



PASADENA MEDIA

Revised 2025

PRODUCER HANDBOOK

PASADENA MEDIA COMMUNITY PRODUCER HANDBOOK



Welcome to Pasadena Media!

This handbook serves as a guide for all Community Producers interested in contributing to local media programming. Pasadena Media is dedicated to community access television, offering training, production resources, facilities, and platforms that support and uphold free speech.

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ABOUT PASADENA MEDIA



Pasadena Media, officially known as Pasadena Community Access Corporation (PCAC), is a 501(c)(3) nonprofit that operates Pasadena's Public, Education, and Government (PEG) Access Channels. Since 1983, Pasadena Media has inspired dialogue, fostered freedom of expression, and connected diverse communities by offering inclusive access to media production resources.

As a community media center, Pasadena Media provides training, supports productions, and distributes community-based content across multiple platforms, including cable TV and streaming services.

Distribution Platforms:

- Charter Spectrum (Pasadena & Altadena)
- DirecTV U-verse Channel 99 (throughout Los Angeles County)
- Streaming on Roku, FireTV, AppleTV, and online at www.pasadenamedia.org

Channel Lineup:

- **KPAS** – City of Pasadena Government Access (Charter Channel 3)
- **Arroyo** – Public Access (Channel 32)
- **KLRN** – Pasadena Unified School District Educational Access (Channel 95)
- **PCctv** – Pasadena City College Educational Access (Channel 96)

Main Studio Location:

150 S. Los Robles Avenue
Suite 101
Pasadena, CA 91101

Hours:

Office: Mon-Fri from 10AM-6PM
Studio: By Appointment Only

Phone:

(626) 794-8585

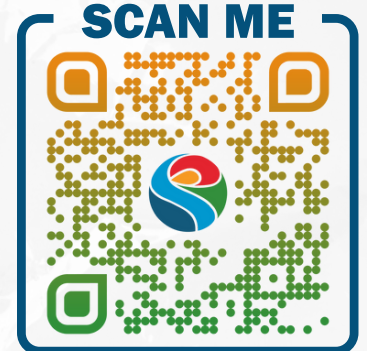
Email:

info@pasadenamedia.org

Website:

www.pasadenamedia.org






SCAN ME



PASADENA MEDIA

MEMBERSHIP TYPES & BENEFITS

Pasadena Media offers five different membership options, tailored to meet the needs of members with varying levels of experience, involvement, and production goals.

 <p>Volunteer</p>	<p>Free for Residents & Non-Residents</p>	
	<p>Includes free classes and production training, the ability to volunteer on community productions, and invitations to member events.</p>	
<p>Must be connected to a school program</p>		 <p>Intern</p>
<p>Includes all Volunteer Member benefits, plus the ability to reserve production facilities and equipment, and opportunities to work on both Pasadena Media and Community Productions.</p>		
 <p>Trainee</p>	<p>Residents: \$30 for 6 months Non-Residents: \$60 for 6 months</p>	
	<p>Offers the same benefits as the Intern level, without the requirement of a school affiliation/program.</p>	
<p>Residents: \$90 for 6 months Non-Residents: \$180 for 6 months</p>		 <p>Producer</p>
<p>Includes all Volunteer Member benefits, plus full access to reserve studio facilities, support with crewing productions, ownership of produced content, and playback on the Arroyo channel.</p>		
 <p>Limited Producer</p>	<p>Individual or Organization - Residents: Free Non-Residents: \$50 for 6 months</p>	
	<p>Includes all Volunteer Member benefits, plus submission of show content for playback on the Arroyo channel. Does not include access to reserve production facilities or equipment kits.</p>	

Note: All members must attend **Orientation** before enrolling in classes. Members who are inactive for two years may be required to complete refresher sessions. One-on-one proficiency exams are available for those who wish to test out of technical courses.



RULES OF CONDUCT



All members are expected to uphold Pasadena Media's community standards, which emphasize respect, professionalism, and inclusivity. Pasadena Media maintains a zero-tolerance policy for harassment, discrimination, and abusive behavior of any kind. All individuals—regardless of race, gender identity, sexual orientation, religion, age, ability, or background—deserve to feel safe, heard, and valued within our facilities and programming.

To ensure a safe, collaborative, and productive environment for all members, the following rules apply at all Pasadena Media facilities:

- Smoking, weapons, alcohol, illegal drugs, theft, and unauthorized removal of Pasadena Media property are strictly prohibited.
- No food or drink is allowed in the Main Studio, Podcast Studio, Control Room, or Edit Bays. Crew may have capped bottled water; open water is only allowed for talent on set. Food should be stored in the Green Room/Kitchen.
- Unauthorized use of office supplies and other staff resources is prohibited.
- Unauthorized access to restricted areas (such as equipment storage or offices) is prohibited.
- Only Pasadena Media staff may perform maintenance, disassemble any equipment, or modify programming.
- Members must respect all scheduled time slots and vacate spaces promptly at the end of a reservation, unless additional time has been approved.
- All areas used for production (including the Green Room/Kitchen) must be cleaned and returned to their original condition and placements.

