PEOPLE POWERED MEDIA

PHILLYCAM

Member Handbook

Table of Contents

1) **Welcome to PhillyCAM!**

Welcome and thank you for joining the Philadelphia Community Access Media. You are now enrolled as part of an interactive community organization that provides all people access to media technology, production facilities and a vibrant network of local media makers. This handbook is your introductory guide to PhillyCAM's purpose, vision and organizational structure, offering tips on how you can utilize our unique resources to benefit you and further develop your media making skills.

As a PhillyCAM member, you have direct access to a variety of programs and services designed to give you a professional platform to communicate with a broad audience, collaborate with others, and enhance your media making skills. PhillyCAM's membership benefits offer programs such as digital video production training, community meeting space, HDTV studios and equipment, media project support for non-profits and community groups, youth programs, producer networking events and cable television timeslots. Regardless of your age, background or experience, we are committed to providing opportunities for everyone.

Have a question or need further assistance? Don't hesitate to speak with our staff or other PhillyCAM members. We're excited to work with you and offer support for your community-building endeavors!

2) **Let's Get Started.**

Now that you're a PhillyCAM member, here are the key steps you need to take to register for workshops, make facility or equipment reservations, submit a program, or volunteer. We want to ensure you'll have the best member experience possible by laying the right foundation with the following steps:

- ◉ **Create Your Online User Account**. Your personal online account enables you to view the PhillyCAM room and equipment reservations calendar, submit reservation requests, register for classes, and connect with other crew members and producers.

  To correctly set-up personal PhillyCAM user account, make sure you have an active email address. Don't forget to use this same exact email address when you sign up to become a PhillyCAM member. If you do not have an email address, you may contact our membership and outreach director for further assistance.

- ◉ **Attend a New Member Orientation**. All members must attend this free orientation session, which explains all operational procedures, membership policies, and opportunities to get involved at PhillyCAM. This is the best venue to interact with our staff and have your initial questions answered. New member orientations are offered on a monthly basis and you can find orientation dates on the PhillyCAM event calendar on our website.

- ◉ **Schedule Your Resources & Always Plan Ahead**. We understand new members have project deadlines and prospective launch dates. However, workshop slots, equipment and space reservations are often in HIGH demand, so it's always best to make your plans a few *months* in advance. A good rule of thumb - don't wait till a few weeks or days before your deadline to reserve your resources or they may not be available when need them.

3) **Take Your Next Steps.**

After you create your personal PhillyCAM online user account and attend a new member orientation, we also ask that you take some time to do the following:

- ⊙ **Tell us more about you.** Complete your online member profile by posting a brief bio and an evaluation of your production skill levels. This information will be a helpful resource for other members who are looking for potential project collaborators through **Crew Connect**. (Read more about Crew Connect on page 21.)

- ⊙ **Help us learn about your organization.** Next, create an account for your organization and designate up to 5 associate members. Once the associates' contact information is submitted, we'll send an email inviting each of them to create their own personal online user account.

- ⊙ **Start a project page and tell us your plans.** Take full advantage of your PhillyCAM benefits by creating a project page. A project page is required if you plan to submit program content, check out equipment, and make reservations for meeting room and studio use.

- ⊙ **Be a PhillyCAM Ambassador.** When you're working as a lead producer, crew member or volunteer out in the field, people will often ask questions about PhillyCAM and express an interest in learning more on how they can get involved. We strongly encourage all members to develop a fundamental understanding of community access media and PhillyCAM as an organization. Since most people learn about us through word of mouth recommendations, we depend on our members to actively participate in supporting PhillyCAM through communicating accurate information about the organization and expressing its value in the community.

  Any time you respond to the question "What is PhillyCAM?" you have the opportunity to become our ambassador. It's always a good idea to carry along a PhillyCAM fact sheet [add link] or postcards when you're out in the field documenting events and conducting interviews. When you have opportunities to speak with community leaders, elected officials or potential collaborative partners, make sure to leave behind general information materials to promote PhillyCAM and give tips on how they can further support our programs and get involved.

  We have a wealth of information available to get you well-acquainted with our unique world of community access television and our organization. Our staff highly recommends watching *What is PhillyCAM?* and *We're On: The History of Public Access.* Both of these can be found in the On-demand section of our website. Also, take a few moments to explore PhillyCAM's history, organizational structure, vision and mission in the sections below.

4) PhillyCAM Guiding Principles

Now, let's get you better acquainted with how community access television and the PhillyCAM organization came into existence. Below we've outlined the history of public access television, information on how primary funding is obtained, and the leadership roles that propel our organization forward. Become familiar with these guiding principles, especially if at some point you may aspire to run as a candidate for PhillyCAM's Board of Directors.

- ⊙ **Mission :** PhillyCAM is a community media center that brings together the people of Philadelphia to make and share media that promotes creative expression, democratic values and civic participation.

- ⊙ **Vision :** PhillyCAM aspires to be…
  - A vibrant community hub that connects, fulfills unique interests, and prepares people to become skilled creators, not just consumers, of high-quality media.
  - A leading advocate for discussing issues absent from public dialogue, in greater detail and without bias.
  - An indispensable organization to local community, educational, and government institutions.
  - A resource for building digital literacy skills.

- ⊙ **History of Public Access TV & PhillyCAM.**

  Public access is an alternative system of television that originated as a critical response to commercial broadcasting and a way to validate the public-good-serving potential of cable TV systems rapidly spreading throughout the United States in the 1970's. As cable companies progressed from city to city using public rights-of-way (e.g. sidewalks and utility poles) to run fee-based cable TV services to citizens, pioneers such as George Stoney and Red Burns developed a legal framework requiring companies to meet a certain minimum of public interest standards in exchange for access to the public rights-of-way. The basic concept of this legal framework established a way for public access television provisions such as access to channel space and funding for equipment and operations to be included in the Local Franchise Agreement (LFA) between the cable companies and the municipal government.

  In addition to the development of a more public-friendly LFA framework, there were a series of federal policies enacted between 1972-1976 requiring cable providers to allocate channels for Public, Educational and Government (PEG) use as well as equipment and studios set aside for public use. Cable companies pushed back at these policies and didn't want to accept the burden of public access television. However, the 1984 Cable Franchise Policy and Communications Act written by Senator Barry Goldwater made it possible for municipalities to either stipulate or opt-out of a PEG channel requirement. If municipalities opted out, they would keep 100% of the cable TV franchise fees for their general fund, while providing no PEG facilities or television channel capacity. Although this legislation did not completely benefit the potential growth of PEG centers in every city, it barred cable operators from exercising editorial control over content of programs carried on PEG channels, and released them from liability for that content.

  In 1983, the City of Philadelphia passed an ordinance and developed a proposed model for public access television to operate in the four cable franchises that made up the Philadelphia region. However, due to a lack of understanding that public access television is a valuable resource, and also a lack of political will on the part of our elected officials, for 27 years the city opted not to carry out its public access television requirements. To make public access television a reality, it took the hard work and relentless perseverance of the Philadelphia Public Access Coalition (PPAC), a grassroots coalition comprised of passionate individual supporters and over 100 non-profit and community based organizations.

  Philadelphia Community Access Media (PhillyCAM) was incorporated in December 2007 and received its first board member appointments from the city government in fall 2008. The following year, PhillyCAM was up and cablecasting programs on Comcast 66/966 and Verizon 29/30, and by 2010, moved into its start-up facility at the Painted Bride Art Center. After another successful season, PhillyCAM relocated to its permanent home in October of 2011, at 699 Ranstead Street and went live from its television studios on February 23, 2012.

  PhillyCAM's primary funding comes from the cable companies, Comcast and Verizon, as per franchise agreements. If you're a cable subscriber in the City of Philadelphia, take a closer look at your monthly bill and you'll notice a charge for public access television. PhillyCAM also generates earned income through grants, membership and workshop fees, production services and individual donations.

- ⊙ **Organizational Structure.**
  Philadelphia Public Access Corporation, doing business as PhillyCAM, was incorporated in December 2007 and received its 501c3 status in September 2009. PhillyCAM is the not-for-profit designated by the City of Philadelphia to operate the public access channels. Our day-to-day operations are handled by a dedicated full-time staff with support from freelance media instructors and production facilitators, interns and volunteers. The Board of Directors provides institutional leadership to ensure our organization stays on mission and remains on a strong fiscal and legal footing.

