



816 Pacific Avenue  
Santa Cruz, CA 95060

**BOARD OF DIRECTORS  
Regular Meeting  
April 24, 2014**

**A G E N D A**

**5:30 P.M.**

**Offices of the Corporation**

1. Roll Call

Keith Gudger (Chair), Nathan Benjamin, James Fisher, Tess Fitzgerald, Joe Hall, Caryn Machado, Mathilde Rand, Doree Steinmann, Lou Tuosto, Adam Wade, Tom Manheim [quorum is six]

2. Oral Communications

Any person may address the Board during its Oral Communications period. All Oral Communications must be directed to an item not listed on today's Consent or Regular Agenda, and must be within the jurisdiction of the Board.

3. Consideration of Late Additions to the Agenda; additions and deletions to Consent and Regular Agendas.

**CONSENT AGENDA**

4. Approve Minutes\* (p. 3)  
Regular Board Meeting Minutes of February 27, 2014.

5. Approve recommendation of the Finance Committee to accept the March 31, 2014 Financials as proposed by the Executive Director\*.

6. Approve CTV Financial Policies as recommended by the Finance Committee\*.

7. Approve the CTV Rules and Procedures as recommended by the Governance Committee\*.

**REGULAR AGENDA**

8. Oral Report of Executive Director

9. Oral Report of Board Chair \*

10. Board Member / Staff Requests for Specific Items to Appear on next Meeting Agenda

11. Announcements.

## 12. Adjournment.

Any person may address the Board during its Public Comment period. Each presentation will be limited to three minutes and individuals may speak only once during Public Comment. A maximum of five minutes will be set aside for this period at this meeting. If the period runs beyond five minutes, the Board may, at its discretion, allow time at the end of the meeting for additional public comment. All comments must be directed to an item NOT listed on today's agenda and must be within the subject matter jurisdiction of the Board. Preference will be given to individuals who did not speak at the previous Board meeting. All speakers must address the entire Board and will not be permitted to engage in dialogue. Speakers are requested to sign the sheet designated for that purpose so that their names may accurately be reflected in the minutes of the meeting. Regular Agenda Items: Members of the public may speak on any item on the agenda. Each presentation will be limited to three minutes. The maximum time devoted to public input on any item will be determined by the Chair.

**\* Material Included in Board Packet**



816 Pacific Avenue  
Santa Cruz, CA 95060

## EXECUTIVE COMMITTEE

**Regular Meeting**

**April 24, 2014**

## AGENDA

**5:30 P.M.**

**Offices of the Corporation**

1. Roll Call

Keith Gudger (Chair), Nathan Benjamin, James Fisher, Tess Fitzgerald, Joe Hall, Caryn Machado, Mathilde Rand, Doree Steinmann, Lou Tuosto, Adam Wade, Tom Manheim [quorum is three]

ALL ITEMS AS SET FORTH ON THE AGENDA OF THE REGULAR MEETING OF THE BOARD OF DIRECTORS NOTICED CONCURRENTLY.

IF A QUORUM OF THE FULL BOARD IS NOT PRESENT AT THE REGULAR BOARD MEETING, THE MEETING WILL BE ADJOURNED TO THE EXECUTIVE COMMITTEE MEETING. IF A QUORUM OF THE EXECUTIVE COMMITTEE (3) IS PRESENT, THE EXECUTIVE COMMITTEE WILL MEET TO TAKE ACTION ON THE ITEMS IN THE AGENDA.

Any person may address the Board during its Public Comment period. Each presentation will be limited to three minutes and individuals may speak only once during Public Comment. A maximum of five minutes will be set aside for this period at this meeting. If the period runs beyond five minutes, the Board may, at its discretion, allow time at the end of the meeting for additional public comment. All comments must be directed to an item NOT listed on today's agenda and must be within the subject matter jurisdiction of the Board. Preference will be given to individuals who did not speak at the previous Board meeting. All speakers must address the entire Board and will not be permitted to engage in dialogue. Speakers are requested to sign the sheet designated for that purpose so that their names may accurately be reflected in the minutes of the meeting. Regular Agenda Items: Members of the public may speak on any item on the agenda. Each presentation will be limited to three minutes. The maximum time devoted to public input on any item will be determined by the Chair.

## CTV Production Report

Over the course of the past month, CTV has continued to strengthen its relationship with community clients and bridge new connections within the community. Very positive feedback has been received recently including this testimonial from George Jarrow of Dominican Hospital:

“ I have been working with Community Television for many years. The recent restructuring and production skills of Jeromie Whalen resulted in the best production yet! The HD quality, editing, and very fast turnaround time was excellent. The posting on YouTube is a great way to share the final product. The team was great to work with and very professional. I am looking forward to the next opportunity to work with CTV”

On the equipment side of things, CTV is excited to announce the acquisition of new T5i Digital SLR cameras for video production. These cameras will allow CTV to produce professional quality video while reducing our production footprint and setup time. The cameras will also allow CTV to increase revenue through rental agreements.

CTV continues to improve its relationships in the community while staying current with new technological trends.

Jeromie Whalen  
Director of Content and Production  
Community TV of Santa Cruz County

**CTV Board of Directors  
Regular Meeting  
March 27, 2014**

**Meeting Minutes**

1. Roll Call

Voting Members Present: Keith Gudger (Chair), James Fisher, Joe Hall, Tom Manheim, Caryn Machado, Mathilde Rand; Lou Tuosto (after #9).

Voting Members Absent: Adam Wade, Tess Fitzgerald, Doree Steinmann and Nathan Benjamin

2. Oral Communications

No one addressed the Board.

3. Consideration of Late Additions to the Agenda; additions and deletions to the Consent and Regular Agendas.

**CONSENT AGENDA**

4. APPROVED the Regular Board Meeting minutes of February 27, 2014

5. APPROVED recommendation of the Finance Committee to accept the February 28, 2014 Financials as proposed by the Executive Director\*.

6. ACCEPTED James Fisher's resignation as Secretary of the Organization

7. APPROVED appointment of Tess Fitzgerald as Secretary of the Organization

8. APPROVED appointment of Tom Manheim to the Finance Committee

Upon the motion of Rand, duly seconded by Hall, the Board, by unanimous vote, approved the consent agenda.

**REGULAR AGENDA**

9. Oral Report of Executive Director.

10. Discussion of Proposed Policies and Procedures.

11. Oral Report of Board Chair.

12. Board Member / Staff Requests for Specific Items to Appear on next Meeting Agenda.

13. Announcements.

14. Adjournment.

Upon the motion of Rand, duly seconded by Manheim, the board adjourned the meeting at approximately 5:55 PM.

**This set of minutes to be approved on April 24, 2014**

Approved: \_\_\_\_\_  
Board Chair

Attest: \_\_\_\_\_  
Board Secretary

## Finance Policies at CTV, March 31st, 2014

All employees and members of the Board of Directors are expected to use good judgment, to adhere to high ethical standards, and to act in such a manner as to avoid any actual or potential conflict of interest.

- All mail is opened by the Executive Director or the Board Chair. The finance person receives downloaded printout of bank statements from the Executive Director.
- All incoming checks are copied, and copies are filed in bank deposit file by month.
- Copies of all bank deposit slips are retained in chronological order with copies of the deposited checks.
- All checks are entered into QuickBooks by the finance contractor or as assigned to the finance intern. All checks are endorsed and then deposited weekly by finance/bookkeeping contractor.
- Blank checks are stored securely. All blank checks are signed out in a log kept with the blank checks.
- All outgoing checks are signed by the executive director to make sure that all expenses and checks are authorized. All checks have the board chair and/or treasurer as a second signer. The paperwork for all bills will be included with the checks until both signatures have been acquired. The last signer will separate the checks from the paperwork and prepare envelopes for mailing, leaving outgoing bills/checks in the outgoing mail tray in the front reception area. Paperwork will be returned to the finance office.
- All check requests must be reviewed, initialed and dated by the executive director.
- Bank reconciliation will be reviewed by the executive director and/or treasurer, and the bookkeeper monthly. The bookkeeper will reconcile monthly in QuickBooks. When possible, someone other than the person posting transactions should reconcile bank accounts. Someone who doesn't reconcile should always review the reports. The Executive Director will approve reconciliation reports by signing and dating the report in the upper right hand corner.
- The executive director and the treasurer will meet two weeks prior to the board meeting where CTV finances will be reviewed to examine all financial reporting and documents, in addition to weekly meetings. Financial review by the full board will occur quarterly.
- Payroll timesheets are currently collected on paper, signed by employees and their managers and sent to the admin assistant for processing via Paychex. Admin currently calls in the approved payroll hours.
- The Executive Director will approve all credit card and PayPal account reports by signing and dating the upper right hand corner.
- Petty cash of \$100 to be kept in a lock box locked in the finance desk. When cash is used a record must be entered in the petty cash spreadsheet. Receipts for all purchases are kept in the locked box. When cash is low, submit a check request form signed by the E.D. A check will be cut in the amount to bring petty cash back to \$100.
- Deposits are made regularly (at least weekly). All checks larger than \$5000 will be deposited immediately. Deposits can only be made by the bookkeeper, an Administrative Assistant, the Executive Director or an Officer of the Corporation.