Failure to comply with these rules may result in a warning, temporary suspension, revocation of membership privileges, or expulsion from the facility and its programs, depending on the severity of the violation. Pasadena Media reserves the right to refuse service or take action against individuals who violate these standards or compromise the safety and well-being of others, to ensure a safe and respectful environment for all.



TRAINING PROGRAMS & CERTIFICATION



Pasadena Media offers robust training to empower producers of all skill levels, from beginners to experienced media creators. These courses are designed to help members build the technical skills and confidence needed to create high-quality productions while safely and effectively using Pasadena Media's resources.

The **Producer Bootcamp** is a required introductory course for anyone seeking to become a certified Producer Member. Upon completion, members can pursue certification in any of the following specialized pathways:

- **Main Studio Producer** – [[Click here to view pre-production planning form](#)]
 - Certification enables members to produce in the Main Studio.
 - The **Producer Workshop** is an optional course that provides hands-on experience in the Main Studio before booking time.
- **Podcast Studio Producer** – [[Click here to view pre-production planning form](#)]
 - Certification enables members to produce in the Podcast Studio.
 - The **Podcast Workshop** is a required course that teaches producers how to operate the studio's podcast equipment.
- **VO Booth Producer** – [[Click here to view reservation form](#)]
 - VO Booth Training is an asynchronous video course available to all members who have completed the Producer Bootcamp.
- **Field Camera Producer** – [[Click here to view reservation form](#)]
 - Certification enables producers to check out and operate Pasadena Media's field camera kits.
 - **Camera Essentials** is a required course that covers the fundamentals of using field production gear before making any reservations.
 - Producers may also request a crew call for on-location/field camera operator(s) as needed.

A **Project Proposal Form** [[Click here to view](#)] submission and approval is required to begin booking any production time, studios/facilities, or equipment.

*****Certification in the relevant area is required before access is granted.*****



PRODUCING A PROGRAM



To produce content at Pasadena Media, you ***must*** be a certified Producer Member in good standing. This ensures you're trained, prepared, and approved to lead productions using our facilities and equipment.

How to Produce at Pasadena Media:

1. **Attend Orientation** – Learn about Pasadena Media's services, policies, and membership options.
2. **Become a Volunteer Member** – Sign up for classes to begin training.
3. **Complete the Producer Bootcamp** – Required to advance to Producer status.
4. **Take Required Workshops (if applicable):**
 - Podcast Workshop – Required to produce in and use the Podcast Studio.
 - Camera Essentials – Required to reserve and use field camera kits.
5. **Submit a Project Proposal Form** – Outlines your production details and needs, and must be approved.
6. **Pay the Producer Membership Fee:**
 - Residents - \$90 for 6 months | \$180 for 12 months
 - Non-Residents - \$180 for 6 months | \$360 for 12 months
7. **Submit a Pre-Production Planning or Equipment Reservation Form** – Starts the process of booking the studio or equipment based on availability.
8. **Shoot Your Show** – Coordinate with your crew and talent, set up efficiently, and film your show. Prioritize production before taking breaks, and plan meals either after or between episodes depending on time and the production schedule.
 - ***Remember to bring an SD card (and hard drive) to record or transfer your files!***
9. **Edit Your Show** – Complete post-production using Pasadena Media's Edit Bays or PRO Services, your own tools, or request a volunteer or external editor to help.
10. **Submit Final Show** – Upload to your assigned Google Drive folder or ingest it in person. Then, submit a Request for Channel Time form to schedule your broadcast.

Producers are responsible for setting up their production, coordinating with talent, managing the editing process, and ensuring all equipment is returned on time.

The Studio Coordinator is available to support you throughout the process.



PROGRAM CONTENT GUIDELINES



Pasadena Media supports free speech and creative expression while maintaining compliance with all federal, state, and local laws. As a public access platform, we provide space for diverse voices and viewpoints, but producers must follow established content guidelines and legal standards.

Prohibited Content Includes:

- Commercials or advertisements for products or services, and any solicitation of donations, except for Pasadena Media-sponsored promotions.
- Gambling, lotteries, or games of chance, including promotion of such activities.
- Unauthorized use of copyrighted material without licensing or permission.
- Defamatory, obscene, or harmful content, including hate speech or material unsuitable for minors.