  PhillyCAM's Board of Directors [link to the board list] is comprised of 19 individuals who contribute a diversity of perspectives and experiences. Board members exhibit such qualities as: the ability to work with diverse communities; a demonstrated commitment to the quality of life for all Philadelphians; management or leadership experience; and a solid understanding of the power of a diverse, open media system to inspire and inform.

  PhillyCAM Members have the opportunity to actively participate in leadership through casting their votes in the election of Board Members, held at our Annual? (if they serve for two years, should his be "every other year" and not "annual"? Member Meeting in March. The Board is in service for a duration of two years and is permitted to serve up to 3 consecutive terms. Individual members are eligible to run for a seat on the Board of Directors and organizational members have the opportunity to nominate candidates for the Board.

  The Board of Directors meets every other month with committee meetings held in between, and members have the option of serving on a variety of committees. These committees include: Executive, Finance, Programming, Personnel, Membership and Outreach, Government Relations and an Elections Committee.

  Serving on the PhillyCAM Board of Directors and/or a Board Committee is a unique opportunity to utilize your expertise and grow professionally with the PhillyCAM organization. It's an interesting window into a "behind the scenes," perspective of what makes PhillyCAM "tick" and what it takes to run a successful public access station.

  Interested in serving on a Board Committee? Contact our Executive Director, Gretjen Clausing, for more information.

- ⊙ **Meet the PhillyCAM Staff.**
  Executive Director : Gretjen Clausing : gretjen@phillycam.org
  As a passionate advocate for policies that preserve and expand public access, our Executive Director, Gretjen, operates as the central hub of PhillyCAM. Her steadfast direction and leadership sustains the public access system and keeps all components running smoothly—the center, channels, website, and staff. She manages the annual budget, coordinates fundraising activities and develops programming initiatives, while serving as PhillyCAM's main liaison between the Board of Directors, city government, franchisees, sponsors, and the community. Gretjen lends her expertise and guidance to effectively meet the challenges of community media in an urban environment and with new technologies, ensures the fair and equitable delivery of services, continues to expand access to underserved communities, and encourages the growth of diverse and quality programming.
  Ask Gretjen about:
  - Fundraising Opportunities
  - Running for the Board of Directors
  - Submitting Suggestions or Complaints

  Membership & Outreach Director : Antoine Haywood : antoine@phillycam.org
  At the energetic forefront of PhillyCAM is our Membership & Outreach Director, Antoine. As our spokesperson who promotes public access TV in the community and local media, Antoine partners with our Executive Director (Gretjen) and local media educators to assess the community's needs, and to

develop programs, training workshops, and collaborative projects with non-profits. He provides a clear channel of communication between PhillyCAM and its members, while also leading recruiting efforts through managing our membership drives. Antoine builds and sustains relationships with non-profits, schools, community based organizations and local businesses.

Ask Antoine about:
- Details of Member Benefits
- Volunteering & Internships
- Community Partnerships

Online Content Manager : Sonia Thompson : sonia@phillycam.org

Sonia Thompson is our news and information maven in her role as Online Content Manager. Sonia drafts lively and fresh communications, while continually developing PhillyCAM's website, including the membership and contact database. She collaborates closely with our Membership & Outreach Director (Antoine) to keep our online presence fresh with current news featuring PhillyCAM television programming and events. In tandem with our Director of Programming (Deb), Sonia also creates and uploads new video content to PhillyCAM's various web channels and the Community Bulletin Board.

Ask Sonia about:
- Creating & Maintaining your online account
- Accessing Crew Connect
- Registering for workshops online

Programming Director : Deb Rudman : debbie@phillycam.org

Our Programming Director, Deb, actively seeks submissions of new and existing programming, researches and acquires shared content from other access centers for rebroadcast and assists motivated producers how to best utilize PhillyCAM's training workshops to create their own new programming. Deb also develops and maintains the PhillyCAM cable schedule and on-demand offerings, fosters the creation of PhillyCAM generated productions and collaborates with our Membership and Outreach Director (Antoine) to assist producers with promoting their programs.

Ask Deb about:
- Creating a Project Page
- Submitting & Scheduling your program

Technical Director : Ryan Saunders :: ryan@phillycam.org

Our Technical Director, Ryan, meticulously manages PhillyCAM's studio, broadcasting, and transmission of the public access system - keeping it all humming smoothly. Ryan is responsible for the purchase, maintenance and replacement of equipment in the studio, computer and editing labs, and field packages. Ryan researches, plans and implements emerging technology and systems throughout the entire organization, from databases and websites to all computer systems in the administrative office, and the training and production labs.

Ask Ryan about:
- Reserving Equipment & Space
- Workshops & Certifications

5) Your Membership Benefits & Responsibilities

Your PhillyCAM membership offers two types:

⊙ **Individual Memberships** for anyone who lives or works in the greater Philadelphia community regardless of race, color, religion, national origin, ability, age, gender expression or sexual orientation or economic status.

⊙ **Organizational Memberships*** for non-profits, community groups and collectives that serve a common mission and provide services for the greater Philadelphia community.

*Please note: PhillyCAM is currently developing membership categories, underwriting options and sponsorship levels for local businesses and production companies. If you're a local business, contact the Executive Director to find out how you can get involved beyond individual membership.

⊙ **Individual Benefits.** Your PhillyCAM Individual Membership grants you opportunities to participate in any of the following benefits:

  – Have access to digital TV studios, media lab and meeting spaces
  – Gain media production skills and equipment certification
  – Distribute your media on cable channels that reach over one million Philadelphians
  – Feature your own content on PhillyCAM's *Video On Demand* web viewer
  – Display your Member Profile on PhillyCAM's website
  – Attend special networking events, screenings & mixers
  – Receive news about media production related opportunities through our monthly Member's e-News
  – Become a Volunteer or Intern
  – Contribute your ideas at the leadership level as a Board Member
  – Cast your vote in PhillyCAM's Board of Directors election
  – Collaborate within a creative network of media producers, artists, activists and professionals in multiple fields

⊙ **Organizational Benefits.** Your Organizational Membership includes all the perks of Individual Membership **PLUS* you can…*

  – Select up to five associate members to receive active memberships in association with the organization's membership. Your chosen associates will be able to take workshops, receive equipment certification and book the facilities.
  – Create announcements for the Electronic Community Bulletin Board, which displays events and community happenings daily on PhillyCAM
  – Produce a two-minute PSA with the support of PhillyCAM staff
  – Organize a one-time 30-minute studio shoot, with the support of PhillyCAM staff, to raise awareness about a particular issue or be featured on PhillyCAM's *Go Philly* Service Program.
  – Hire PhillyCAM and receive discounted production services to document and stream live video from special events, edit short videos for online social media, create in-studio community forums, etc. For a complete listing of PhillyCAM production services.

- ⊙ **PhillyCAM's Core Values**. We strive to cultivate a culture that embodies these values:
  - – **Access for All.** Commitment to policies that serve the public interest and assure an equitable and accessible media system to all people on all platforms (cable TV, internet, mobile, etc.)
  - – **Collaboration.** People and groups working together toward common goals and powerful results.
  - – **Community Connectivity.** Communication uniting across cultures, demographics, opinions, and that encourages informed civic engagement.
  - – **Discovery.** Creating an open forum for people to express and absorb divergent viewpoints in an accepting environment for the purpose of seeing beyond themselves and gaining a new perspective of the world.
  - – **Learning.** Individual and community transformation through creativity and innovation resulting from exposure to new information and experiences.
  - – **Local Focus.** Sharing stories about, by, and for Philadelphians.
  - – **Quality.** State-of-the-art technology and high-level standards for on-air programs, media creation, educational experiences, and administrative practices.
  - – **Stewardship.** Practices that support a fiscally strong organization.

- ⊙ **Terms and Conditions.**
  As part of the PhillyCAM community, all members are in agreement with the following:
  - – Memberships are valid for 12 months from the join date. Members receive a 30-day grace period following their expiration date. Failure to renew after the 30-day grace period will result in the termination of membership.
  - – Membership fees are not refundable or transferable.
  - – Organizational members must be based in the greater Philadelphia area and may be asked to furnish proof of non-profit status such as a 501(c)(3), a tax exemption certificate or group mission if community initiative or collective.
  - – Organizational members are responsible for ensuring their designated associate members understand and agree with these terms and conditions.
  - – All members wishing to volunteer, submit or produce programming and/or become certified to access equipment or facilities must attend a PhillyCAM New Member Orientation.
  - – Members must receive certification to access PhillyCAM equipment and facilities. Certification is given upon completion of classes or in a case when a member tests out of a proficiency exam. Different facilities and equipment types require different certifications.
  - – All members must agree to become familiar with, and abide by the Code of Conduct and all applicable rules, guidelines and procedures governing use of PhillyCAM resources, facilities and equipment as set forth in PhillyCAM's Member Handbook.
  - – If an individual violates their membership agreement, they may be subject to restriction, temporary suspension, or loss of member privileges, including use of production resources, channel time and entry to facilities.