- Any expenditure in excess of \$1000 for the purchase of a single item should have bids from three (3) suppliers if possible. These bids will be reviewed by the Executive Director and the bid award must be specifically approved in advance by the Executive Director.
- Passwords for anything involving CTV's finances, including all online accounts and all computer software shall be stored securely in the finance office. Passwords should be changed quarterly.
- The compliance checklist must be filled out and signed monthly by the Executive Director and Treasurer. All bills and checks must be approved by the executive director and reviewed by the treasurer.
  
- **Documents to be presented to the treasurer monthly**
  - Balance Sheet
  - Budget vs Actuals
- **Documents to be presented to the board quarterly**
  - Balance Sheet
  - Budget vs Actuals



## Monthly Checklist

<b>Procedure</b>	<b>E.D.</b>	<b>Treas.</b>
Bank reconciliation complete and initialed.		
All check requests approved (initialed).		
Petty cash reconciled (initialed).		
Balance sheet reviewed and approved.		
Profit and Loss sheet reviewed and approved.		
All checks compared to check requests.		
Invoices reviewed.		
Credit card statement reviewed and approved / initialed.		
PayPal statement reviewed and approved / initialed.		
Deposits reviewed and approved.		
Regular government income received.		
Monthly payables paid.		

Community Television of Santa Cruz County

Profit & Loss Prev Year Comparison

March 2014

04/21/14

	Mar 14	Mar 13	\$ Change	% Change
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
4000 · CAPITAL REVENUE				
4100 · County PEG Fees	85,941.02	52,085.53	33,855.49	65.0%
Total 4000 · CAPITAL REVENUE	85,941.02	52,085.53	33,855.49	65.0%
4300 · OPERATING REVENUE				
4101 · County BOS Meetings	6,166.66	0.00	6,166.66	100.0%
4102 · Watsonville Government Meeti...	1,005.00	1,760.00	-755.00	-42.9%
4103 · City of Capitola Gov. Meetings	5,000.00	4,731.97	268.03	5.7%
4104 · SCMTD Meetings	400.00	200.00	200.00	100.0%
4106 · City of Santa Cruz Gov. Mtg.	484.00	242.00	242.00	100.0%
4107 · Wats/Cap/Cty Charter Fees	3,088.34	1,544.31	1,544.03	100.0%
4108 · SCCRTC Meetings	200.00	200.00	0.00	0.0%
4109 · SCWD Government Meetings	325.00	0.00	325.00	100.0%
4110 · Memberships	0.00	350.76	-350.76	-100.0%
4111 · Administration Fees	105.00	74.00	31.00	41.9%
4112 · Prod. Serv. - Media Dubbing	60.00	48.00	12.00	25.0%
4115 · Digital Media Sales	0.00	73.00	-73.00	-100.0%
4130 · Classes	0.00	340.00	-340.00	-100.0%
4135 · Third Party Agreements	0.00	100.00	-100.00	-100.0%
4160 · In Kind Donations of Services	0.00	596.72	-596.72	-100.0%
4164 · Donations				
4165 · Donations - General	900.00	750.00	150.00	20.0%
Total 4164 · Donations	900.00	750.00	150.00	20.0%
4166 · Grants	0.00	2,014.22	-2,014.22	-100.0%
4180 · Interest Earned	0.00	25.65	-25.65	-100.0%
4185 · Misc. Income	2,227.20	0.00	2,227.20	100.0%
4200 · Production Service				
4230 · Production-PUB	200.00	1,100.00	-900.00	-81.8%
Total 4200 · Production Service	200.00	1,100.00	-900.00	-81.8%
Total 4300 · OPERATING REVENUE	20,161.20	14,150.63	6,010.57	42.5%
4170 · Fiscal Sponsorships Income	1,495.00	665.00	830.00	124.8%
Total Income	107,597.22	66,901.16	40,696.06	60.8%
Gross Profit	107,597.22	66,901.16	40,696.06	60.8%
<b>Expense</b>				
5000 · CAPITAL EXPENDITURES				
5100 · Facility				
7400 · Facility Rep./Maint./Security	1,304.37	60.81	1,243.56	2,045.0%
6701 · Facility/Equip. Insurance	0.00	248.14	-248.14	-100.0%
7300 · Facilities & Equipment Rental	147.91	70.00	77.91	111.3%
5100 · Facility - Other	73.69	0.00	73.69	100.0%
Total 5100 · Facility	1,525.97	378.95	1,147.02	302.7%
5200 · Equipment				
7215 · Copy Machine Lease	243.51	286.01	-42.50	-14.9%
7050 · Production Equip. Replacement				
7053 · Prod.Equip.Replacement-N...	0.00	538.95	-538.95	-100.0%
Total 7050 · Production Equip. Repl...	0.00	538.95	-538.95	-100.0%
Total 5200 · Equipment	243.51	824.96	-581.45	-70.5%
Total 5000 · CAPITAL EXPENDITURES	1,769.48	1,203.91	565.57	47.0%
6000 · OPERATING EXPENSES				
6500 · PEG Access Services & Supplies				
6100 · Advertising	0.00	70.05	-70.05	-100.0%
6300 · Bank Charges	25.00	69.51	-44.51	-64.0%
6600 · Dues & Subscriptions	0.00	29.43	-29.43	-100.0%
6650 · Interest on Leased Equip.	0.00	292.31	-292.31	-100.0%
6700 · Insurance	19.60	645.07	-625.47	-97.0%
7100 · Office Supplies	29.66	85.99	-56.33	-65.5%
7105 · Production Expenses	0.00	644.62	-644.62	-100.0%
7200 · Postage/Freight	39.39	200.00	-160.61	-80.3%
7401 · Facility Supplies	5.32	0.00	5.32	100.0%
7640 · Licenses/Fees/Misc. Taxes	525.00	712.77	-187.77	-26.3%
7700 · Telephone/Telecommunicatio...	257.42	915.58	-658.16	-71.9%
7900 · Facility Utilities	960.82	1,746.78	-785.96	-45.0%
Total 6500 · PEG Access Services & ...	1,862.21	5,412.11	-3,549.90	-65.6%
6800 · Contracted Services				
6900 · Contract Services-Audit/Payroll	150.96	363.00	-212.04	-58.4%
7003 · Contract Services-Janitorial	365.00	365.00	0.00	0.0%
7005 · Contract Services-Board Clerk	0.00	105.00	-105.00	-100.0%
7007 · Contract Services-CMAP	0.00	17,696.00	-17,696.00	-100.0%
7010 · Contract Services-Consulting	1,031.25	2,908.00	-1,876.75	-64.5%
7110 · Contract Services-Legal	0.00	446.25	-446.25	-100.0%
Total 6800 · Contracted Services	1,547.21	21,883.25	-20,336.04	-92.9%
7000 · Staff Development & Fundraising				
7405 · Training/conferences	0.00	95.00	-95.00	-100.0%
7800 · Travel/Meals	0.00	293.86	-293.86	-100.0%
7920 · Retreats/Events	0.00	59.98	-59.98	-100.0%
Total 7000 · Staff Development & Fun...	0.00	448.84	-448.84	-100.0%

