



325 Soquel Avenue
Santa Cruz, CA 95062

BOARD OF DIRECTORS
Regular Meeting
January 23, 2017

A G E N D A

5:30 P.M.
Offices of the Corporation

1. Roll Call

Keith Gudger (Chair), Nathan Benjamin, James Fisher, Joe Hall, Mathilde Rand, Lou Tuosto, Adam Wade, Tom Manheim, Larry Laurent, Maitreya Maziarz

[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 *
Regular Board Meeting Minutes of November 21, 2016

REGULAR AGENDA

5. Finance Committee Report, Review Revenue
6. Call for Submissions to the Youth Grant Program
7. Written Report of Executive Director*
8. Oral Report of Board Vice Chair
- Volunteer Advisory Committee Report
9. Consider Recommendation of Vice Chair
- Approve Updates to Rules and Procedures*

10. Oral Report of Board Chair.
11. Board Member / Staff Requests for Specific Items to Appear on next Meeting Agenda
12. Announcements.
13. 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**



325 Soquel Avenue
Santa Cruz, CA 95062

EXECUTIVE COMMITTEE
Regular Meeting
January 23, 2017

A G E N D A

5:30 P.M.
Offices of the Corporation

1. Roll Call

Keith Gudger (Chair), Nathan Benjamin, James Fisher, Joe Hall, Mathilde Rand, Lou Tuosto, Adam Wade, Tom Manheim, Larry Laurent, Maitreya Maziarz

[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.



816 Pacific Avenue
Santa Cruz, CA 95060

BOARD OF DIRECTORS
Regular Meeting
November 21, 2016

MINUTES

5:30 P.M.
Offices of the Corporation

1. Roll Call

Present: Keith Gudger (Chair), Larry Laurent, Maitreya Maziarz, Mathilde Rand, Tom Manheim, Joe Hall,

Absent: James Fisher, Adam Wade, Nathan Benjamin, Lou Tuosto

2. Oral Communications

No one addressed the board.

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

None.

CONSENT AGENDA

4. Approve Minutes *

Regular Board Meeting Minutes of September 26, 2016

Motion to Approve Items on Consent Agenda Director Hall Second Director Maziarz.

Approved Unanimously

REGULAR AGENDA

5. Election of Board Members

Vice Chair Rand's seat expires today and one other seat still vacant.

Director Maziarz motion to reappoint Vice Chair Rand, Director Manheim Second.

Approved unanimously

6. Election of Officers

Ten of the Eleven seats on the board are filled. Director Manheim motion to reappoint existing Officers, Chair Gudger, Vice Chair Rand, Treasurer Hall, Secretary Laurent.

Second Director Maziarz. Approved Unanimously.

7. Appointment of Committees.

Amber Bewley is missing from the Volunteer Advisory Committee list in the Agenda Packet. Motion to approved Committee as listed in the Agenda Packet and adding Amber Bewley to the list Vice Chair Rand. Second Director Laurent. Approved Unanimously.

8. Approval of 2017 Board Calendar

Chair Gudger suggested the November 2017 Board meeting be moved to the fourth Monday. Director Hall requested that the online calendar show the Board meetings instead of the Finance Meetings.

Motion to approve the 2017 Calendar Vice Chair Rand. Second Director Manheim. Approved Unanimously

9. Co-working Revenue and Projections Review

Barbara Sprenger with Satellite Co-Working spoke to the board about the Santa Cruz Co-working space. Currently the Santa Cruz facility has 108 members. Reported to the board on the current revenues and the projections. Have had larger groups renting, but will continue to look for small groups as they are a better fit for space. Equipment rental is picking up. Director Hall requested that Ms. Sprenger return in a couple of months to report. Chair Gudger commented that Executive Director Reed is actively recruiting video professionals to use the space. Executive Director Reed commented that the space could work well for video production teams which are small and freelance. There is little local competition. Have listed the studio in the online communities. Chair Gudger commented the VR equipment will be used to get people into the facility. Director Hall request that a presentation of the new equipment be shown at a Board Meeting. Chair Gudger stated that a new volunteer will help with social media. In December there will be a holiday business promotion.

10. Oral Report of the Executive Director

Given. Looking for a new auditor with DIVCA knowledge.

11. Oral Report of Vice Chair

Volunteer Advisory Committee Report

Vice Chair Rand reported that the upcoming camera class is full. November orientation class was held day after election and had low turnout. Will have December Class. One of the audio class participants is doing audio for meeting tonight. Working on community outreach. Karen Scott and Matilda Rand will be holding a non-profit class in January or February. Cabrillo has done two shows. Executive Director Reed stated there has been 35 hours of programming a month by volunteers.

12. Consider Recommendation of Vice Chair

Minor Changes to Rules and Procedures

Continue until Next Meeting

13. Oral Report of Board Chair.

Will look at meetups as an opportunity to get people in the facility.

14. Board Member / Staff Requests for Specific Items to Appear on next Meeting Agenda
Rules and Procedures Changes. Update from Satellite Co-Working.

15. Announcements

Chair Gudger thanked the volunteers working of the meeting

16. Motion to adjourn Vice Chair Rand. Director Manheim Second 6:10 p.m.

Approved: _____
Board Chair

Attest: _____
Board Secretary

**Community Television of Santa Cruz County
Executive Director's Report to the Board
January 23, 2016**

Administration

- **Financial**

- o We have identified two possible auditors. Mel and I will be setting up interviews with them.
- o Revenue is on the upswing in our coworking center. At the time of this writing we have doubled our November income. We have 85 members.