- ⊙ **Code of Conduct.** While PhillyCAM is an open, friendly creative community, it's a common goal and responsibility of all associated with PhillyCAM to uphold the highest level of professionalism. The PhillyCAM workplace cultivates an environment in which all staff, members and visitors are comfortable and able to work and collaborate productively. Our facilities are accessible to members and visitors who are there to participate in productions, attend public meetings or for other authorized purposes. It is expected that members conduct themselves at all times with respect for others and that they ensure the same behavior in their guests and visitors.

  PhillyCAM staff reserve the right to temporarily refuse the use of the facilities to anyone who appears to be under the influence of drugs or alcohol or not in full control of their behavior, or who engages in

inappropriate conduct. Failure to abide by PhillyCAM rules may result in suspension of privileges. Repeated violations may result in permanent restriction of use of equipment and/or facilities.

The following are NOT permitted at PhillyCAM:
- Disruptive, hostile, abusive or threatening behavior or language
- Any form of harassment
- Dishonesty
- Disregard of staff authority
- Any criminal act as defined by federal, state or local law or statute
- Possession of weapons
- Unauthorized use of alcohol
- Smoking or use of illegal substances
- Misuse, unauthorized use or tampering of resources and equipment
- Open flames
- Food or drink except in permitted areas
- Unhygienic, unsafe or unhealthy behavior
- Recording without permission
- Unauthorized use of facilities for a purpose not related to production of a program for public access cablecast
- No commercial activities, advertising, sales or solicitation are permitted unless pre-approved by staff
- Unauthorized postings of flyers promoting commercial activities, advertising, sales or solicitation

⊙ **Violations of Code of Conduct or other Policies.** A single instance of violation of most policies may not result in immediate suspension. PhillyCAM understands that problems may arise, at times, which are unavoidable. Usually, a conversation between staff and members leads to an improved understanding of policies and the reason why we implement them - to protect the interest of members. However, for the sake of all members, PhillyCAM staff is responsible for guarding against the emergence of a pattern of violations and for following up as necessary to achieve conformity with all relevant policies and guidelines.

PhillyCAM staff uses its discretion in assessing the severity of each problem and determines the appropriate follow-up. As a situation arises, staff will discuss it with the member, make every effort to rectify the problem in a mutually agreeable way, and document the issue and its follow-up action plan. The member may also be required to provide information in writing. If there is no agreement, the matter will be referred to PhillyCAM Appeals Committee of the Board of Directors for a final decision.

⊙ **Suspension of Member Privileges.** Any individual who violates their membership agreement may be subject to restriction, temporary suspension, or loss of member privileges, including use of production resources, channel time and/or entry to facilities. PhillyCAM Board of Directors and staff will exercise judgment giving the highest importance to the best interests of the PhillyCAM community as a whole, but also giving consideration to the member's individual rights in these decisions.

⊙ **Immediate Suspension for Major Violations.** PhillyCAM members will be held accountable to do their part to maintain a safe and productive workplace. Any behavior that threatens the safety and well being of staff, members or other visitors, may result in immediate suspension of member privileges and removal from the PhillyCAM premises until further notice.

An immediate ninety (90) day suspension may be issued by PhillyCAM Board of Directors in these cases or when it's determined that there has been an apparent policy violation of a serious nature. During this ninety day period, the affected person will be provided reasonable notice and a fair process for being heard on the matter prior to any consequent decision.

- ⊙ **Complaints and Member Appeals.** If you have a complaint, you must submit it in writing using the forms available online or by requesting one from a staff member. The Board of Directors Appeals Committee will hear complaints from members relating to claims of unfair treatment, rules violations, and improper management decisions. The Appeals Committee has the right to refuse to pursue matters which it believes are trivial, irrelevant or beyond its scope. The decisions of the Appeals Committee are final.

- ⊙ **Whistleblower Policy.** Each member, director, volunteer, and employee of PhillyCAM has an obligation to report in accordance with our Whistleblower Policy (a) questionable or improper accounting or auditing matters, and (b) violations and suspected violations of any corporate standards or procedures. All reported Concerns are to be forwarded to the Finance Committee of the Board of Directors. The Finance Committee is be responsible for investigating, and making appropriate recommendations to the Board of Directors, with respect to all reported Concerns. See Member documents on the website for the complete policy.

- ⊙ **Payments.** Your membership dues and training fees may be paid online by credit card through our secure website or you may mail in payments with a check or money order. All forms of payment are accepted in person at PhillyCAM including cash. If requested, PhillyCAM can also invoice an organization for member dues or training fees. Members will be charged $30 for any bounced checks.

- ⊙ **Volunteering.** Volunteering is a great way to hone your skills, while getting a taste of all the elements that create the PhillyCAM organization. There are a number of ways you can become an active volunteer. We often look for members to contribute their talent and skills to assist with special events, outreach initiatives, productions, administrative duties and welcoming guests who visit PhillyCAM.

    If you'd like to volunteer, simply complete a volunteer information form and indicate if you wish to have your hours documented for community service or count towards receiving a workshop credit. Your volunteer work hours will be logged on dated timesheets that will be signed & verified by by PhillyCAM staff.

- ⊙ **Member Work Exchange Program.** PhillyCAM's membership dues and training fees support our ability to provide services to all. We intend for our resources to be accessible to everyone, including those with financial limitations. Some fee reductions are available for youth, seniors and those with limited income. For members experiencing financial hardship PhillyCAM offers an opportunity to compile volunteer hours in order to have membership and workshop fees waived.

    Volunteers must log at least 10 hours to be eligible to receive a workshop credit, which waives the $75 fee registration fee. The work exchange value is based on the current hourly minimum wage of $7.25. If a workshop is not full of members who paid the registration fee, we allow for one slot to be taken by a member who wishes to use their work exchange credit.   Members may only receive one workshop credit per year.

- ⊙ **Minors.** Minors (under 18 years of age) need to provide written permission from a parent or guardian to participate in member benefits. The parent or guardian should familiarize themselves with all PhillyCAM policies and agree to assume full legal responsibility for the actions of minors, whether in their use of equipment, their cablecast of programs, or any other activity at PhillyCAM. We also require the parent or guardian sign a Minor Release Form prior to any minor appearing on programs.

- ⊙ **Personal Identification.** When mentioning your affiliation with PhillyCAM in the community, you may identify yourself as a member, but not as an official representative or employee. Misrepresentation of your role could lead to loss of your member privileges. Any reference to PhillyCAM should identify it as the organization of which you are a member, or as the location and services with which your production was created and/or cablecast.

- ⊙ **Privacy Policy.** PhillyCAM never shares your personal information (address, telephone, email) without first getting your written permission. Our general practice is to contact you so that you may then follow up directly with the person attempting to reach you.

(6) Certifications & Training Workshops

You will need to become certified to operate our production equipment, which simply means you've successfully completed a training workshop or "tested-out" to demonstrate your proficiency in a particular production area. After you pass the PhillyCAM certification steps you will be ready to begin work on your media projects, check out equipment for field productions, work on a studio crew or edit your projects using Final Cut Pro.

Certification Categories. The production areas in which members can become certified are as follows:

- ⊙ **Field Production Certifications.** With these certifications you can check out equipment for projects being shot on location or in the PhillyCAM studios. Basic Field Production certification is required before obtaining your certification for Advanced Field Production. There are no perquisites to becoming certified in Field Lighting or Field Audio.

    - **Basic Field Production**. You are permitted to check out field production packages, which include a Canon Vixia HD camcorder, tripod, headphones, batteries, lights and microphones.
    - **Advanced Field Production**. You are permitted to check out field production packages, which include a Sony NXCAM, tripod, headphones, batteries, lights and microphones.
    - **Field Lighting**. You are permitted to check out light kits.
    - **Field Audio**. You are permitted to check out portable audio equipment such as wireless microphones, boom microphones and the digital Zoom recorder.