## Community Television of Santa Cruz County

## Profit &amp; Loss Prev Year Comparison

March 2014

	Mar 14	Mar 13	\$ Change	% Change
7500 · Operating Salaries & Benefits				
7510 · Salaries - Executive Director	0.00	3,487.26	-3,487.26	-100.0%
7520 · Salaries - Programming Coord.	1,155.58	3,110.67	-1,955.09	-62.9%
7530 · Salaries - Access Facilitator	0.00	3,254.50	-3,254.50	-100.0%
7535 · Salaries - Admin. Coordinator	0.00	2,378.25	-2,378.25	-100.0%
7540 · Salaries - Playback Tech	0.00	2,648.10	-2,648.10	-100.0%
7541 · Salaries - Production Super.	0.00	3,219.00	-3,219.00	-100.0%
7545 · Salaries - Operations Coord.	0.00	3,544.23	-3,544.23	-100.0%
7585 · Salaries - Extra Help Govt.	454.95	989.33	-534.38	-54.0%
7586 · Salaries - Extra Help Trainers	0.00	303.23	-303.23	-100.0%
7588 · Salaries - Education Coordin...	0.00	1,150.00	-1,150.00	-100.0%
7589 · Salaries - Extra Help Prod Asst	0.00	2,569.83	-2,569.83	-100.0%
7620 · Payroll Taxes/Workers Comp				
7621 · Payroll Taxes	208.56	2,419.37	-2,210.81	-91.4%
7635 · Workers Comp	0.00	575.25	-575.25	-100.0%
Total 7620 · Payroll Taxes/Workers ...	208.56	2,994.62	-2,786.06	-93.0%
7630 · Health/Dental/Vision	2,667.48	4,108.47	-1,440.99	-35.1%
7663 · Stipend	0.00	833.34	-833.34	-100.0%
Total 7500 · Operating Salaries & Ben...	4,486.57	34,590.83	-30,104.26	-87.0%
Total 6000 · OPERATING EXPENSES	7,895.99	62,335.03	-54,439.04	-87.3%
6400 · Depreciation Exp-Prod Equip	0.00	1,927.76	-1,927.76	-100.0%
6405 · Depreciation Exp-Equipment	0.00	297.40	-297.40	-100.0%
6410 · Depreciation Exp-Leasehold	0.00	508.66	-508.66	-100.0%
6412 · Depreciation - Prod. Vehicle	0.00	2,163.50	-2,163.50	-100.0%
9100 · Suspense	0.00	-1,293.79	1,293.79	100.0%
9920 · Reimbursable Expenses	205.39	0.00	205.39	100.0%
Total Expense	9,870.86	67,142.47	-57,271.61	-85.3%
Net Ordinary Income	97,726.36	-241.31	97,967.67	40,598.3%
Other Income/Expense				
Other Expense				
8000 · County Expenses - Haber Lease	17,708.84	8,854.42	8,854.42	100.0%
Total Other Expense	17,708.84	8,854.42	8,854.42	100.0%
Net Other Income	-17,708.84	-8,854.42	-8,854.42	-100.0%
Net Income	80,017.52	-9,095.73	89,113.25	979.7%

Community Television of Santa Cruz County

Profit & Loss Prev Year Comparison

July 2013 through March 2014

04/21/14

	Jul '13 - Mar 14	Jul '12 - Mar 13	\$ Change	% Change
Ordinary Income/Expense				
Income				
4000 - CAPITAL REVENUE				
4100 - County PEG Fees	429,705.10	468,769.77	-39,064.67	-8.3%
Total 4000 - CAPITAL REVENUE	429,705.10	468,769.77	-39,064.67	-8.3%
4300 - OPERATING REVENUE				
4101 - County BOS Meetings	30,833.30	0.00	30,833.30	100.0%
4102 - Watsonville Government Meetings	5,735.00	6,450.00	-715.00	-11.1%
4103 - City of Capitola Gov. Meetings	14,528.72	14,323.60	205.12	1.4%
4104 - SCMTD Meetings	1,000.00	1,600.00	-600.00	-37.5%
4105 - County Operating Funds	52,968.30	0.00	52,968.30	100.0%
4106 - City of Santa Cruz Gov. Mtg.	1,573.00	2,105.00	-532.00	-25.3%
4107 - Wats/Cap/Cty Charter Fees	15,441.70	13,898.79	1,542.91	11.1%
4108 - SCRTC Meetings	1,150.00	1,950.00	-800.00	-41.0%
4109 - SCWD Government Meetings	750.00	0.00	750.00	100.0%
4110 - Memberships	1,295.00	4,540.76	-3,245.76	-71.5%
4111 - Administration Fees	211.50	426.25	-214.75	-50.4%
4112 - Prod. Serv. - Media Dubbing	315.00	846.00	-531.00	-62.8%
4114 - Underwriting & Sponsorships	1,000.00	7.50	992.50	13,233.3%
4115 - Digital Media Sales	359.00	945.00	-586.00	-62.0%
4119 - Sales-T-shirts	0.00	40.00	-40.00	-100.0%
4120 - Facility Rental	36.00	0.00	36.00	100.0%
4130 - Classes	7,447.20	6,550.00	897.20	13.7%
4135 - Third Party Agreements	500.00	965.00	-465.00	-48.2%
4160 - In Kind Donations of Services	3,440.34	5,370.48	-1,930.14	-35.9%
4164 - Donations				
4165 - Donations - General	1,468.90	1,425.00	43.90	3.1%
Total 4164 - Donations	1,468.90	1,425.00	43.90	3.1%
4166 - Grants	832.13	12,755.57	-11,923.44	-93.5%
4180 - Interest Earned	67.83	128.36	-60.53	-47.2%
4185 - Misc. Income	2,227.20	3,349.04	-1,121.84	-33.5%
4190 - Gain/Loss on Sale of Assets	1,782.00	334.00	1,448.00	433.5%
4195 - Temp. Restricted Revenue	0.00	0.00	0.00	0.0%
4200 - Production Service				
4210 - Production-GOV	2,400.00	0.00	2,400.00	100.0%
4220 - Production-EDU	2,400.00	4,495.00	-2,095.00	-46.6%
4230 - Production-PUB	10,975.00	12,770.00	-1,795.00	-14.1%
Total 4200 - Production Service	15,775.00	17,265.00	-1,490.00	-8.6%
Total 4300 - OPERATING REVENUE	160,737.12	95,275.35	65,461.77	68.7%
4170 - Fiscal Sponsorships Income	2,280.00	2,841.25	-561.25	-19.8%
Total Income	592,722.22	566,886.37	25,835.85	4.6%
Gross Profit	592,722.22	566,886.37	25,835.85	4.6%
Expense				
5000 - CAPITAL EXPENDITURES				
5100 - Facility				
7400 - Facility Rep./Maint./Security	3,124.46	1,934.01	1,190.45	61.6%
6701 - Facility/Equip. Insurance	4,863.51	2,233.26	2,630.25	117.8%
7300 - Facilities & Equipment Rental	2,000.20	1,630.84	369.36	22.7%
5100 - Facility - Other	73.69	0.00	73.69	100.0%
Total 5100 - Facility	10,061.86	5,798.11	4,263.75	73.5%
5200 - Equipment				
7215 - Copy Machine Lease	3,334.14	3,220.26	113.88	3.5%
7051 - Equipment Repair	549.19	1,043.00	-493.81	-47.4%
7011 - Automation Equipment	20,594.97	480.00	20,114.97	4,190.6%
7050 - Production Equip. Replacement				
7052 - Prod. Equip. Replacement-Depr.	0.00	0.00	0.00	0.0%
7053 - Prod.Equip.Replacement-NonDe...	103.53	2,203.16	-2,099.63	-95.3%
Total 7050 - Production Equip. Replacem...	103.53	2,203.16	-2,099.63	-95.3%
7055 - Equipment				
7057 - Equipment - Non Depreciated	340.33	501.24	-160.91	-32.1%
Total 7055 - Equipment	340.33	501.24	-160.91	-32.1%
Total 5200 - Equipment	24,922.16	7,447.66	17,474.50	234.6%
Total 5000 - CAPITAL EXPENDITURES	34,984.02	13,245.77	21,738.25	164.1%
6000 - OPERATING EXPENSES				
6500 - PEG Access Services & Supplies				
6100 - Advertising	93.25	313.55	-220.30	-70.3%
6300 - Bank Charges	495.80	500.66	-4.86	-1.0%
6600 - Dues & Subscriptions	1,662.17	2,186.78	-524.61	-24.0%
6650 - Interest on Leased Equip.	1,174.27	3,301.71	-2,127.44	-64.4%
6700 - Insurance	716.74	5,752.29	-5,035.55	-87.5%
7061 - Production Truck/ Repairs/Maint	441.00	261.73	179.27	68.5%
7100 - Office Supplies	1,419.19	1,977.74	-558.55	-28.2%
7105 - Production Expenses	422.32	1,216.39	-794.07	-65.3%
7200 - Postage/Freight	550.28	915.16	-364.88	-39.9%
7205 - Printing	348.97	347.70	1.27	0.4%
7401 - Facility Supplies	382.04	345.04	37.00	10.7%
7640 - Licenses/Fees/Misc. Taxes	7,163.01	5,628.90	1,534.11	27.3%
7700 - Telephone/Telecommunications	5,685.19	7,681.41	-1,996.22	-26.0%
7900 - Facility Utilities	12,491.05	15,190.71	-2,699.66	-17.8%
Total 6500 - PEG Access Services & Suppl...	33,045.28	45,619.77	-12,574.49	-27.6%

