

# PhillyCAM Member Policies Handbook

Approved by PhillyCAM Board of Directors - June 20, 2018

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## SECTION 1 - ORGANIZATION OVERVIEW

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Philadelphia Public Access Corporation d.b.a. PhillyCAM is a 501(c)3 membership organization that operates the City of Philadelphia's public access cable channels and production facilities. PhillyCAM is also the licensee of WPPM-LP 106.5 FM. PhillyCAM is governed by its board of directors and operationally managed by its full-time and part-time paid staff members. PhillyCAM functions as an inclusive and safe community space through which its staff and members produce community-benefiting non-commercial media.

**Our 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.

**Our 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.

**Our 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, broadcast radio, 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.

## SECTION 2 - ANNUAL MEMBERSHIP

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Individuals and organization associates must become a PhillyCAM member and attend an orientation in order to do the following:

- Participate in training classes
- Transmit programming via PhillyCAM's cable television channels and LPFM radio frequency
- Use production equipment and space
- Be elected to the board of directors

See the "Member Responsibilities" section for more details about orientation.

### Categories

The various types of annual memberships at PhillyCAM are as follows:

Individual Member - individuals between the ages 22-65.

Student Member - any individual who can show proof of being currently enrolled in an accredited school program.

Youth Member - individuals ages 14 - 21. Young people in this age range may apply to participate in PhillyCAM's youth program. However, not all youth members are expected to join this program.

Senior Member - individuals 65 and older.

Organizational Member - non-profits, community advocacy groups, departments of large public-serving institutions, and small volunteer collectives of individuals who serve a common mission and provide services for the greater Philadelphia community. Organizational members can have up to **five associate members** (including the primary contact) who have active individual memberships as a result of the group's membership. This membership category is not designated for independent production companies, talent agencies, or public relations (PR) enterprises.

Educational Institution - grade schools, after school educational programs, youth groups, and other types of youth-serving organizations that partner with PhillyCAM to participate in special group trainings and outreach projects.

Local Business - small to medium sized local businesses that are committed to building a just, thriving, and sustainable economy in the greater Philadelphia area. Examples of local businesses that have been PhillyCAM members include Indigo Bike Share, Jump Wireless, and Free Reign Ignite Creativity.

The determination of whether a prospective member fits into any of these categories and, if so, which one, shall be determined in the sole and exclusive discretion of PhillyCAM's executive staff.

### **Eligibility**

PhillyCAM memberships are accessible to residents of the greater Philadelphia area (generally, but not exclusively, defined as Philadelphia and the five surrounding Pennsylvania counties, and suburban southern New Jersey). Community groups, non-profits, local businesses, and educational institutions that join must be headquartered or have a local chapter or department that serves the Philadelphia region. PhillyCAM welcomes the participation of community members regardless of race, color, religion, national origin, ability, age, gender expression, sexual orientation, or economic status.

Community-serving organizations, educational institutions, and local businesses joining PhillyCAM must be able to show documented proof of their mission and commitment to creating social impact in the Philadelphia region. Only non-profit organizations are required to submit a copy of their 501(c)3 tax letter to be held on file at PhillyCAM.

### **Participation of Minors**

Minors (under 18 years of age) need to provide written permission from a parent or guardian to receive member benefits. The parent or guardian should familiarize themselves with all PhillyCAM member policies and agree to assume full legal responsibility for the actions of minors, whether in their use of equipment, their broadcast/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.

### **Benefits**

Individual, Youth, and Senior Members are able to:

- Access spaces designated for member use.
- Become certified to use production equipment.
- Build skills through PhillyCAM's training services.
- Distribute non-commercial content via PhillyCAM's multiple communications platforms.
- Attend special networking events, screenings and mixers for members.
- Receive news about media production related opportunities through our monthly e-News.
- Volunteer for special events, outreach projects, and productions.
- Run for the Board of Directors.
- Vote once in PhillyCAM's Board of Directors annual election.
- Collaborate with producers, artists, community organizers, and others who are committed to learning.
- Receive support from TV Production Consultant

Organizational Members are able to:

- Receive up to 10 hours of production services to create a short video and or radio PSA that promotes an organization's cause or specific campaigns.
- Hire PhillyCAM to 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.
- Arrange for customized training services for groups interested in doing self-sustaining production projects such as monthly shows.
- Register up to 5 associate members to become trained, produce, and submit content on behalf of the organization.
- Post information for the community on PhillyCAM's electronic bulletin board.
- Participate in regularly scheduled programs that give representatives for organizations an opportunity to speak about current events, campaigns, and social impact.