- ⊙ **Editing Certification.** If you decide to edit with a group, PhillyCAM requires that at least one member in your group is Final Cut Pro certified.
    - **Final Cut Pro.** After you've achieved this certification you will be permitted to reserve lab time reservations edit your projects using Final Cut Pro.

- ⊙ **TV Studio Certifications.** If you aspire to work as a crew member as part of a TV production team, you first need to achieve TV Studio Crew Certification. To operate equipment in the main studio and control room, PhillyCAM also requires you to become TV Studio Producer Certified. Once you've achieved that certification, you may recruit other certified crew members to assist you with your own productions.

    - **TV Studio Crew Certified**. You are permitted to serve as a crew member for productions in the main studio.
    - **TV Studio Producer Certified**. You are permitted to lead a project being produced in the main studio with a group of certified crew members.

- ⊙ **PhillyCAM Certification Process.**

    Step 1: Attend a New Member Orientation

    Step 2: Successfully complete a production workshop
            - OR -
    Successfully test-out of a workshop

Your first step toward becoming certified is attending a PhillyCAM *New Member Orientation* to welcome you, provide you with an overview of PhillyCAM and familiarize you with our organization. After you've attended this session, you may start the process of registering for a production workshop. Each workshop is a thorough, comprehensive session full of in-depth information, and for that reason, PhillyCAM can only allow you to take one workshop at a time. Workshops require members to complete proficiency exams, and in some instances, practical and crew service time. Please read the next section, which explains in detail the content of each workshop and any relevant prerequisites.

⊙ **Training Workshops Offered.** PhillyCAM provides a variety of ways for its members to learn how to become proficient media makers. If you are eager to get started and want to take all of our workshops, we recommend you begin with the basic field production class. Below we've outlined full PhillyCAM course descriptions and their prerequisites. Most of the advanced level workshops require a basic certification to be cleared prior to registration, so be sure to check if a course has a prerequisite.

For your convenience, PhilyCAM's course offerings and registration periods are announced to members via email and posted on our website. If you plan to take workshops, make sure you are able to receive these email notices, regularly check our website for updates, or if you are unable to access the information online, just give us a call to get the latest news about training opportunities.

⊙ **Basic Field Production Workshop**
Course length: 6 weeks
Course prerequisite: New Member Orientation

This course is designed to introduce members to the fundamentals of digital video production and the best practices for using PhillyCAM's portable production equipment. You will learn how to operate the Canon Vixia HD camcorder and its menus, tripod, headphones, batteries, lights and microphones.

On the final day of the workshop participants are expected to take a short written exam and demonstrate how to set up and break down camera equipment.

⊙ **Production Planning Workshop**
Course length: 3 weeks
Course prerequisite: New Member Orientation

The goal of this workshop is to help you develop and refine your project idea and create your own blueprint for producing a successful program for cablecasting on PhillyCAM. This course is suitable for either members who are planning to produce a new show, or for those who are aiming to improve their management of a show already in production.

⊙ **Advanced Field Production Workshop**
Course length: 6 weeks
Course prerequisite: Certified in Basic Field Production

Advanced Field Production is designed for members who are interested in using the Sony NXCAM for field productions. This workshop focuses on the settings and features associated with the high-end Sony cameras.

On the final day of the workshop, participants are expected to demonstrate how to set up and break down camera equipment.

- ⊙ **Intro to Final Cut Pro Workshop**
  Course length: 6 weeks
  Course perquisite: New Member Orientation

  This introduction to non-linear editing is designed to help you understand basic editing terms, concepts and tools in Final Cut Pro 7. Beyond attending the workshop sessions, participants are also required to spend time working on tutorial exercises during open lab times.

  On the final day of the workshop participants are expected to take a short written exam and confirm their tutorial project is complete.

- ⊙ **TV Studio Production Crew Workshop**
  Course length: 6 weeks
  Course perquisite: New Member Orientation

  The Studio Production Crew Workshop introduces participants to the fundamental crew positions, technical tools and process of creating television programming in the TV studio environment. Participants learn how to operate studio cameras, audio equipment, lighting, graphics, teleprompter and video switching devices. Basic directing and floor managing cues are also covered.

  Beyond working in class, participants are also required to serve as crew members on 4 productions. These can be PhillyCAM or other member projects.

  Participants are expected to complete a written exam to demonstrate an understanding of studio production terms, floor managing hand signals, and crew roles.

- ⊙ **TV Studio Producing & Directing Workshop**
  Course length: 3 weeks
  Course prerequisite: Certified in TV Studio Crew

  This workshop is for members who want to take on the full responsibility of leading productions in the main PhillyCAM studio. Through this intensive course members learn best practices for producing and directing that are specific to submitting project plans, making studio reservations, checking out studio equipment and leading a certified PhillyCAM crew.

  Upon completing this workshop, participants are required to submit a sample rundown sheet for a prospective project and may be asked to complete other planning forms.

- ⊙ **Testing Out.** Some people who join PhillyCAM may already have prior production experience. If this applies to you then you may consider testing out as your first step. Prior to testing out you may visit PhillyCAM to spend time practicing with the equipment and to pick up study materials. Be sure to plan ahead and schedule a test out time on a first Thursday of every month or by special appointment.

  All areas in which you may test out are as follows:
  - Basic Field Production
  - Final Cut Pro
  - Field Lighting
  - Field Audio

  Please note: there are fees associated with testing out. Contact PhillyCAM for more information.

- ⊙ **Workshop Registration & Cancellation Process.** PhillyCAM holds several registration periods per year, which typically open at least two weeks before each workshop start date. Due to the condensed amount of information taught in each workshop, we can only allow members to register for one workshop at a time. When you've selected the workshop you'd like to take, please make sure you've created your PhillyCAM member account, so you can easily complete the registration process. Spaces for all courses are limited and only available on a first-come-first-serve basis. Members have the flexibility to register online at phillycam.org or in person, and if necessary, workshop registration fees can be re-funded 5 business days before the workshop start date.

  If you need to withdraw from a class before it starts, we can reserve a spot for you at the next available workshop. PhillyCAM will then need to refund your registration fee and re-register you for that selected workshop.

  In the event of inclement weather or lack of enrollment, classes may be cancelled and rescheduled. Please be sure PhillyCAM has your best contact information, so that we can easily reach you if a class is being rescheduled.

7) Facility and Equipment Guidelines

- ⊙ **Hours of Operation***

Administrative Hours	Monday – Friday 10:00 am – 6:00 pm
Facility and Reservation Hours	Monday – Friday 10:30 am – 8:00 pm
Equipment Pick up	Monday – Friday 3:30 pm – 6:00 pm
Equipment Drop off	Monday – Friday 11:30 am – 1:30 pm
Media Lab	Monday – Friday 10:30 am – 6:00 pm
	(*except for when the lab is reserved for a special workshop*)
Studio Tours	Wednesdays from 2:00 – 3:30 pm or by appointment
Group Tours	By appointment only, please call 267 639 5481

  *Hours are subject to change. We hope to begin offering regular Saturday hours by May 2013. Please check phillycam.org for current schedule.

- ⊙ **Closures.** In observation of national holidays, PhillyCAM is closed on New Year's Day, Martin Luther King Day, Memorial Day, July 4th, Labor Day, Thanksgiving and the day after, and Christmas Day. Every August, and at the year's end, PhillyCAM also limits member access to equipment and facilities so that we may conduct semi-annual inventory and maintenance.

  In the event of inclement weather, we recommend you give us a call to see if PhillyCAM is open. A general rule of thumb is that if the Philadelphia Schools are closed, PhillyCAM will also be closed.

- ⊙ **Equipment and Facilities Overview.** PhillyCAM offers an assortment of digital video production equipment comprised of HD camcorders; wireless lavalier, handheld and shot gun microphones; digital audio recorders, boom poles; head sets; lighting kits and tripods. These devices are accessible to the community and available to be utilized by members who are PhillyCAM-certified producers to create non-commerical content to be aired on PhillyCAM. We also support member media projects through giving direct access to PhillyCAM's studio space to conduct productions, community meetings, screenings and media-related networking events.

  Additionally, you have the option to bring your own production equipment to shoot projects in the Main Studio and the Express Studio. However, access to the HD Studio cameras and other production equipment in these areas, as well as the Control room, requires additional certifications.