Community Television of Santa Cruz County

Profit & Loss Prev Year Comparison

July 2013 through March 2014

04/21/14

	Jul '13 - Mar 14	Jul '12 - Mar 13	\$ Change	% Change
6800 - Contracted Services				
7009 - Contracted Services-Dir Cont	7,200.00	0.00	7,200.00	100.0%
6900 - Contract Services-Audit/Payroll	13,031.04	13,118.58	-87.54	-0.7%
7003 - Contract Services-Janitorial	2,920.00	3,285.00	-365.00	-11.1%
7005 - Contract Services-Board Clerk	0.00	1,155.00	-1,155.00	-100.0%
7006 - Contract Service -AmeriCorp	4,000.00	0.00	4,000.00	100.0%
7007 - Contract Services-CMAP	74,859.00	25,040.00	49,819.00	199.0%
7010 - Contract Services-Consulting	4,058.75	9,114.50	-5,055.75	-55.5%
7110 - Contract Services-Legal	917.35	1,373.35	-456.00	-33.2%
7910 - Contract Services-Field Prod.	0.00	150.00	-150.00	-100.0%
7915 - Contracted Services-Dunbar Prod	43,333.32	0.00	43,333.32	100.0%
<b>Total 6800 - Contracted Services</b>	<b>150,319.46</b>	<b>53,236.43</b>	<b>97,083.03</b>	<b>182.4%</b>
7000 - Staff Development & Fundraising				
7405 - Training/conferences	803.00	530.00	273.00	51.5%
7800 - Travel/Meals	1,074.31	2,567.64	-1,493.33	-58.2%
7920 - Retreats/Events	1,121.40	619.27	502.13	81.1%
7950 - Misc. Expense	6.50	0.00	6.50	100.0%
8600 - Special Events Expense	264.20	0.00	264.20	100.0%
<b>Total 7000 - Staff Development &amp; Fundraisi...</b>	<b>3,269.41</b>	<b>3,716.91</b>	<b>-447.50</b>	<b>-12.0%</b>
7500 - Operating Salaries & Benefits				
7510 - Salaries - Executive Director	4,513.07	41,061.33	-36,548.26	-89.0%
7512 - Salaries - Development Director	36,535.01	0.00	36,535.01	100.0%
7517 - Salaries - General Technician	0.00	7,348.06	-7,348.06	-100.0%
7520 - Salaries - Programming Coord.	4,126.74	28,720.81	-24,594.07	-85.6%
7530 - Salaries - Access Facilitator	23,654.10	29,269.03	-5,614.93	-19.2%
7535 - Salaries - Admin. Coordinator	19,898.41	21,630.00	-1,731.59	-8.0%
7540 - Salaries - Playback Tech	5,028.97	25,249.40	-20,220.43	-80.1%
7541 - Salaries - Production Super.	9,717.87	29,452.00	-19,734.13	-67.0%
7542 - Salaries - Media Coordinator	9,867.00	0.00	9,867.00	100.0%
7545 - Salaries - Operations Coord.	22,515.31	35,838.02	-13,322.71	-37.2%
7585 - Salaries - Extra Help Govt.	7,124.74	7,345.59	-220.85	-3.0%
7586 - Salaries - Extra Help Trainers	460.54	1,489.82	-1,029.28	-69.1%
7588 - Salaries - Education Coordinato	740.00	3,470.00	-2,730.00	-78.7%
7589 - Salaries - Extra Help Prod Asst	6,667.72	16,629.11	-9,961.39	-59.9%
7620 - Payroll Taxes/Workers Comp				
7621 - Payroll Taxes	12,629.34	23,156.90	-10,527.56	-45.5%
7635 - Workers Comp	2,416.00	5,394.25	-2,978.25	-55.2%
<b>Total 7620 - Payroll Taxes/Workers Comp</b>	<b>15,045.34</b>	<b>28,551.15</b>	<b>-13,505.81</b>	<b>-47.3%</b>
7630 - Health/Dental/Vision	53,491.26	38,698.64	14,792.62	38.2%
7663 - Stipend	0.00	7,500.02	-7,500.02	-100.0%
<b>Total 7500 - Operating Salaries &amp; Benefits</b>	<b>219,386.08</b>	<b>322,252.98</b>	<b>-102,866.90</b>	<b>-31.9%</b>
Total 6000 - OPERATING EXPENSES	406,020.23	424,826.09	-18,805.86	-4.4%
6400 - Depreciation Exp-Prod Equip	15,124.40	27,266.57	-12,142.17	-44.5%
6405 - Depreciation Exp-Equipment	1,202.79	3,134.14	-1,931.35	-61.6%
6410 - Depreciation Exp-Leasehold	3,051.96	4,577.94	-1,525.98	-33.3%
6412 - Depreciation - Prod. Vehicle	12,981.00	19,398.77	-6,417.77	-33.1%
9100 - Suspense	20,512.87	-1,293.79	21,806.66	1,685.5%
9920 - Reimbursable Expenses	205.39	0.00	205.39	100.0%
<b>Total Expense</b>	<b>494,082.66</b>	<b>491,155.49</b>	<b>2,927.17</b>	<b>0.6%</b>
<b>Net Ordinary Income</b>	<b>98,639.56</b>	<b>75,730.88</b>	<b>22,908.68</b>	<b>30.3%</b>
Other Income/Expense				
Other Expense				
8000 - County Expenses - Haber Lease	88,544.20	79,689.78	8,854.42	11.1%
<b>Total Other Expense</b>	<b>88,544.20</b>	<b>79,689.78</b>	<b>8,854.42</b>	<b>11.1%</b>
<b>Net Other Income</b>	<b>-88,544.20</b>	<b>-79,689.78</b>	<b>-8,854.42</b>	<b>-11.1%</b>
<b>Net Income</b>	<b>10,095.36</b>	<b>-3,958.90</b>	<b>14,054.26</b>	<b>355.0%</b>

04/21/14

Community Television of Santa Cruz County  
Balance Sheet Prev Year Comparison  
As of March 31, 2014

	Mar 31, 14	Mar 31, 13	\$ Change	% Change
<b>ASSETS</b>				
Current Assets				
Checking/Savings				
1070 · CD 12 month Cert SCCCUCU	48,098.36	0.00	48,098.36	100.0%
1010 · Checking-SCCCUCU	37,979.43	81,024.34	-43,044.91	-53.1%
1015 · PayPal Checking-SCCCUCU	28,588.45	24,156.31	4,432.14	18.4%
1020 · Savings-SCCCUCU	51,510.62	55,358.88	-3,848.26	-7.0%
1021 · Petty Cash Fund	187.52	216.50	-28.98	-13.4%
1030 · Wells Fargo - 50032	2,912.36	2,932.36	-20.00	-0.7%
1045 · SCCCUCU Money Market	0.00	48,089.54	-48,089.54	-100.0%
1055 · CD Acct 2304 (13 month)	11,846.54	11,840.62	5.92	0.1%
1060 · Savings-Wells Fargo 10445	5,605.11	19,342.02	-13,736.91	-71.0%
1099 · Cash Box	40.00	40.00	0.00	0.0%
Total Checking/Savings	186,768.39	243,000.57	-56,232.18	-23.1%
Accounts Receivable				
1115 · Accounts Receivable	73,593.19	16,692.50	56,900.69	340.9%
Total Accounts Receivable	73,593.19	16,692.50	56,900.69	340.9%
Other Current Assets				
1117 · A/R - Temp. Restricted	457,514.95	341,106.07	116,408.88	34.1%
1125 · County Reserve Acct. Restricted	-33,333.30	0.00	-33,333.30	-100.0%
1200 · Prepaid Insurance				
1202 · Accident	1,125.00	0.00	1,125.00	100.0%
1203 · Crime Coverage	336.66	235.69	100.97	42.8%
1204 · Crime/(401K) Erisa Bond	59.88	127.00	-67.12	-52.9%
1209 · Liability / D&O (SLIP)	5,268.50	3,173.07	2,095.43	66.0%
1210 · Property Liability (SPIP)	1,520.94	744.47	776.47	104.3%
Total 1200 · Prepaid Insurance	8,310.98	4,280.23	4,030.75	94.2%
1260 · Prepaid Expenses	29,928.79	3,226.60	26,702.19	827.6%
1300 · PFG Common Stock	4,931.00	2,893.00	2,038.00	70.5%
Total Other Current Assets	467,352.42	351,505.90	115,846.52	33.0%
Total Current Assets	727,714.00	611,198.97	116,515.03	19.1%

04/21/14

Community Television of Santa Cruz County  
Balance Sheet Prev Year Comparison  
As of March 31, 2014

