility and will be subject to sanctions.

Anti-Harassment and Anti-Discrimination

Conduct that discriminates against or degrades any person will not be tolerated. Pasadena Media is committed to maintaining both a working and learning environment that is free of discrimination and harassment. Any member working with Pasadena Media who is found to have engaged in harassment or discriminatory behavior, shall be subject to suspension, and possibly further sanctions.

House Rules

The Arroyo Channel Producer shall be accountable for setting a tone during their production that contributes to the responsible treatment of equipment and facilities. Anyone participating in any aspect of community access programming, including training and equipment and facilities use, shall comply with these Rules and Regulations.

- Smoking is only allowed in designated areas (i.e. the plaza in front of the building).
- Food or drink is only allowed in designated areas (i.e. the kitchen and the green room).
- Office supplies and equipment are not available for use without prior consent.
- No firearms or weapons allowed in facility.
- Any person under the influence of alcohol or any other legal or illegal drug is not allowed to operate production equipment on site or in the field.
- Parents/guardians are responsible for supervising their children while in the facility.
- Pets must be certified and authorized service animals with appropriate supporting documentation and identification or be on set as talent for a production. Pets must be with their designated handler at all times.

Expectations of Members

- Respect the First Amendment rights of all Members equally.
- Strive to produce quality programs.
- Display common courtesy during production hours and keep excessive noise in check.
- Return equipment and vacate the facilities as scheduled.
- Be responsible community producers and adhere strictly to the Pasadena Media rules when producing programs for adult and /or mature audiences. Such producers are encouraged to request that these programs be telecast during periods designated for adult viewing.

- Adhere to equipment check out and check in procedures
- Report any damage or loss of equipment.
- Respect and treat access equipment as if it were your own. You must pay for all items lost or damaged while in your possession
- Keep food and beverages out of the control rooms and edit suites. Producers assume responsibility for damage resulting from the consumption or possession of food or beverages in the studios as props.
- Conform to all access policies and procedures and the Code of Ethics, and ask your guests to do the same.

Disciplinary Actions

Pasadena Media is responsible for the enforcement of the policies and procedures and will ensure that all matters pursuant the operation are handled in a fair and equitable manner with respect to each incident and situation.

VIOLATIONS

Suspension Of Privileges

The use of Pasadena Media facilities and equipment is a privilege that is available to individuals and organized groups who are certified to produce programs for the community access channels. Therefore, Pasadena Media reserves the right to refuse access on a temporary or permanent basis and/or pursue disciplinary or legal actions against individuals or organizations that violate the policies and procedures and/or jeopardize the safety and well-being of staff and other community users.

Below is a list of major and minor and violations. This list is not inclusive and Pasadena Media reserves the right establish rules to govern a safe and productive working environment.

Major Violations

Upon committing a major violation, an immediate ninety-(90) day suspension shall result. A subsequent suspension within the following six months will result in a one-year suspension.

Major violations include:

- Violation of Code of Ethics;
- Disruptive or disorderly conduct;
- Possessing or being under the influence of alcohol or drugs;
- Making false, slanderous, misleading, or fraudulent statements;
- Falsely representing oneself as a Pasadena resident or employee of the City of Pasadena or Pasadena Media;
- Abusing, vandalizing, or stealing Pasadena Media equipment, tape, or facilities;
- Dismantling, rewiring, or reconfiguring production equipment;
- Allowing unauthorized persons to use Pasadena Media equipment;
- Failing to adhere to program content guidelines;
- Using Pasadena Media facilities for purposes unrelated to the production of programs for the Arroyo Channel
- Misrepresenting a program's content and category; including the promotion of an event, and the verbal or graphic mention of the acquisition of a product or service;
- Failure to return equipment on time without prior notice or authorized extension from staff;
- Receiving payment for production services associated with the use of Pasadena Media equipment and/or facilities;

- Operation of equipment or use of facilities in an incorrect, unsafe or inappropriate manner;
- Canceling equipment or facilities reservations three times with less than 24 hours notice;

The aforementioned list is not inclusive.

Minor Violations

The response to a minor violation will be a written warning. The accumulation of two written warnings and a third infraction within six months will be immediate suspension. Pasadena Media staff reserves the right to enforce all rules and policies within this document.

- Failure to comply with the House Rules
- Failure to provide the Pasadena Media staff with advance notification when unable to use equipment or facilities as scheduled.
- Failure to complete Pasadena Media forms.
- Consumption or possession of food or beverages in the control rooms or edit suites. The producer is responsible for their guests and crew.
- Failure to remove sets and props from the studio immediately following production.
- Serving as crew without first fulfilling certification or apprenticeship requirements. (Violation is issued to responsible producer)
- Unauthorized entry of staff offices or front desk, control room, equipment storage or technical engineering areas.
- Failure to comply with check in and check out procedures.
- Failure to provide proper identification upon the request of a staff member.
- Failure to report equipment malfunction. Defective equipment reports are available for this purpose.
- Failure to complete a program within sixty (60) days of the first use of production equipment.
- Failure to completely clean up the studio and control room.
- Removal of equipment from the access center without proper check-out procedures and/or without signing an Equipment Checkout Form.
- Reserving or checking out equipment or facilities for use by a non-certified Member or a Member on suspension.

Rule Violations Enforcement Procedures

To ensure that the community access equipment and facilities remain available and in good working order, and to foster an environment of tolerance and respect, the following sanctions, violations and enforcement procedures have been established. Any Pasadena Media Member or staff member may report rule violations. Upon verifying that a rule violation has occurred, the staff member informed of or witnessing the rules violation will issue a written statement to the Member describing the rule violation and sanctions. Sanctions will become effective immediately upon report of the incident

Minor Violations

A minor violation will result in the following actions:

1. A verbal warning will be given for the first Minor Violation. The verbal warning will be kept on record for 12 months. If no other Minor Violation occurs for 12 months, the Member's record of violations will be cleared.
2. A written warning will be given for the second Minor Violation. If no other Minor Violation occurs for 12 months, the Member's record of violations will be cleared.
3. A Notice of Suspension from equipment and facilities will be given for the third Minor Violation. Initial suspension from equipment and facilities is for 30 days. Subsequent suspensions are for 90 days and require re-certification. Staff will file a written report on any suspension. At the third suspension for Minor Violations, Pasadena Media may revoke access facilities privileges permanently.

Member Appeal of Sanctions

If a Member does not agree with imposed sanctions, they may appeal the sanctions as outlined below.

- A Member may appeal sanctions by submitting a written statement to the Member Services Supervisor. If a suspension is imposed, the suspension will remain in effect throughout the appeal process.
- The Member Services Supervisor will investigate the circumstances surrounding the sanction and will return a written report to the Member within seven (7) days.
- If at this time the complainant is not satisfied, a written request for further review may be submitted to Pasadena Media Chief Operations Officer within ten (14) days of the Member Services Supervisor's response.
- The Chief Operations Officer will consider the appeal and upon review with the Executive Director, the decision of the Chief Operations Officer is final.

Complaints Grievance Procedure And Dispute Resolution

Any community producer or organized group with a complaint about programming, and to appeal a disciplinary action taken against them for violations of and non-compliance with Pasadena Media policies and procedures, may seek action by contacting (in writing) the Member Services Supervisor or the Chief Operations Officer.

The policies and procedures governing Pasadena Media operations shall be made available to all community producers and users. For downloads, they are posted on Pasadena Media's website at www.pasadenamedia.org