To fully engage members with all PhillyCAM equipment, we run training workshops that correspond with each area of certification in conjunction with ongoing orientation sessions. Check out section 6 of this Handbook to review the complete list of PhillyCAM certifications and trainings.

⊙ **Reserving Equipment.**
The time frame for reserving and checking out Field Production equipment is as follows:
Weekdays: two days (48 hours) max per loan
Weekends: 72 continuous hours per loan
Requests for longer loan periods must be made at the time of the reservation and may be honored as the schedule permits.

⊙ **Equipment Pick Up/Drop Off Schedule.**
Equipment Pick up   Monday – Friday between 3:30 pm – 6:00 pm
Equipment Drop off   Monday – Friday between 11:30 am – 1:30 pm

⊙ **Equipment Usage Policy.**
  – Before any reservation request can be made, producers need to create an online Project Page at www.phillycam.org, with the intention that the finished program will be cablecast on PhillyCAM.
  – Only certified PhillyCAM members in good standing have permission to request an equipment reservation and must provide a valid, legal ID to be kept on file.
  – You must be physically present to check out and return field equipment.
  – The certified producer assumes full responsibility for PhillyCAM equipment and is liable for damage, misuse, or theft, which occurs while the equipment, or facilities are in the producer's possession or control.
  – You are fully responsible for the equipment while it is in your care and non-members are not permitted to operate the equipment.
  – All equipment requests need to be linked to program/show you are planning to deliver.
  – Producers are limited to three Field Production equipment reservations per program or series episode produced unless otherwise authorized by staff.
  – Equipment usage will be reviewed quarterly.
  – If you do not turn in a program episode after three reservations your equipment access may be suspended unless discussed with staff.
  – Field Production equipment may be requested up to 60 days in advance.
  – PhillyCAM equipment cannot be used for commercial or personal purposes (weddings, family reunions, corporate videos, commercials etc.)
  – Minors (under age 18) must be accompanied by a parent or legal guardian in order to check out equipment. They must sign the Parental Consent Section of the Statement of Compliance Form in person and accept full financial responsibility for equipment used by the minor.

⊙ **Studio Reservation Policy.**
  – PhillyCAM studio facilities are available for reservation only by a certified producing member who should be present at the studio shoot at all times.
  – Only trained / certified members have access to PhillyCAM equipment and facilities.
  – The certified producer assumes full responsibility for PhillyCAM equipment and facilities reserved and is liable for damage, misuse, or theft, which occurs while the equipment or facilities are in the producer's possession or control.
  – PhillyCAM staff and the producer will inspect all equipment for proper operation before leaving the studio and sign a Studio/Equipment Checkout Form before using and leaving the studio.
  – Certified producers must leave the facility as they found it with all equipment, sets, props, and furniture to its proper place.
  – The PhillyCAM facility can be used only when a PhillyCAM staff member is on duty.

- Members are expected to bring their own props and supplies for use in the studio, since PhillyCAM does not store any of these items for members.
- No eating or drinking is allowed at any time in the studio, control room, or office areas without the consent of the PhillyCAM staff.
- PhillyCAM does provide acquisition media for recording in the Control Room but files must be removed immediately. Removal of media from the Control Room must be done with staff assistance.

⊙ **PhillyCAM Facility Summary.**
- **Main Studio.** A 900 square foot television studio outfitted with 3 HD studio cameras, a teleprompter, LED lighting grid, sound system, video projector, and studio monitor. Members can book this space to produce television programs, community meetings and screenings. If necessary, the space is sizeable enough to accommodate a small studio audience to participate in live or taped broadcasts.
- **Control Room.** Located adjacent to the Main Studio, the Control Room is where full-scale studio productions are directed. This room features a switcher, audio board, and computer graphics.
- **Express Studio.** With windows on 7th Street, the Express Studio is outfitted with two robotic HD cameras, a switcher and lighting. This space is ideal for small shoots because it requires fewer people to operate and manage.
- **Media Lab.** Situated just off the Commons, our media lab features 8 Mac computers all loaded with Final Cut Pro 7. All post production trainings take place in this room, and when workshops aren't happening, members can reserve time to edit their projects.
- **Edit Suite and Sound Room.** Post-production facilities accommodating all possible needs of producers, offering basic and intermediate video editing, graphic creation and audio recording.
- **Community Room.** A small conference room, located on the 2nd floor that has capacity for meetings of up to 20 people. Members can also use this space for small shoots, script readings or rehearsals.
- **The Commons.** Just through the PhillyCAM entry, is a hang out and meet up space for members. Bring your laptop and work, or enjoy the great view of 7th Street while having your lunch.
- **Storage Lockers.** These lockers located back by the Main Studio are for your convenience to safely secure your belongings while working at PhillyCAM. Members are not permitted to leave belongings in lockers overnight. Any items left if lockers will be removed by PhillyCAM staff.
- **Wifi.** Our wireless network is available for members to access while working at PhillyCAM. Feel free to log on using the following:
  Network Login: PhillyCAM Guest
  Access Code: GuestCAM

⊙ **Facility Usage.** To encourage facility use by as many individuals and organizations as possible, PhillyCAM limits the total number of hours each space may be reserved per session, as well as the number of sessions per calendar month. Members are expected to respect the spirit, as well as the letter of facility scheduling rules. **Remember, all users reserving time on any facility-associated equipment must be certified on that specific equipment.**
- PhillyCAM takes reservations on a first-come-first-served basis. After you make your reservation, we'll send you an email confirmation or refusal within two business days.
- Members are limited to two studio facility reservations per program produced and each session shall not last longer than four hours unless otherwise authorized by staff.
- Facility usage will be reviewed quarterly. If you do not turn in a program episode after two reservations your facility access may be suspended unless discussed with staff.
- Facility reservations may be made up to two months in advance. Please make any studio

reservations at lease one week in advance.
- Facilities may not be reserved for consecutive time periods in a 24-hour period. Exceptions may be granted by special arrangement.
- It is the producer's responsibility to contact the appropriate staff member in a timely manner for any particular production or equipment needs.
- A staff member MUST be on-hand during all studio productions and available for a minimal level of production support. Keep in mind staff may also need to attend to other duties and may not be at your complete disposal.

⊙ **Cancellations of Equipment/Space Reservations.** PhillyCAM employs these cancellation policies to ensure equipment/space is easily accessible to our members.
- Cancellations should be made at least 24 hours in advance of the reservation time. The earlier you notify us of your cancellation, the more likely the space and/or equipment can be utilized by another member.
- A $20 fine will be assessed for any cancellation made within less than 24 hours in advance.
- No subsequent reservations will be accepted until any fines are paid in full.
- Members who make more than three cancellations within a month without at least three days notice may be placed on a limited suspension status.

⊙ **No Show Policy.**
- If you are more than 30 minutes late in claiming the equipment or facilities without giving notice to PhillyCAM, you will be considered a "no show" and your equipment reservation is forfeited to the next member who may be waiting.
- What constitutes "notice"? "Notice" means you have to speak directly with a PhillyCAM staff person during business hours.
- A $20 fee is required for any "no show" or any cancellation made within less than 24 hours in advance.
- Members who accumulate three consecutive "no show" occurrences will be placed on a limited suspension status.
- If you do not notify PhillyCAM staff of your cancellation AT LEAST 24 HOURS IN ADVANCE, or if you do not return equipment on time, we may restrict your further equipment usage.

⊙ **Space Rentals.**
All available spaces are first and foremost to be used by members for the production of their programs for PhillyCAM. But on a case-by-case basis, and depending on availability, members and non-members may wish to use the space for a public event. Any event where an admission is to be charged is considered a space rental. A fee will be charged for use. The rental fee is determined based on the complexity of the event, staff time required and total time of usage. Call or email PhillyCAM to inquire about space rentals.

⊙ **Editing in the Media Lab.** PhillyCAM's state-of-the-art 8-seat Media Lab and Editing Suite is readily accessible to meet all your technical and media making needs. Lab computers are fully-loaded with Final Cut Pro 7 and other applications including word processing, digital imaging and file compression. Wireless internet access is also available at all stations for general internet applications (web browser, email etc.). To gain access to Final Cut Pro software, PhillyCAM requires you to become certified through taking a workshop or testing out.

Members have open access to our Media Lab during regular business hours from 10:00 am to 6:00 pm Monday through Friday, unless workshops or other special activities are in progress. To reserve a seat in the Media Lab or Editing Suite, you can conveniently make reservations using our online form located in the Member Account section of our website, and from there, PhillyCAM will assign you to a specific computer workstation. If you don't have access to a computer or internet, just give us a call to reserve a computer.