	Mar 31, 14	Mar 31, 13	\$ Change	% Change
Fixed Assets				
1600 · Production Equipment				
1700 · Accum Depr-Production Equipment	-450,944.36	-429,383.49	-21,560.87	-5.0%
1600 · Production Equipment - Other	653,710.07	633,004.24	20,705.83	3.3%
Total 1600 · Production Equipment	202,765.71	203,620.75	-855.04	-0.4%
1602 · Board of Supervisors Equipment				
1702 · Accum Depr-Board of Supervisors	-58,956.90	-58,956.90	0.00	0.0%
1602 · Board of Supervisors Equipment - ...	58,956.90	58,956.90	0.00	0.0%
Total 1602 · Board of Supervisors Equipm...	0.00	0.00	0.00	0.0%
1620 · Office Furniture/Equipment				
1720 · Accum Depr-Furniture/Equipment	-77,377.33	-81,358.17	3,980.84	4.9%
1620 · Office Furniture/Equipment - Other	95,337.82	80,027.03	15,310.79	19.1%
Total 1620 · Office Furniture/Equipment	17,960.49	-1,331.14	19,291.63	1,449.3%
1625 · Leasehold Improvement				
1725 · Accum Depr-Leasehold Improv.	-105,617.86	-94,979.00	-10,638.86	-11.2%
1625 · Leasehold Improvement - Other	183,560.92	183,560.92	0.00	0.0%
Total 1625 · Leasehold Improvement	77,943.06	88,581.92	-10,638.86	-12.0%
1650 · Future Equipment Replacement				
1750 · Accum Depr-Future Equip Replace	-22,095.53	-22,095.53	0.00	0.0%
1650 · Future Equipment Replacement - ...	22,095.52	22,095.52	0.00	0.0%
Total 1650 · Future Equipment Replacement	-0.01	-0.01	0.00	0.0%
1660 · Production Vehicle				
1760 · Accum Depr-Production Vehicle	-85,897.88	-66,426.38	-19,471.50	-29.3%
1660 · Production Vehicle - Other	106,108.28	106,108.28	0.00	0.0%
Total 1660 · Production Vehicle	20,210.40	39,681.90	-19,471.50	-49.1%
1670 · Broadcasting Equipment	26,311.83	26,311.83	0.00	0.0%
Total Fixed Assets	345,191.48	356,865.25	-11,673.77	-3.3%
TOTAL ASSETS	1,072,905.48	968,064.22	104,841.26	10.8%

Community Television of Santa Cruz County  
Balance Sheet Prev Year Comparison  
As of March 31, 2014

	Mar 31, 14	Mar 31, 13	\$ Change	% Change
<b>LIABILITIES &amp; EQUITY</b>				
Liabilities				
Current Liabilities				
Accounts Payable				
2100 · Accounts Payable	1,452.20	9,133.75	-7,681.55	-84.1%
Total Accounts Payable	1,452.20	9,133.75	-7,681.55	-84.1%
Credit Cards				
2000 · VISA-SCCCU	384.17	1,191.41	-807.24	-67.8%
Total Credit Cards	384.17	1,191.41	-807.24	-67.8%
Other Current Liabilities				
2125 · Payroll Tax Payable	6.57	6.54	0.03	0.5%
2130 · Accrued Pension	179.42	179.42	0.00	0.0%
2140 · Accrued Vacation	18,419.50	18,419.50	0.00	0.0%
2145 · 401K Tax Shelter Annuity	100.00	0.00	100.00	100.0%
Total Other Current Liabilities	18,705.49	18,605.46	100.03	0.5%
Total Current Liabilities	20,541.86	28,930.62	-8,388.76	-29.0%
Long Term Liabilities				
2300 · Pacifica Capital Equipment Loan	8,118.60	45,276.61	-37,158.01	-82.1%
Total Long Term Liabilities	8,118.60	45,276.61	-37,158.01	-82.1%
Total Liabilities	28,660.46	74,207.23	-45,546.77	-61.4%
Equity				
3015 · Net Assets-Temp Restricted	498,560.06	364,449.97	134,110.09	36.8%
3900 · Retained Earnings	535,589.60	533,365.92	2,223.68	0.4%
Net Income	10,095.36	-3,958.90	14,054.26	355.0%
Total Equity	1,044,245.02	893,856.99	150,388.03	16.8%
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>1,072,905.48</b>	<b>968,064.22</b>	<b>104,841.26</b>	<b>10.8%</b>



# Community Television of Santa Cruz County

## RULES & PROCEDURES

February 2014

### I. INTRODUCTION

#### A. Statement of Purpose

The purpose of this document is to clearly set forth the rules and procedures that govern the operation of Community Television of Santa Cruz County and to describe the procedures guiding the membership, training, program productions, channel use, and user responsibilities.

#### B. Definitions

The following categories of individuals and organizations are subject to the Rules and Procedures of CTV:

- **MEMBER:** An individual or organization who has paid yearly dues consistent with the Bylaws and these Rules and Procedures of CTV.
- **USER:** Anyone participating in any aspect of community access programming, including fee-based training, equipment and facilities use, and channel access. All USERS must be a member at some level.
- **STAFF:** An individual paid by CTV a salary or an hourly wage on a full-time or part-time basis, consistent with terms determined by law and the Board of Directors of the organization,
- **CERTIFIED VOLUNTEER:** A USER who contributes time to the organization on a non-paid basis or receives in-kind volunteer hour "payment" for use as credit toward studio and equipment rental fees,

#### C. Responsibilities of USERS

All USERS are responsible for treating the equipment and facilities with respect and care, and for respecting the rights of others who use the community access resources. A USER cannot represent him or herself as a STAFF member or as acting on behalf of CTV unless authorized in writing by the Executive Director or designee.

A USER who reserves the studio or equipment is legally and financially responsible for all aspects of the production, including content, use of facilities and equipment, any and all damages as well as the actions of their crew and guests. That USER must sign an agreement indemnifying CTV from any legal action or other problems resulting from use of CTV equipment or cablecast of the program by CTV. There can be only one USER responsible for the studio or equipment.

## **II. ELIGIBILITY**

### **A. Training, Equipment, and Facilities**

Upon payment of class fees, individuals may enroll in CTV's basic training workshops. Only after certification of related proficiencies may individuals use CTV's facilities and equipment to produce local access programming for a fee.

### **B. Channel Time**

Public Access channel time shall be made available on a first-come, first-served basis to individuals, organizations, institutions and other County residents. Any programming originating outside of the County requires a sponsor from within Santa Cruz County, and shall have lesser priority than programs produced locally.

### **C. Right to Refuse Service**

The STAFF reserves the right to refuse service to any person whose actions hinder the activities of USERS or STAFF members. Persons hindering USERS or STAFF will be asked to leave the access facility and may be subject to sanctions (Section VI.B.)

### **D. Denial of Service**

The Executive Director or designee may deny service to any MEMBER or USER consistent with rules specified in Section VI.B of these Rules and Procedures. Denial of service may be appealed in writing to the Governance Committee of the Board of Directors.

## **III. PROGRAM OWNERSHIP / DISTRIBUTION**

### **A. Ownership/Copyright**

#### **1) Public Access Programs**

Public access programs are required to grant an attribution, non-commercial, non-derivative (BY-NC-ND) Creative Commons license to CTV. However USERS retain ownership of the creative rights to the programs they produce, and may register and establish a copyright at their discretion.

#### **2) For-Hire Productions**

Works created for CTV, either through a contract, employment arrangement, or volunteer barter/training arrangement, including outreach productions, shall be the property of CTV.

### **B. Intent**

Programs produced with CTV equipment at USER rates must be for Non Commercial purposes only and must be submitted to the public access channel for air.

### **C. Acknowledgment of Access Facilities**

All programs, in any form, produced with CTV equipment and facilities, must clearly acknowledge the provision of the equipment and facilities. The following wording is the minimum requirement:

"This program was produced utilizing the resources and facilities of  
Community Television of Santa Cruz County.  
www.communitytv.org"

**D. In-House Distribution**

By requesting access to equipment, facilities, and playback, access USERS agree that CTV may use portions of their programs for non-commercial, promotional purposes or for purposes of entering in community programming festivals.

**E. Dubbing**

Limited dubbing services are available to government agencies pursuant to contracts and available STAFF and equipment resources.

**IV. USE OF PUBLIC ACCESS EQUIPMENT AND FACILITIES**

Public access use of CTV facilities and equipment is limited to those hours designated by the Public Access Time Period which is governed by the CTV USER portal.

Educational and/or government access use of CTV facilities and equipment is limited to those hours designated by the Executive Director or designee.

The Executive Director or designee of CTV may authorize off-hour use of CTV facilities and equipment when the Executive Director or designee determines that the project is beneficial to CTV and advances the mission of the organization. All such use must have the prior written approval of the Executive Director or designee.

As set forth below, typical CTV field equipment check-outs are for twenty-four hours, with longer periods allowed if pre-approved by the Executive Director or designee. Failure to return any CTV equipment within a maximum period of one week from the time of check-out will result not only in imposition of sanctions outlined in Section VI of these Rules but may also result in filing of criminal charges, at the discretion of the Executive Director or designee. In no event shall CTV equipment leave the United States without the express prior written permission of the Executive Director or designee. Failure to comply will result in the imposition of sanctions as well as possible filing of criminal charges, at the discretion of the Executive Director or designee.