Educational Institutions are able to:

- Designate up to 25 youth and 4 adult associate members.
- Schedule and participate in field trips to PhillyCAM.
- Receive up to 10 hours of support for planning and facilitating media-based projects.
- Promote information about educational opportunities and community activities on the electronic bulletin board.
- Submit pre-recorded and edited audio and video content to run on PhillyCAM.
- Participate in regularly scheduled programs that give representatives for organizations an opportunity to speak about current events, campaigns, and social impact.
- Hire PhillyCAM to receive discounted production and media education services for special projects.

Local Businesses are able to:

- Designate 2 associate members.
- Offer discounted services to PhillyCAM members.
- Participate in regularly scheduled programs that give representatives for organizations an opportunity to speak about current events, campaigns, and social impact.
- Submit pre-recorded and edited non-commercial audio and video content to run on PhillyCAM.
- Promote information about educational opportunities and community activities on the electronic bulletin board.
- Hire PhillyCAM to receive discounted production and media education services for special projects.

### **Equitable Allocation of Member Resources**

Resources and services for members are offered on a non-discriminatory, first-come, first-serve basis. PhillyCAM staff will use its discretion to ensure that no group or individual receives a disproportionate share of available resources at the expense of others. Guidelines regarding the equitable allocation of resources such as channel time, studio use, training and equipment are detailed in other sections of this policy document.

## **Sign Up Terms and Conditions**

Individuals and groups that are eligible can join PhillyCAM online or in person. To take advantage of PhillyCAM's online membership portal, all members must have an active email or they must create an active email account. Non-profits and community groups must designate a primary contact person who shall be identified in their membership record. The primary contact for each group is responsible for processing their membership payment and signing up their associate members. PhillyCAM staff are responsible for providing online membership forms and other informational materials that explain current membership categories, registration fees, benefits, and all guidelines for joining PhillyCAM.

Membership eligibility period is 12 months, commencing on the joining date, and when payment of the applicable Membership Fee is received. Failure to renew at the end of a membership year will result in an inactive membership status, which can be reactivated by submitting a membership renewal payment. Memberships are non-refundable, non-transferable, and must be renewed annually in order to assure uninterrupted access to benefits and services.

## **Fees**

PhillyCAM will charge a fee for the use of its resources (equipments and space) and the services it provides:

- Annual memberships
- Classes and production services
- Facility and equipment use for approved non-programming related activities

Members are not required to pay fees to do the following:

- Use PhillyCAM's production equipment and facilities to generate programming content for its channels
- Submit content and maintain time slots

Fees for membership dues shall be published on PhillyCAM's website and in other written media, and may change from year to year. Membership dues may be paid at any time in person or online through our secured website. Cash, check, money order, credit, and debit payments are accepted in person. Only credit, debit, and electronic funds transfer (EFT) services such as Paypal can be used to process fees through our website. PhillyCAM will charge \$30 fee for any returned checks.

Annual membership fees for organizations (civic groups, arts and culture groups, and nonprofits) are offered on a sliding scale based on the group's operational budget. All organizations receive equal access to membership benefits regardless of their operational budget.

Organizations can request for PhillyCAM to generate and send invoices for membership dues. PhillyCAM will submit invoices within 30 days of the initial request made by the organization. During the invoice processing period, organizations will receive a pending membership status and can move forward with scheduling training sessions, registering associate members, and

planning for production projects. Pending statuses are changed to active once the full membership payment has been received.

### **Reduced Membership Rates and Fee Waivers**

PhillyCAM's fees are not intended to prevent the participation of any individual who has financial constraints. Reduced membership rates are offered for students, youth, and seniors. Members who have dire financial limitations can request in writing a 30-day pending membership status and volunteer a set amount of hours to have their membership fee waived and earn a training voucher. Staff will designate the amount of hours and the type of work individuals can do in lieu of paying a membership and training fee. A member's work hours must be documented in the volunteer timesheet binder kept at the front desk. Unless approved by staff, members are not permitted to annually accrue volunteer hours.

See Training & Certification section for details about earning training vouchers.

## **SECTION 3 - MEMBER & COMMUNITY RESPONSIBILITY**

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Members are expected to engage in PhillyCAM's community for the purposes of learning, collaborating, and creating. Members are also expected to use PhillyCAM's equipment and facilities to create non-commercial content for the organization's cable television and radio channels.

### **Acceptance of Policies as Condition of Membership**

Upon joining PhillyCAM, all members must agree to become familiar with, and abide by the Code of Conduct and all applicable rules, guidelines and procedures that govern the use of PhillyCAM resources, facilities and equipment as set forth in this policy document. Violation of PhillyCAM's membership policies may result in suspension of a member's privileges and status. Repeated violations may result in permanent restriction of use of equipment and facility access.