Please note that all reservations for the Media Lab and the Editing Suite are on a first come, first served basis, so make sure to plan ahead for your reservations. Members may reserve lab time up to two months in advance, and typical lab sessions are available in four-hour blocks. If you need us to accommodate a session longer than four hours, your reservation needs to be approved by PhillyCAM staff. Producers using PhillyCAM editing stations can make up to three reservations per program produced.

- **Public Computing.** For simple computing related to the production of your program(s) (email, social networking with other producers, web searches, etc.) you may book two hours of time on one of the stations in the Media Lab. No certification is required for public computing sessions and you can schedule them as needed, but your time slot can't exceed the standard two hours unless otherwise authorized by PhillyCAM staff. PhillyCAM's standard Cancellation Policy also applies to the Media Lab and Editing Suite. If you've reserved computers in the Media Lab or Editing Suite that you no longer need, please notify staff as soon as possible so those resources may be reassigned to other users. Please review *Cancellations of Equipment/Space Reservations* for more information.

- **PhillyCAM's Data Storage Policy.** Always make sure to protect your files. Members are required to provide their own external hard drive or appropriate media to save or store their documents, graphics, or media files. PhillyCAM does not allow members to save files directly to our computers and we cannot take responsibility for work stored on the computer hard drives. To keep everything running efficiently, we institute regular cleanup of the computers and will delete any files left on the drives (including the desktop, documents folder, etc.)Also, please remember to bring your own DVD discs if you need to make DVD copies of your project. You are permitted to burn two DVD copies of your program; one for PhillyCAM and one personal copy. If you wish, you may also print a limited amount of project-related documents from selected computer stations.

- **Media Lab Policy and Guidelines**
  - The Media Lab and Editing Suite are available for reservation by PhillyCAM members only. If your membership has expired, or your privileges suspended, you will not be permitted to access either facility.
  - Computers in the Media Lab and the Editing Suite are available on a first come first served basis and all users must sign in to the Media Lab before logging into a computer.
  - So as not to disrupt others using the lab, we require you to wear headphones if you need to playback audio files. If you don't have your own headphones, you can sign out a pair at the Equipment Checkout window.
  - Installing software programs of any nature on any computer workstation in the Media Lab or Edit Suite is never permitted. Members caught engaging is such activity run the risk of being suspended.
  - Changing or tampering with the Operating System or any related features related to the proper functioning of the computers is strictly prohibited.
  - We do not allow food and drink in the Media Lab, but you may eat and drink at the tables in the Commons Area before entering the lab.
  - Cell phone usage is not permitted in the Media Lab, so, if you need to make or receive a call, please leave the room and use the Commons Area.
  - Please note: members are liable for repair or replacement costs of computers or related equipment due to negligence, abuse, or mishandling while in the Media Lab or Editing Suite.

8) Best Practices for Production

⊙ **Recruiting & Keeping a Crew.** We understand that so many people are eager to find other members to help shoot, edit, produce, etc. Collaboration is a clear value of PhillyCAM and we certainly believe finding others to help you with projects is an important aspect of having a positive member experience.

PhillyCAM offers a number of ways in which members can connect with others to build collaborative relationships. Here are a few recommendations we have to offer to help you find the crew support you need:

- Use our online Crew Connect resource to look up and communicate with other certified producers. This resource can be used for members who are looking for projects to work on, and individuals or groups who need people to help them complete projects.
- Post a printed flyer on the Crew Connect bulletin board at PhillyCAM. Many people come through our facilities on a regular basis to check the board for production opportunities.
- Make it a point to connect with people who share your interests and level of commitment to completing a project. People who have similar interests typically are more inclined to stay committed to your project than someone who is just looking to occupy their free time.
- Have a clear idea of what you envision creating and be able to communicate how people can help you. Most people don't mind helping out with production projects, however, many appreciate working under conditions where there are clear expectations and a defined production work plan.
- Host a crew Meet & Greet event at PhillyCAM. Face-to-face gatherings are a good way for you to explain and even show people samples of your work.

Many producing members at PhillyCAM are interested in volunteering to gain experience and exercise their skills. It is up to each individual producer to determine how they want to compensate their crew. At the very least, it's always a good idea to have refreshments for your crew.

Members are welcome to contract with other members for production services, but we strongly encourage you to spell out the terms of your working arrangement in a written document. If you need help drafting your terms, PhillyCAM will provide you with samples of basic work agreements between producer and crew members.

If members are receiving funding to contract production crew and take care of other production expenses, those members are responsible for fulfilling the terms and conditions set forth in an underwriting or sponsor agreement document signed by the member and funding agent.

⊙ **Crew Connect Online.** One resource that you may find to be a helpful tool for assembling your crew is our online Crew Connect, which allows you to search for members with production skills as well as promote your own production needs. We offer Crew Connect as a tool that will help members start healthy working relationships, complete projects by finding skilled production personnel to collaborate with, and promote projects currently in production.

Crew Connect is accessible through your member account. Just be sure to take a minute to complete your member profile by providing a short bio of your production-related interests and experience. You will also need to rate yourself in various productions areas to give other members an idea of your skill sets.

Here are a few important tips to remember when using Crew Connect:
- Your email, phone and mailing address are not visible. Searching members will only be able to contact you through a Crew Connect message that comes to your email.
- Whoever you connect with is not a representative of PhillyCAM. This is a member-to-member system.
- You are responsible for the relationships you develop and the expectations for collaboration.
- Be honest and accurate in how you represent your skills and experience.

⊙ **Tapping into the Member Forum & Social Media Sites.** We encourage you to use social networking/media (Twitter, Facebook, etc.) and the PhillyCAM Online Member Forum as a way to connect with others, share resources and enhance your community media making experience. The Forum in particular is a place where you can post information such as best practice queries, technical support topics, and intellectual property concerns. Other members are able to respond to your post with insight based on their experience. While social networking is fun and valuable, we expect that you adhere to the code of conduct while posting anything online related to PhillyCAM. Making disparaging, disruptive, hostile, abusive or threatening comments about another member via one of these social networks is not tolerated and may result in the suspension of member privileges.

⊙ **Suggestions for Successful Studio Shoots.** Efficient scheduling is a fundamental element of executing a successful shoot. The best way to begin is to arrive in time to complete your required paperwork, organize your crew, test equipment, and to coordinate any final pre-production. Plan to estimate at least 15 minutes to complete the check in process. When setting up and breaking down for studio productions, be aware of others who may be waiting to use the equipment and facilities after your reservation is complete. You should factor in set up and breakdown time into your reservation period. For example, if your reservation period is 3 hours long and it takes you 15 minutes for set up and another 15 to breakdown you only have a remaining 2.5 hours to actually shoot your program.

⊙ **Producing in the Field.** If you are a producing member working on projects in the field, be sure to carry some form of identification on you and be able to articulate what your project is and your affiliation with PhillyCAM. It's a good idea to take your PhillyCAM membership card with you and to let people know that you are an independent producing member working on content that will air on PhillyCAM.

We do not provide producing members with official press credentials or location permits. Contact the Mayor's Office of Communications, City Hall, Room 216 (tel: 215-686-6210) for city press credentials. The Greater Philadelphia Film Office can assist you with information about production permits.

9) Guidelines for Submitting Your Program

⊙ **Where Can You Watch PhillyCAM?** PhillyCAM is available in Philadelphia County on Comcast 66/966 and Verizon 29/30. These channels are designated for non-commercial programming and because of their unique status as a conduit for free speech, they are not subject to content regulation by PhillyCAM, the cable operator, or the City of Philadelphia. PhillyCAM provides these channels as a service to the citizens of the City of Philadelphia on a nondiscriminatory basis for the distribution of constitutionally protected speech. If you are not a cable subscriber you may watch some PhillyCAM programs via our website's Video On Demand player.

⊙ **What Type of Programming Airs on PhillyCAM?** PhillyCAM presents independently produced videos and regular series by local filmmakers, certified PhillyCAM producers and non-profit organizations. The range of topics cover youth programming, current events, sports, spirituality, wellness, arts and culture. PhillyCAM also features a variety of genres such as talk shows, short films, community news and documentaries. The television programs on PhillyCAM reflect the diverse social, political, ethnic, and artistic communities that can be found here in Philadelphia. The programming gives a direct voice to all neighborhoods, groups, and points of view that exist in our diverse and vibrant city.