**A. Certification**

Public Access equipment, privileges and facilities are available only to certified USERS. Certification is available in the following way:

**B. Studio Field and Edit Certification:**

CTV will offer three certification programs for USERS in studio, field and editing. These classes will be updated as media and technology tools change. Once a certification program has been completed, USERS will be assessed and authorized to use CTV's equipment in each of the program designations and will be charged applicable fees for the rental of any CTV equipment.

Certified Public Access USERS in the CTV system, who have not recently been active may be required to retake the class to update their certification. Upon successful completion of the training workshops, class certification will be recorded in the CTV USER Portal. All class registration shall be handled through the CTV USER Portal.

**C. Equipment and Facilities Available**

USERS are authorized to use any Public Access equipment and facilities for which they are certified and as equipment is available. The USER will be charged based on the fee schedule posted on the website.

**D. Scheduling Equipment and Facilities**

Equipment and facilities are available to certified USERS on a first-come, first-served basis at a rate determined by CTV.

All reservations must be completed through the CTV USER portal, a minimum of seven days prior to the reservation date. Fees must be paid through the online USER portal or at the facility \*before\* equipment can be dispensed. Cash and checks can only be accepted by a member of the STAFF. Users wishing to pay with cash or check must do so prior to the scheduled pickup time by setting an appointment with a STAFF member during regular business hours. The studio schedule will be set forth on a quarterly basis. CTV reserves the right to make changes to the schedule at any time based on operations and organizational needs.

A minimum of 3 hours will be charged for each 30-minute or longer studio production. USERS will be charged in-full at the time of making the online reservation.

USERS who have missed two reservations will be notified in writing via email that their certification has been revoked and will be blocked from using the online reservation system.

**1) Field Equipment**

A typical Field Equipment check-out is 24-hours. Field Equipment may not be checked out for a period in excess of 48 hours unless a written request justifying the need is pre-approved by the Executive Director or designee. A certified USER is limited to four single-camera field equipment uses within a calendar month, unless agreed to by the Executive Director or designee.

**2) Studio Use**

The studio use schedule will be set on a quarterly basis using a lottery system. All certified studio USERS in good standing are invited to participate in the lottery. All available slots will be assigned during the lottery and will be assigned until all the slots are full.. (For the current rate to use the studio, see posted fee schedule on the website.)

### **3) Editing Equipment**

The hourly rate to use CTV's editing lab is posted on the website. All reservations must be made via CTV's online reservation system at least 12 hours prior to the reservation day/time and will be charged in full at the time of the reservation.

Editing time may be reserved up to four weeks in advance:-

### **4) The Compliance and Check-Out Contracts**

The individual Public Access USER is required to complete a Compliance Contract and a Check-Out Contract before using CTV equipment or facilities. In signing the forms, the USER agrees to be fully responsible for, and indemnify CTV for all damage to or loss of any community access equipment or facilities caused by neglect, abuse, theft, or other causes that occur while such equipment and facilities are assigned to the individual USER. The USER signing the online Check-Out Contract, and the designated crew members listed on the Contract, are the only persons authorized to operate the equipment.

### **Equipment Testing**

At the time of check-out, the USER is responsible for determining that portable equipment is in good working order. CTV requires that the USER set up and test all equipment before leaving. Any malfunctions must be noted on the Check-Out Contract.

### **5) Canceling a Reservation**

USERS who have reserved equipment or facilities they cannot use are asked to notify STAFF as soon as possible so that these resources may be reassigned to other USERS. Notification of any cancellation is required prior to the reservation time. A USER who cancels reservations without at least 48 hours notice more than 3 times in a calendar month is subject to sanctions outlined in VI.B.2. There is no penalty for cancellations made more than 48 hours before the reservation time. No refunds will be made on cancelled reservations for rental equipment and studio use with less than 48 hours notice.

### **6) Equipment Check-In**

The USER is required to return all equipment at the check-in time specified on the Check-Out Contract. Failure to return the equipment at or before the specified time is subject to sanctions outlined under Section VI.B.2.

### **Equipment Testing**

At the time of check-in, the USER is responsible for determining that portable equipment is in good working order. CTV requires that the USER set up and test all equipment during the check-in process.

The USER is responsible for assuring that all equipment is in undamaged, working order and is liable for repair or replacement costs resulting from any damages or losses that occur while the Check-Out Contract is in effect. USER will be obligated to pay a fine equal to the daily equipment rental rate for each day following check-in that equipment is either damaged or missing parts. Consistent with the Check-Out Contract, the fine will accumulate until either:

1. the missing part is returned
2. the damaged equipment is repaired, or
3. the compensation is received by STAFF for the missing or broken part.

### **7) Periods of Availability**

The schedule of availability for all equipment is posted on and controlled by the CTV USER Portal. All reservations must be made by the USER on the CTV USER portal. CERTIFIED VOLUNTEERS and STAFF will not make reservations for USERS.

### **8) Equipment Malfunctions/Unavailability**

Equipment must be checked for functionality by the USER before the Check-Out Contract is signed. Once the contract is signed, responsibility for operation of the equipment is placed on the USER and no refunds will be issued. In the unlikely event that equipment is not available for checkout to a USER credit will be given to that USERS account or substitute equipment will be provided.

### **9) Equipment/Facilities Use by Minors**

Certified USERS under age 18 must have an adult co-signer in order to use CTV equipment and facilities. The adult and minor shall both co-sign the Check-Out Contract; the adult accepts full responsibility for loss or damage to equipment on behalf of the minor.

Unless the Executive Director or designee determines otherwise, adult-co-signer must accompany underage USER during equipment check-out and check-in as well as during all equipment use. Adult co-signer must attend an orientation meeting prior to equipment check-out or facilities use.

**10) Eating/Drinking/Smoking in Facilities**

Smoking or use of alcoholic beverages or controlled substances is not allowed within any of the access facilities. No food or drink is allowed in any control room, or editing suite. Exceptions to this rule, with respect to food and drink, may be granted by the Executive Director or designee for authorized special events or parties.

**V. CHANNEL ACCESS**

**A. Channel Assignment**

Public, educational, or government access programming shall be scheduled by CTV STAFF for cablecast on the appropriate access channel(s). In some cases, programs may be scheduled on more than one access channel. For example, a public access program produced by youth might also be appropriate for cablecast on an educational access channel.

**B. Submitting and Scheduling Access Programs**

Public Access s may submit completed Public access programs and must complete a Compliance Contract online and physically sign the contract. CTV STAFF may need to schedule programs a minimum of two weeks in advance of cablecast in order to include them in TV listings. Any program with the proper signed forms can be uploaded to the CTV Connect service. Instructions for uploading to the service are available on the CTV website. DVDs and other forms of physical media will not be accepted for playback on CTV channels. Series s will receive their own Connect Service login to facilitate the scheduling process. CTV retains the right to change program scheduling at any time.

**1) Compliance Contract and Playback Request Form (online)**

Any program submitted for scheduling must be accompanied by a signed Compliance Contract and Playback Request Form. Any minor must have an adult co-signer. The party signing the Compliance Contract assumes liability for program content and warrants that the program does not contain any of the following:

- a. any advertising or material that promotes any commercial product or service or lottery, or programs labeled as "paid political announcements";
- b. any unlawful use of copyrighted material; (If the submitter is not the copyright holder of the program, he or she must provide evidence, in writing, of permission to cablecast on our channels on an unlimited basis.)

- c. any material that is libelous, slanderous or otherwise defamatory of character; or material that is an unlawful invasion of privacy;
- d. any material that violates state or federal law relating to obscenity;
- e. any material that violates state or federal law relating to "hate speech";
- f. any direct solicitation or appeal for funds, except as permitted by the Board of Directors of CTV;
- g. any material that violates local, state or federal laws.

## **2) Potentially Objectionable Program Content**

CTV requires that s provide notice to cable viewers in the event that their program contains potentially objectionable content. Potentially objectionable content includes:

- excessive profane language
- excessive nudity
- explicit sexual activity
- extreme physical violence or degradation
- graphic depiction of medical procedures
- hate speech

If any program includes any of the aforementioned elements, a viewer advisory must be included immediately prior to the beginning of the program stating:

"The following program contains material that some viewers may find objectionable or inappropriate."

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 or local sponsor. Programs with viewer advisories will be scheduled between 11:00 PM and 5:00 AM. For programs with potentially objectionable content, a or local sponsor who submits the program without a viewer advisory is subject to the sanctions (VI.B.1.)

## **3) Scheduling Priorities**

In scheduling programs on the Public Access channels, first priority is given to programs produced within Santa Cruz County. Second priority is given to programs that are produced elsewhere but have a sponsor from Santa Cruz County.

## **4) Series Programs**



A Public Access who submits programming on a regular basis will be granted a series time slot after three programs are submitted for cablecast in compliance with the provisions outlined in the Compliance Contract. Such Public access must produce one new program per month to maintain the series slot. More than one series time slot may be granted based on channel time availability. All such scheduling shall be done on a quarterly basis. Quarters begin on January 1, April 1, July 1, and October 1.