Additional Requirements:

- Media containing potentially objectionable material (e.g., adult content, strong language, graphic imagery) must include a viewer advisory before the program.
- Files with dropouts, poor lighting, distorted audio, missing elements, or other quality issues will be rejected and must be corrected before resubmission.
- All shows must include an intro and outro. Crew members must be credited in the program's closing credits along with proper credit to Pasadena Media by including the official end credit tag at the very end of each episode.
- Producer contact information must also be included for viewer inquiries.

Submission Formatting:

- Content should be encoded as 1080i H.264 MPEG-4 files and transferred online when possible, but may also be delivered in person at an edit bay.
- Media files must be clearly labeled in this manner:

Program Title - Episode Name - Run Time.FileExt

(e.g. Arroyo Now - Mt Wilson Observatory - 28m45s.mp4)

******Pasadena Media reserves the right to schedule, restrict, or refuse programming that violates these policies or raises legal or ethical concerns.******



EQUIPMENT & FACILITY USE



All producers must reserve facilities and equipment using the required forms, which are provided **upon completion of the Producer Bootcamp**. These forms ensure organized scheduling and fair access for all members. Reservations must be submitted in advance and approved by staff.

Failure to show up on time—or to cancel in advance—may result in temporary suspension of booking privileges. Consistent no-shows or late arrivals disrupt operations and limit access for other producers.

Studios (Main Studio, Podcast Studio, & VO Booth):

Typically reserved for up to 3 hours per session. Requests for additional time may be considered on a case-by-case basis depending on project needs and availability.

Edit Bays:

Available in 4-hour blocks. Multiple sessions and additional time may be allowed if space permits, but walk-ins are not guaranteed.

Field Equipment:

May be reserved for up to 72 hours at a time. A mandatory 48-hour gap is required between reservations to allow others access. Extensions or back-to-back bookings are not permitted unless approved by staff.

Producers are fully responsible for:

- Setup and strike, including restoring the space/equipment to its original state and cleaning up any leftover craft services (as well as their own furnishings).
- Timely pickup and return of equipment as well as any (borrowed) items to their designated facilities or area.
- Ensuring all gear is clean, complete, and in working condition.

*****Any damage, loss, or misuse of equipment must be reported immediately. Repeated issues may lead to retraining, fines, or revoked access.*****



OWNERSHIP, DISTRIBUTION, & SPONSORSHIP

Producers retain full ownership of all original content they create at Pasadena Media. However, to protect Pasadena Media's programming schedule and maintain fair access, certain usage policies apply:

First-Air Rights:

Pasadena Media holds the exclusive first-air rights to any content produced using its facilities and equipment. This means producers may not distribute, post, or publish their content on any platform until after it has aired on Pasadena Media's channels according to the scheduled Channel Time provided by staff. Scheduling is determined based on programming needs and availability, and producers may request to be notified of their scheduled airtime in advance.

Monetization & Outside Distribution:

Any plans to monetize or distribute content outside of Pasadena Media must be reported in advance. Content created for commercial purposes must be produced through the **PRO Services** option, which requires separate approval and fees.

Sponsorship Disclosure:

All sponsorships, underwriting, or financial support related to the program must be fully disclosed in the program's credits to maintain transparency and must adhere to all federal, state, and local laws, as well as Pasadena Media's rules. For more information on these rules, please visit the Pasadena Media website.

Archiving & Retention:

Pasadena Media may keep a copy of all programs aired on its channels for record-keeping, promotional, educational, or other purposes. Producers should maintain their own master copies, as Pasadena Media cannot guarantee long-term storage.

***** These guidelines help balance producer rights with Pasadena Media's mission to provide equitable community access and quality programming. *****



RULE VIOLATIONS & APPEALS



Violations of Pasadena Media policies are categorized as **Major** or **Minor**, based on their severity and impact.

Major Violations may include, but are not limited to:

- Unauthorized use or commercial exploitation of Pasadena Media resources.
- Misrepresenting oneself as a Pasadena Media employee, staff member, or representative, rather than as an independent community producer and/or content creator whose show plays on the Arroyo channel.
- Causing damage to, loss of, or negligent misuse of equipment.
- Engaging in discrimination, harassment, or any conduct that threatens the safety, dignity, or wellbeing of others.

Minor Violations typically involve:

- Failure to show up for scheduled reservations without notice.
- Leaving production or facility areas dirty, cluttered, or improperly reset.
- Returning equipment late or in poor condition.

Penalties for violations range from:

- Written warnings.
- Suspension of membership and booking privileges for 30 to 90 days.
- Possible permanent removal from Pasadena Media programs and facilities for repeated or severe offenses.

Appeals Process:

Members may appeal disciplinary actions by submitting a written request to the Executive Director or the Pasadena Community Access Corporation (PCAC) Board.

Appeals will be reviewed and members will be notified of the outcome.

*****Pasadena Media is committed to fair, consistent, and transparent enforcement of its policies to ensure a safe, respectful, and productive creative environment for all.*****





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