⊙ **What are PhillyCAM's Programming Restrictions?**
PhillyCAM is not permitted to air ANY of the following:
   – Any commercial advertising or programming that promotes the sale of any service or product, price information, commercial calls to action or inducement to buy.
   – Programming that does not have clearances, releases, or other assurances from copyright holders and/or those appearing in the production.
   – Programming that falls below minimal technical standards for cablecast.
   – Programming that does not fall under constitutionally protected speech and raises a major risk of liability on the part of PhillyCAM. This may include, but is not limited to: libel, slander, unlawful invasion of privacy, sedition (advocacy of violent overthrow of the government), or obscene material.

⊙ **Non-Commercial Content.** PhillyCAM requires ALL programming to be non-commercial. We cannot permit programs containing advertising or "calls to action" to purchase goods or services to be shown on PhillyCAM. A "call to action" is defined as an imperative telling someone to do something for which money will be spent. As an alternative we suggest that you focus on the subject of the program content and gain viewers' interest to act on their own, and simply provide a contact for more information.

Additionally, members may not require compensation from individuals in exchange for appearing on a public access channel, and channel time may not be bartered or sold.

⊙ **Non-Censorship Policy.** Although PhillyCAM encourages free artistic expression and non-censorship, it's still possible that your program may not be permitted to air. If your program doesn't fall under constitutionally protected speech and / or if it raises a major risk of liability on the part of PhillyCAM, we cannot allow it to be cablecast. Your program is not permitted to contain ANY of the following: libel, slander, unlawful invasion of privacy, sedition (advocacy of violent overthrow of the government), or obscene material. Obscenity is not constitutionally protected speech and is subject to strict programming restrictions. According to the U.S. Supreme Court, to be obscene, material must meet a three-prong test: (1) an average person, applying contemporary community standards, must find that the material, as a whole, appeals to the prurient interest (i.e., material having a tendency to excite lustful thoughts); (2) the material must depict or describe, in an obvious offensive way, sexual

conduct specifically defined by applicable law; and (3) the material, taken as a whole, must lack serious literary, artistic, political, or scientific value.

PhillyCAM is obligated under it's agreement with the City of Philadelphia to not knowingly permit the production or dissemination of any programming that violates federal and state law and shall immediately suspend such programming, including while in progress, if and when PhillyCAM receives actual knowledge of obscene content.

- ◉ **Technical Standards.** In order for your program to be accepted into rotation to be cablecast on PhillyCAM, it needs to meet minimum technical standards and comply with PhillyCAM's program submission guidelines. Video quality needs to achieve a stable picture during playback and audio quality needs to playback at a consistent, appropriate level for adequate reproduction. If your program has too many production problems (i.e. poor audio or video), it may be removed from the schedule until you can refine it to the level of PhillyCAM's minimal technical standards.

- ◉ **Producer Liability Agreement.** As the producer of your program, you agree to accept full responsibility and liability for program content. The Philadelphia resident or organization who signs the Programming Agreement is responsible for all necessary releases or clearances. PhillyCAM may ask the producer or organization to provide proof that they have obtained the proper releases and clearances. PhillyCAM, the cable operator, and the City of Philadelphia are not responsible for the content of the programming shown on any public access channel or PhillyCAM's website.

All PhillyCAM producing members agree to hold harmless the cable provider, PhillyCAM, and the City of Philadelphia, its directors and employees (and their successors) from any liability, loss, claim, cost or damage of any nature whatsoever which may arise by reason of any claim that any material produced, cablecast or disseminated by producing members infringes or violates any rights of any person or organization.

- ◉ **Program Ownership.**
    - – **Shared Rights.** Members may use PhillyCAM equipment and facilities only to make programs for cablecast specifically on PhillyCAM. Members using PhillyCAM production resources agree to provide to PhillyCAM shared rights to their programming.
    - – **Right of First Use.** PhillyCAM's shared rights include our right to publish and present your program in any medium and the right of first use. (Programming has to appear on PhillyCAM-TV first.)
    - – **Outside Distribution.** Members hold the program copyright and may distribute and use such programming in other ways after it is cablecast on PhillyCAM, but PhillyCAM's shared rights continue.
    - – **PhillyCAM Credit**. All programming resulting from use of PhillyCAM production resources needs to include an end credit acknowledging the support of PhillyCAM and the copyright year.
    - – **Creative Commons** licensing is encouraged. Find out more at: www.creativecommons.org

- ◉ **Program Delivery Checklist.** PhillyCAM accepts non-commercial videos of all lengths (from 30 seconds to 120 minutes) and all genres (documentary, animation, narrative, experimental) produced by its members. We want to make sure your program is successfully accepted into our programming rotation, so please double and triple check that you have the following items completed and in order before submitting your program!

    - ✓ Your have completed PhillyCAM's Program Submission Form.
    - ✓ Your membership is current and you have attended a member orientation.
    - ✓ You have created a project page and show page.
    - ✓ You have obtained all necessary clearances and permissions from any and all organizations, individuals, and groups as may be needed to videotape and/or cablecast or webstream material.

✓ You are thoroughly familiar with the nature of the program material of any program you submit for cablecast and take full responsibility for its content.
✓ You understand that presentation of the following is prohibited: any commercial advertising or programming including:
- Promotion of the sale of any service or product
- Price information
- Commercial calls to action or inducements to buy
✓ You agree to use your best judgment and make PhillyCAM aware (using the Program Submission Form) of any programming which may be objectionable to cable television subscribers.
✓ You assume responsibility for the production and presentation of your programs.

◉ **Program Designations.** To provide you with a thorough understanding of PhillyCAM's programming, below is a detailed outline with information on formats, production categories, and related technical requirements. This information is a great resource to use as a guide to define your programs.

– **Series.** May include up to 12 original episodes; If you are creating an entire series, you may submit an original program each month and have four repeats during the week. A series consists of at least four episodes with a consistent theme and/or format that runs at the same time every week. A series timeslot can be either 30 minutes or if necessary 60 minutes. To meet the requirements of series programming, at least one new episode per month must be submitted. *Please Note: A new episode can be programmed two weeks after delivery. New episodes must be submitted at least two weeks prior to the cablecast date . Regular half hour and hour timeslots are available for one weekly series program per member.*

– **Feature Event or Special.** An individual program; A project that is delivered **one** time such as a documentary, narrative, lecture, performance, video poem. Live events or special features not fitting above categories are encouraged but are subject to approval and schedule availability.

– **Micro Programming.** Programs under 15 minutes; These media shorts are permitted to air, but will not be listed on our schedule.

– **Sponsored Program.** To a limited degree, programs from out of the area can be "sponsored" by Philadelphia residents with the permission of the producer. A resident who becomes a PhillyCAM member and wishes to sponsor a program can submit it in the required format along with the submission form and a letter of permission from the producer.

– **Standard Definition (SD) or High Definition (HD).** Even though all our production work is done in HD, PhillyCAM is not yet cablecasting in HD. So you must submit your program as a standard definition which means either set to a 4:3 aspect ration or letterboxed 16:9.

– **Technical Specification for Program Delivery.** Members may schedule time to use the Media Lab to prepare their program file for submission. The required format to submit your program is as an MPEG 2 file. Files must be labeled with the program name and number. Instructions for saving your video as a MPEG 2 are available for Compressor and Final Cut Pro here. Alternately, you may submit your program on a DVD in 4:3 aspect ratio (marked with program name & number) that plays upon insertion with no chapters, menu, color bars or countdown, and no black at the beginning or end. DVD or flash drive submissions may be dropped off in person during PhillyCAM business hours or after hours in our Film Depository Box in an envelope marked with your name and phone number. Please call or email the Programming Director when you have submitted a program. *You can mail in your submission to:*

PhillyCAM, Attn: Programming, 699 Ranstead Street, Philadelphia, PA 19106 If you need additional assistance, PhillyCAM is happy to support your efforts. You may ask the Programming Director, or schedule time in advance to receive assistance from a staff member.

⊙ **Program Schedule Review.** Upon submission of a program, a timeslot can be selected by the producer with the Program Director depending on availability at that time. Series time slots are reviewed quarterly. If made in advance, a request for timeslot change can be considered as the schedule allows at the time of the review.

⊙ **Pre-emption policy.** PhillyCAM reserves the right to pre-empt all programs for live or special event coverage.