#### **5) Live Programs**

Any evening studio slot available to Public Access USERS will be optionally available as live. The USER who wins the spot in the quarterly lottery must specify at the time of lottery if the show will be live or live to tape. Once the quarterly schedule is set live shows will be plugged into the programming schedule and listed on the TV guide. The live show will also then be placed in the series regularly scheduled replay slot.

#### **C. Technical Standards**

Programs submitted for cablecast must meet CTV technical standards per the compliance contract.

#### **D. Acknowledgment of Program Sponsors and Program Sponsorship Guidelines**

The policies and procedures detailed in this section may be waived in specific cases by the Executive Director or designee for due cause, but shall otherwise be followed. In cases where these policies and procedures are suspended, supporting documentation shall detail the reasons for such suspension. A Public access or provider is required to submit any request for a waiver in writing in advance for review by STAFF.

An access may give credit to any sponsoring individual, company, or organization that underwrites any of the program's production costs.

Sponsorship: Sponsorship is defined as a contribution (money, goods or services) made by an individual, company or organization toward the cost of a production. (i.e. You have a surf show and a surf store gives you money and some t-shirts in exchange for you putting a sponsorship spot at the end of your show).

CTV encourages local USERS to solicit outside sponsorship support, in order to help underwrite the highest quality programs possible. CTV will permit program funders or sponsors to receive acknowledgment of their support of non-commercial cable programming on local access channels. CTV recommends coordination with the Executive Director or designee in securing sponsors, to help prevent multiple s from approaching the same sponsor for funding.

**Permitted:**

- A fifteen (15)-second announcement per sponsor at beginning or end of program
- Factual information about the sponsor, including: location, product name, and description of services. Credits may contain a phone number or Web site address.
- A single fifteen (15)-second request for sponsorship at the end of the program.

**Prohibited:**

- Calls to action such as "buy, try, consider, or call this or that"
- Comparative statements, qualitative adjectives or any subjective evaluations, such as "the best pizza"
- Music or audio elements not in keeping with the overall tone of the program

**Sample sponsorship acknowledgments:**

- "This program was made possible by a grant from xxx"
- "Local presentation of xxx was made possible by xxx"
- "This program has been brought to you by xxx"
- "We'd like to thank xxx for their contribution making this program possible"

Each sponsor may be acknowledged no longer than fifteen (15) - seconds each program at the beginning or end. Total sponsorship acknowledgments may be no longer than three minutes per hour of programming, or one and a half minutes per half-hour.

To recognize contributions or donations, CTV may acknowledge sponsors between regularly scheduled and special programs during program breaks.

**E. Reimbursement of Sponsorship Funds**

If studio or field equipment is paid for with CERTIFIED VOLUNTEER hours, and if there is any sponsorship agreement, CTV shall receive fifteen percent (15%) of only those sponsorship funds totaling over one hundred dollars (\$100) per production (exclusive of goods and services).

**F. Sponsorship Credits – Programs Not Produced by CTV**

In addition, if a program not produced by CTV contains sponsorship credits, the USER/provider must provide STAFF with signed agreements from each credited sponsor with the following information:

- USER/provider's Name
- Name of program
- Amount of payment (exclusive of goods and services)
- *The following statement:*

*"I understand that any financial or other support that I have given to the above USER/provider is for support of the program listed.*

*I understand further that the USER/provider is not an agent or representative of CTV and that the program I am supporting is strictly the 's responsibility and expression. I understand that I may receive a sponsorship credit, but will not receive commercial advertising including the promotion of products or services."*

- Name of sponsor (individual or business)
- Signature of sponsor
- Date of signature

Appropriate signed agreements must be provided prior to the telecast of any show with sponsorship credits.

Failure of a to have a sponsorship agreement in place is a major violation.

#### **G. Community Announcements**

CTV accepts non-commercial announcements from community groups and organizations for display on the CTV channels. Guidelines for community announcements are available online. All submissions must be made online.

### **VI. RULE VIOLATIONS / SANCTIONS / LOSS OF PRIVILEGES**

To ensure that the community access equipment and facilities remain available and in good working order, the following rules have been established. Any Public access USER or STAFF member may report rule violations to the Executive Director or designee. Upon verifying that a rule violation has occurred, the Executive Director or designee will issue a written statement to the USER describing the rule violation and sanctions. Sanctions will become effective immediately upon receipt of this statement. CTV reserves the right to refuse service and revoke privileges for the below violations.

#### **A. Rule Violations**

##### **1) Major Violations**

- a. Failure to submit a program produced with Public access equipment and/or facilities for initial cablecast on a CTV channel
- b. Abuse or vandalism of equipment and facilities
- c. Return of equipment in damaged or unworkable condition, beyond normal wear and tear, or failure to return equipment through intent, negligence, loss or theft
- d. Use of equipment and facilities for a purpose not related to production of a program for Public access cablecast
- e. Removal of equipment from the access center without proper check-out procedures and/or without signing a Check-Out Contract

- f. Reserving or checking out equipment or facilities for use by a non-certified USER or a USER on suspension
- g. Breach of any of the warranties of the Compliance Contract and Playback Request Form
- h. Unauthorized attempted equipment maintenance or disassembly
- i. Smoking or use of alcohol or controlled substances within any access facility;
- j. A Public access USER who represents himself or herself as "STAFF";
- k. Threatening and/or verbally abusing STAFF, VOLUNTEERS, or USERS at the CTV facilities, including conduct or disruptive behavior such as yelling at, using profanity toward, or attempting to intimidate STAFF, VOLUNTEERS, or USERS, or deliberately sabotaging any project or the success of CTV as an organization. Any behavior constituting sexual or other harassment as defined by CTV's Prohibition of Harassment Policy will be included under this violation
- l. Submitting a program with potentially objectionable content without a viewer advisory
- m. Making changes to the lights in the facility without certification or designated volunteer supervisor presence
- n. Using the ladder in the facility without designated volunteer supervisor presence
- o. Appearing nude or semi-nude (genitals uncovered) in a public space at the CTV facilities
- p. Exhibiting behavior that could be unsafe to themselves or others. Appearing, in the judgment of STAFF, to be under the influence of drugs or alcohol
- q. Bringing animals (other than certified service animals) on CTV premises without the prior approval of the Executive Director or designee
- r. Removal of CTV equipment from the United States
- s. Failure to have appropriate signed sponsorship agreements in place prior to the telecast of any show with sponsorship credits

- t. Failure to pay the full amount for equipment and studio rentals.

## **2) Minor Violations**

- a. Failure to cancel an equipment or facilities reservation prior to the reservation time;
- b. Late return of equipment, without an authorized extension;
- c. Failure to vacate studio or editing facilities when the next scheduled USER has arrived;
- d. Return of dirty equipment;
- e. Leaving trash or debris in studio, editing facilities, or kitchen;
- f. Operation of equipment or use of facilities in an incorrect, unsafe, or inappropriate manner that might result in damage, including leaving doors to the facility open or leaving props and/or furniture in inappropriate or unsafe places within the facility;
- g. Improper packaging of equipment for transport
- h. Tardiness in excess of 30 minutes in claiming reserved equipment or facilities without an authorized extension. USERS will be charged for all time used or unused.
- i. Reserving or checking out equipment for another USER unless specified and approved in advance
- j. Misconduct (e.g., "horseplay," etc.) at CTV facility of a less serious nature than that defined in VI.A.1(l) above
- k. Unauthorized use of other 's props and equipment
- l. Unauthorized equipment use by non-certified crew.
- m. Use of CTV's equipment or facilities without reserving and paying for use of the facilities via CTV's website.

## **B. Sanctions**

### **1) Major Violations**

A major rule violation results in immediate suspension from use of equipment, facilities, and series time slots. If the Executive Director or designee, in his or her discretion, determines that a major violation has occurred, the USER shall be suspended for up to 90 days; upon review by the Governance Committee, the length of time of suspension may be modified. Where damage to or loss of equipment and/or facilities has occurred, suspension is in effect until full compensation is made or until an installment payment contract is signed with CTV. There are no written warnings prior to suspension in cases of major violations.

If, in the judgment of the Executive Director or designee, the behavior of a USER consistently impedes either CTV STAFF or MEMBERS from carrying out the mission of CTV as described in the CTV Bylaws, the Executive Director or designee may impose a 90-day suspension, subject to the appeal process described below in section D.

## **2) Minor Violations**

Minor violations remain on record for twelve months. A minor violation will result in the following actions:

- Written warning for the first minor violation
- Final written warning for the second minor violation
- Suspension from equipment and facilities for the third minor violation

An initial suspension from equipment and facilities is for up to 90 days; subsequent suspensions are for up to one year each and require re-certification; upon review by the Governance Committee on a formal appeal, the length of time of suspension may be modified. Designated Access facilitator will file a report on any suspension.