Facilities:

- o Additional lighting instruments have been added to the lighting grid in the studio. This makes it possible to have 2 sets in use at once during a production.
- o There has been an uptick in inquiries from outside organizations to rent our studio. Most notably it was used by an advertising agency from Denver to shoot promo elements for ESPN.

1. Equipment

The Omni 360 degree camera is in house as is the Vive.
CTV's Vive got a nice write-up in the Sentinel.

- Other new arrivals include:
 - o TramTR50 Omni directional Lavalier
 - o Sennheiser Shotgun Mic.
 - o Led field lighting kit

2. Production:

Government Meeting Services:

- CTV will provide coverage for an estimated 16 government meetings in January.

- Mission Programing

Mathilde produced a short and informative program on taxes focused on tax credits available for low/moderate income families and how to get free help filing taxes.

3. Membership

- Working with CTV volunteers, our Coworking Community Coordinator, Angelisa Candler, participated in the New-Tech meet-up event in order to promote our coworking / digital media center. Our new 360-degree camera was on display and got some interest.
- Members also participated in a very successful Video Meet-up hosted right here in our facility. This effort was largely lead by Keith who engaged Joe Goldin of Impact Productions to speak on 360-video. Joe gave a very informative talk to a rapt audience. The talk was carried live on CTV and will be repeated.

Thanks to Joe's endorsement of the Omni and the most useful/affordable 360 option, we got a lot of interest in renting our new camera rig.

Victor and our volunteers were also on hand to demo our newest and most intriguing equipment and give tours of the studio and the coworking center.

Guests at the event completed surveys on the type of equipment they'd be inclined to rent. We'll be using these to inform future purchases.

4. Outreach:

Youth Programs

Our pilot Youth Program wrapped up in mid December. The kids and the instructor really enjoyed it. My goal is to use this successful example to build partnerships with organizations that have curriculum and instructors but lack digital media equipment and facilities.

5. Equipment Grant

- o We have delivered the granted equipment to Digital Nest save for a few items.
- o We continue to work with the Boys and Girls Club as they develop a program that fits the requirements of our grant.

Community Television of Santa Cruz County

RULES & PROCEDURES

February 2014~~7~~

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 also be a members 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 and personally responsible for all aspects of the production, including content, use of facilities and equipment, any and all damages they incur as well as the actions of their crew and guests. ~~That~~ USERS 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 **A**ccess 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

Any pPrograms 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 in program credits:

"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

~~Specific hours for Ppublic access use of CTV facilities and equipment may be limited by the Executive Director or designee and is listed on the CTV website. is limited to those hours designated by the Public Access Time Period which is governed by the CTV USER portal.~~

~~Specific hours for Eeducational and/or government access use of CTV facilities and equipment is limited to those hours designated by the Executive Director or designee may be limited by the Executive Director or designee and is listed on the CTV website.~~

~~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. Check out times for equipment are listed on the CTV website.~~ 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 e~~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 in the last two years 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~~website.

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 equipment reservations must be completed through the CTV USER-portalwebsite, ~~a minimum of seven days prior to the reservation date~~. Fees must be paid through the online-USER-portalwebsite 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 at~~ 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~~ can be reserved with the volunteer coordinator for any open time on the schedule. If the studio schedule is consistently full, weCTV may use a lottery system to fairly allocate studio time. CTV reserves the right to make changes to the schedule at any time based on operations and organizational needs.

A minimum of 34 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 hours3 or 5 days, with exceptions for higher priced equipment. 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 is available for rent on a first-come first-served basis. (For the current rate to use the studio, see posted fee schedule on the CTV website.

If the demand is such that no slots are available, the studio schedule will be set on a quarterly basis using a lottery system. AllIn this system, certified studio USERS in good standing are invited to participate in the lottery. All attempts will be made to give each participant a slot on the schedule ~~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. USER assumes responsibility for any equipment damage not 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~~ If USERS cancel reservations for rental equipment and studio use with less than 48 hours notice then refunds will not be issued.

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(s).**

7) Periods of Availability

The schedule of availability for all equipment is posted on and controlled by the CTV [USER Portal website](#). All reservations must be made by the USER on the CTV [USER portal website](#). CERTIFIED VOLUNTEERS and STAFF ~~will~~ can 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 who is a Santa Cruz County resident 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 at any time. Exceptions to this rule, with respect to ~~food and drink~~ alcoholic beverages, 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~~ 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 USERs may submit completed Public access programs and must complete a Compliance Contract online and physically sign the contract. ~~CTV STAFF~~ 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 USERs 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 programming submitted by a 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 **USERs** 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 **USER** 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 **USER** 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 **USER** 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 must notify the Volunteer Coordinator in advance if they want the show to be cablecast live.

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 (V. D.) 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 **USER** or provider is required to submit any request for a waiver in writing in advance for review by STAFF.

An access **USER** 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 **USERS** 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/website](#) 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 ([e.g. produced by a USER](#)) 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 **USER**'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 **USER** 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

These RULES and PROCEDURES have been establish t 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 and cats or dogs~~) 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~~before the next scheduled USER ~~has arrived's~~ start time;
- 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 [their 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. ~~U;~~ 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 STAFFSTAFF~~ or ~~MEMBERUSERS~~ 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; ~~U.~~ 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; ~~t.~~ 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 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 pre-~~ approved by 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~~ When a STAFF production is not possible, STAFF will then inform community representatives about the access training program and ~~will be encouraged~~ encourage them to receive training in order to produce their own community access programming.

B. Government and Educational Access Programs

~~CTV STAFF~~ 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.

When a STAFF production is not possible, STAFF will then inform
Rrepresentatives of government and educational institutions requesting-
production support will be informed of about the access training program
and will be encouragedencourage them 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~~February 2017