⊙ **Scheduling Programs/Shows.** PhillyCAM schedules each program/show in a time slot that is appropriate for its content and target audience. In the interest of programming diversity and fair distribution of channel time, submissions from a single program provider cannot include more than one series. Individual programs of all lengths and genres can be submitted as the schedule allows.

First priority is given to programs produced by PhillyCAM members. Second priority is given to member sponsored programs produced in the Greater Philadelphia area. Third priority is given to non-local programs sponsored by members.

PhillyCAM staff attempts to accommodate all requests and does not exclude any Greater Philadelphia resident from showing a program on the community channels. Every program/show will have at least one publicized cablecast and we make sure to notify program providers with their timeslots the first time the program is broadcast on PhillyCAM.

⊙ **Safe Harbor Scheduling.** Programming that contains mature content is permitted on the public access channel only during Safe Harbor hours, from 11 pm to 5 am. PhillyCAM pre-screens program content for this purpose only if it possesses or is presented with credible evidence of specific prohibited content, or patently offensive content.

The guidelines below are provided to help members and staff, determine what is considered mature content. These items are not presented as absolute definitions, but rather as guidelines to assist in making best judgments in scheduling decisions. A program that contains potentially offensive levels of any of the following will be considered unsuitable for children and scheduled in a Safe Harbor time slot: profanity; nudity; "hate speech" (words or images likely to be considered abusive or discriminatory against any racial, ethnic or religious groups, or on the basis of gender, sexual orientation, or disability); sexual material; violence; any other potentially disturbing content relating to human or animal mutilation, excretory functions, medical procedures, etc.

⊙ **Program Disclaimer.** PhillyCAM has the right to place a disclaimer before, during, and after any program that, as indicated by the program provider or in the best judgment of PhillyCAM staff, may be objectionable to cable subscribers. The disclaimer will advise viewer discretion for the program and will indicate that responsibility for the content of the program lies with the program provider and not with PhillyCAM, the City of Philadelphia, or the cable provider.

⊙ **Program Credits for Contribution of Goods & Services.** Programs may contain credit for individuals, businesses or other organizations that have contributed goods, services or funding used in the program production. Credits may not contain any advertising information. Contact information cannot be displayed throughout an entire program. Only non-commercial websites, phone and email can be shown occasionally within a program. Commercial contact information can only be displayed at the end as a credit for contribution of goods and services.

The following guidelines apply to all credits for contributors:
- Individual credits for such contributions are limited to fifteen seconds.
- Total credits for all contributions are limited to 60 seconds.
- Credit can appear at either the beginning or preferably at the end of the program.
- Credit may be oral, visual or both.
- Credit may include a logo.
- Credit may include a name, address, and phone number.
- Credit may include a phrase describing the business of the contributor and the nature of the contribution.
- Credit may not contain any qualitative or promotional information.

⊙ **Political Campaigning.** Everyone in the community has equal access to PhillyCAM facilities and channel time. There is no equal time rule for cable television. It's the responsibility of the political candidates or those working on their behalf to become PhillyCAM members, submit programming, and if interested, produce programs to be shown on PhillyCAM's channels.

It's PhillyCAM's responsibility to provide an open political forum. PhillyCAM considers election programming to commence with certification of candidates for the ballot and to end on Election Day. Following certification of the ballot, all candidates on the county ballot will receive notice of PhillyCAM's policies and availability of resources.

PhillyCAM has no responsibility to produce programming for candidates simply because another candidate requests resources.

The following is a list of PhillyCAM's policies regarding political programming:
- "Candidate" is defined as a resident of the City of Philadelphia who has filed to run for public office to represent the citizens of Philadelphia.

- PhillyCAM will not endorse political candidates.

- A candidate who appears in a program will be considered a guest of that program and the candidate's appearance does not represent an endorsement by PhillyCAM.

- A candidate who wishes to produce their own program on PhillyCAM is subject to the same operating procedures as all PhillyCAM content providers.

- Political candidates may express partisan views and opinions on PhillyCAM, but candidates cannot use a PhillyCAM program as a fundraising solicitation.

⊙ **Video on Demand.** PhillyCAM offers some programming that is viewable via our website at www.phillycam.org through our Video On Demand (VOD) player. To submit media for PhillyCAM's VOD player, it must air on the channel first, must be 100% locally produced original content and must contain no mature content. Members may request that PhillyCAM host VOD up to twelve titles via email request to programming@phillycam.org.

⊙ **Community Bulletin Board.** PhillyCAM operates an electronic Community Bulletin Board, which appears on the channels daily. Organizational Member events are listed as space allows, and are generally displayed for up to a month, prior to the posted event. PhillyCAM gives priority to Philadelphia -related notices, and we can't guarantee that every notice submitted will be shown. Notices sponsored by political campaigns or candidates are not permitted. All other programming restrictions apply to the Community Bulletin Board. Info can be submitted as a Powerpoint slide or JPEG image (size: 800 X 600). There should be a "title-safe" border around the edges to ensure no text is cut off the TV screen and text size should be at least 30 pt. to be large enough to read on screen.

- ⊙ **Submitting Original Photos and Music to the Community Bulletin Board.** Individual Members and Organizational Members can submit digital files of original artwork & music to the Electronic Bulletin Board. Please email programming@phillycam.org stating that PhillyCAM has permission to cablecast your work and also show it on our website. Your email should include a list of the photos and song titles, a slide with your name and website and your contact information. Music can be submitted in an mp3 format and photos in an 800 x 600 sized Powerpoint or jpeg file. If you want the title of a photo to appear at the same time as the image, it should be included as title-safe text at the bottom and/or top of the image.

- ⊙ **Guidelines for Making a Program Promo.** Producers or program sponsors are encouraged to consult PhillyCAM staff for guidance in preparing short promotional spots or utilizing other avenues for publicizing their program such as social networking sites.

  Here is PillyCAM's standard formula for submitting your promo:
  - Provide suggested/recommended language.
  - In 30 seconds give the title and a brief description of your show and what days / times it cablecasts on PhillyCAM.
  - You can also provide a link to your website, contact & social media info for feedback

  Please Note: PhillyCAM reserves the right to use excerpts from member's programs for promotional purposes.

10) Internship Opportunities

PhillyCAM seeks highly qualified students to assist in production and administration areas three times a year, during the Summer, Fall, and Winter/Spring semesters. These internships are ideal for individuals interested in gaining experience in non-profit arts administration and digital video production. PhillyCAM offers students an opportunity to learn professional methods of media production, non-profit program development and management, and the value of community-generated media.

PhillyCAM is a small non-profit organization that depends heavily on the work of its volunteers and interns. From donor database development to remote video productions, there are a variety of learning experiences that can help people develop solid skills in the areas of digital video production/ post-production, media education, fundraising and event planning, and digital video distribution/social network marketing.

- ⊙ **General Information.** Interns are expected to work a minimum of 15 hours a week during an 8 to 10 week internship period. A documented agreement between PhillyCAM and the student's educational institution must be made in order for the student to receive academic credit. All interns are subject to applicable PhillyCAM employee policies.

- ⊙ **Eligibility.** A candidate must be a high school, undergraduate or graduate student. Internships for high school students are only offered during Fall and Winter/Spring semesters. Students receiving academic credit or service-learning hours for their internship are strongly encouraged to apply.

- ⊙ **Application Procedure.** Candidates need to complete an internship application form and submit it with a resume and cover letter, which clearly indicates why the student is interested in an internship at PhillyCAM. Applicants interested in assisting with production activities are required to submit a demo reel of his/her current media work. Incomplete applications will not be reviewed, so make sure ALL these items are submitted as one complete package. Highly qualified candidates will be invited to meet with PhillyCAM staff members to discuss internship job details.

11) Glossary

Broadcast Indecency - language or material that, in context, depicts or describes, in terms patently offensive as measured by contemporary community standards for the broadcast medium, sexual or excretory organs or activities.

Defamation - the communication of a statement that makes a claim, expressly stated or implied to be factual, that may give an individual, business, product, group, government or nation a negative image.

Libel - publication without justification or lawful excuse which is calculated to injure the reputation of another by exposing him to hatred, contempt or ridicule.

Obscenity - expressions that offend the prevalent sexual morality of the time.

Profanity - including language so grossly offensive to members of the public who actually hear it as to amount to a nuisance.

Slander - An untruthful oral (spoken) statement about a person that harms the person's reputation or standing in the community.

Sedition - advocacy of violent overthrow of the government