## **3) Limited Suspensions for Some Minor Violations**

If a USER receives three minor violations for the following two reasons only --

- failure to cancel an equipment or facilities reservation prior to the reservation time; or
- tardiness in excess of 30 minutes in claiming reserved equipment or facilities without an extension authorized by a STAFF member-

such USER would receive a suspension from limited equipment usage pertinent to the violation, instead of a complete suspension from the entire facility for 90 days. For example, edit reservation/ use violations would incur a sanction of a suspension from the edit bays but would allow USER to continue to work on crews for studio productions, etc. USERS shall be charged for all time used or unused.

### **C. Equipment Damage and Loss**

If equipment is damaged or lost while under contract to a Public Access USER, the USER will have equipment privileges suspended until full compensation is made or until an installment payment contract is signed with CTV; installment schedules will be determined on a case-by-case basis and will require a minimum monthly payment of \$25. In the event that a USER fails to meet the terms of repayment, the USER shall be suspended from all equipment and facilities privileges; the case may be appealed to the Governance Committee of the Board of Directors of CTV.

**D. Appeal of Sanctions**

A USER may appeal any sanctions by making a written statement to the Governance Committee. If suspension from equipment and facilities use is imposed, the suspension will remain in effect throughout the appeal process. When requested to do so by the Governance Committee, the Executive Director or designee will investigate the circumstances surrounding the sanction and will return a written report to the USER and the Governance Committee within two weeks. The USER may continue the appeal process by submitting a written statement to the full Board of Directors within the next two weeks. The Board will consider the appeal at its next regularly scheduled meeting pursuant to Brown Act meeting notice requirements.

**E. Expulsion from the Organization**

If a USER has been suspended from use of equipment and facilities due to major violations for a period of time totaling six (6) or more months, upon recommendation by the Executive Director or designee the Board of Directors by a majority vote may expel said USER from the organization.

**VII. STAFF PRODUCTIONS**

**A. Professional Productions**

CTV STAFF may provide professional paid productions for a limited number of programs that serve to spotlight and promote use of the access channels or serve community needs. Selection of subject and content for these programs shall be based on the following criteria:

- 1) The programs may be produced at low cost and in cooperation with public agencies or community organizations located in the Santa Cruz County area, at the discretion of the Executive Director or designee.
- 2) The content of outreach productions shall be of community interest or benefit to jurisdiction(s) within the Santa Cruz County area.
- 3) Outreach productions may serve special needs through involving particular population(s) (e.g., seniors, youth, hearing-impaired, Spanish speakers).

- 4) The number and frequency of productions shall be conditioned upon budget as well as available STAFF time and resources. Production crews may include VOLUNTEERS from the CTV training program.
- 5) All STAFF productions and transacted revenues shall be reported to the Executive Director or designee and be included in all organizational financial reporting.
- 6) CTV's professional productions can be used for productions that do not air on CTV's cable channels or online.

Community representatives requesting production support will be informed of the access training program and will be encouraged to receive training in order to produce their own community access programming.

**B. Government and Educational Access Programs**

CTV STAFF may provide paid production services for a limited number of programs serving the specific needs of local government and educational institutions. Selection of subject and content for these programs shall be based on contracts with said agencies.

- 1) The programs may be produced in cooperation with government and educational bodies located in Santa Cruz County.
- 2) Whenever possible, paid production support will be provided on a rotating basis throughout Santa Cruz County. Priority will be given to jurisdictions served by Comcast and Charter.
- 3) Requests by government and educational bodies for production support will be assessed and accepted in the following order of priority:
  - a. Outreach productions, as described in Section VII.A.3.
  - b. Simple documentation of community speakers and events, with limited editing, according to the established CTV rate schedule.
  - c. Scripted, edited programs, according to the established CTV rate schedule.

Representatives of government and educational institutions requesting production support will be informed of the access training program and will be encouraged to receive training in order to produce their own community access programming.

**VIII. PUBLIC NOTIFICATION OF COMMUNITY ACCESS RULES AND PROCEDURES**

Copies of the CTV Rules and Procedures shall be made available online and upon request.



## **IX. AMENDMENT OF THE COMMUNITY ACCESS RULES AND PROCEDURES**

The CTV Rules and Procedures may be amended at any meeting of the Board of Directors where a quorum is present.

## **X. NON-DISCRIMINATION**

Community Television shall ensure that no individual is discriminated against with regard to membership, services, access to information, or any activity of Community Television because of race, national origin, gender, age, sexual orientation, religion, physical disability, political affiliation, or economic status; and shall promote access to the Cable Television System and other media for those who historically have been denied media access. This section of the Rules and Procedures does not guarantee a right to any person or organization to have any program distributed over the channels governed by Community Television.

Last Revised: April 2014

**Report from the CTV Executive Director**  
**April 18th, 2014**

*CTV is making progress through a major organizational and industry-wide transition. In the coming months, CTV will continue to grow our new model and will need to generate funds from our new revenue sources. CMAP's contract to manage operations for CTV will end on June 30th, and can be renewed for a more limited contract for 2014-15.*

**Executive Director Project Update**

- CTV's new Employee Handbook is complete and attached to your board packet.
- New governance Policies are completed. Keith will present the committee's work.
- The new financial policies have been completed, and are attached for your review.
- Finalized recruitment and hiring process for station director position; hired Lindsey Bishop, from Access Monterey Peninsula. Starts April 28th.
- Received loan from SCCCU, purchases were made for the new studio.
- Met with the county in April, and communicated with the owners of the new building
- Meet with Romney Dunbar for progress and channel branding work.
- Created three new marketing communications info sheets for sponsors, users and commercial services.
- Managed press, flyers, other materials, donations and invitations for the event.
- Managed Americorps program staff and administration.
- Kathy Smyth is our new administrative assistant at five hours a week. I am still providing administrative assistance until the new station director is in place.
- Worked with staff to finalize CTV relaunch goals in technology, station space, ordering of equipment, and event planning.
- Attended National Association of Broadcasters (NAB) conference for three days for both CTV and CMAP. Purchasing equipment discovered/launched at the conference.
- Working with staff to assure transition, builds, contracts and productions are on time
- Coordinating conference calls with our attorney on various internal matters and new documentation required for the relaunch.
- Worked with staff on the Watsonville youth program with the Film Festival.

**Administering Benefits**

- Managing our Cobra payments and health care cancellations, managing verbal agreements with former employees, canceling Covered California, final checks and separation agreements for former employees. (previously done by finance/hr staffer)
- Managing income and expenses (AR/AP) for the Reel Work Film Festival.
- Moved CTV's current payroll system over to a new account that is more streamlined and takes less staff resources

- Worked with Sentinel to get a positive article in newspaper last month:

[http://www.santacruzsentinel.com/santacruz/ci\\_25367999/finally-picture-brightens-communitytv](http://www.santacruzsentinel.com/santacruz/ci_25367999/finally-picture-brightens-communitytv)

- Repairing Relationships with Production Clients
- Will be rolling out new web sites at both organizations this week
- We received several press hits this month: Kathy was interviewed on KZSC, KSCO, and our event was mentioned in the Sentinel and on Patch.
- Following up and administering all grants submitted for CTV
- Coordinated a Non-Violent Communications (NVC) training for volunteer program, and upcoming training for CTV staff on May 8th.

### **CTV Technology and Media Services Report**

All of the exciting new changes for the relaunch of CTV are in place. Cruz TV has a brand new line up. You can catch titles like “The Folklorist,” “The Garage,” and “Choice,” on the new Cruz channel 26. This is all thanks to the long hours that Victor has spent scouring the internet for new content to keep this channel consistently fresh. We will clue you in to other series to watch out for in future reports. In the meantime, you can check out all of our listings on your TV guide right from your couch.

On the government services front, we have some exciting news. The City of Capitola has accepted our revised contract and we will be executing that shortly. I am proud that there seemed to be strong support for the mission of CTV on the Capitola City Council. Also, the Soquel Creek water district will be expanding their contract with us to include more off site meetings. Our Government services department is hiring and looking for new operators to fill a vacancy and cover expanded meetings.

We have recently been working on the 2014-2015 capital budget and are confident that it will be approved by the county board. The budget allows us to pay back the Capitol Loan that we secured for our station upgrades and pay off the remaining truck lease. Also included are two exciting new pieces of technology called quadrotors. (Ask Kathy to see some pictures from her trip to NAB These flying cinematography machines will help our professional productions department, commercial rentals and community outreach.

Our volunteer operations program will begin next week. I am really excited about the success of this program. We expect to have heavy staff involvement in the program for the first few weeks. It would be the same as when you run behind your kid’s bike right after you remove the training wheels. Nonetheless, we will be operating the public access program with all volunteers as of April 28th.