Members must sign electronically or in print an agreement accepting the responsibility for understanding and adhering to the policies outlined in this document and all applicable guidelines governing the operations of PhillyCAM's resources, facilities, equipment, and channels. In signing the membership agreement, PhillyCAM members shall indemnify and hold harmless the City of Philadelphia, its cable service providers, PhillyCAM, their employees, and the PhillyCAM Board of Directors against any and all claims or liabilities arising out of use of facilities, resources and channels, or out of breach of the agreement with these policies.

## **Orientation Process**

Individuals and associates of community organizations who intend to use PhillyCAM's resources to learn, create content, and facilitate community-benefiting activities must complete the mandatory orientation process as a condition of continued membership. This multi-step process entails the following:

- 1) Attending an Info Session
- 2) Paying for membership
- 3) Participating in an Intro to Community Media Workshop

This introductory process is an opportunity for staff to present information about PhillyCAM's purpose, membership policies, and operational procedures. All Info Sessions are open to the public and available for registration via PhillyCAM's website. No membership payment is required to attend an info session. The Community Media Workshops are offered every other month during Orientation Week. These workshops are intended to prepare new members to become active students, creators, collaborators in the PhillyCAM community.

Members who have gone through the orientation process but have been inactive for a period of two years must retake the Intro to Community Media Workshop before becoming active again.

## **Code of Conduct**

PhillyCAM's Code of Conduct is rooted in the organization's values and serves as a list of guidelines that enables its staff and members to maintain safe spaces where individuals respectfully engage each other for the purposes of collaborative learning and creating.

The following conducts/treatments of others 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, theft of, or tampering with resources and equipment.
- Open flames.
- Food or drink except in permitted areas.
- Unhygienic, unsafe or unhealthy appearance and behavior.
- Audio or video recording without consent of subject/participant.
- Unauthorized use of facilities for a purpose not related to production of a program for public access cablecast.
- Commercial activities, advertising, sales or solicitation.
- Unauthorized postings of flyers that promote commercial activities, advertising, sales or solicitation of products and services.

PhillyCAM staff reserve the right to temporarily refuse the use of its facilities and/or equipment to anyone who appears to be under the influence of drugs or alcohol or not in full control of their behavior, or blatantly engages in unsafe conduct. PhillyCAM members are 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 a member's privileges and removal from the PhillyCAM premises until further notice.

### **Policy Violations**

In order for PhillyCAM's policies to be effective and keep the organization operating safely and efficiently, staff and members are responsible for abiding by this system which is instituted to address policy violations. There are two levels of violations, Major and Minor, with corresponding restrictions on a member's privileges (see 1 and 2 below).

1. Minor violations include but are not limited to:
  - Failure to attend an orientation.
  - Failure to attend a scheduled training or test out session without appropriate notification.
  - Late pick-up or return of equipment without notification or approval.
  - Violation of PhillyCAM's programming guidelines or misrepresentation of content on PhillyCAM's channels.
  - Careless mishandling of equipment.
  - Eating, drinking, and smoking in non-designated areas of the facility.
  - Failure to clean up after using the facilities.
  - Inappropriate public computing. See section XX.
  - Violation of the WPPM Programmer Agreement
  - Misrepresentation of membership status.
  
2. Major violations include but are not limited to:
  - Commercial or profit-making use of the facilities without prior notification.
  - Misrepresentation of a member's affiliation with PhillyCAM.
  - Falsifying forms or other fraudulent activity.
  - Taking or reserving equipment without proper staff approval.
  - Abuse of equipment, including attempted unauthorized repair.
  - Changing equipment wiring, connections or making modifications without staff authorization.
  - Attempting to install and uninstall software, or alter a computer's functionality in any other way without staff approval.
  - Physical, digital, and verbal assault, abuse, and harassment of other members while using PhillyCAM's equipment, computers, and physical space.
  - Repeated patterns of committing minor violations.

## **Violation Consequences**

If a member is in violation of PhillyCAM's policies, staff will issue a Notice of Violation within one week of the incident. This violation notice will be recorded as an incident report to the member's database field designated as violations. An additional copy of the Notice of Violation is sent to the member, the Executive Director, and the Membership & Outreach Director.

Minor Violations. Consequences of Minor violations will result in the following series of actions within a membership year.

- 1st Violation - a documented verbal warning
- 2nd Violation - a written warning and in-person meeting with staff and ED
- 3rd Violation - 30-day suspension
- 4th Violation - 90-day suspension
- 5th Violation - 1-year suspension of privileges.

Major Violations. Consequences of Major violations will result in an immediate 90-day suspension of membership privileges and benefits as listed in the Annual Membership section. This level of suspension may be issued by the Executive Director or the PhillyCAM Board of Directors. The affected member shall have the right to appeal the final suspension through the Appeal Process described below and on PhillyCAM's website at: (need a link here).

All communication between the affected member and the Appeals Committee must be conducted through email, via this email address: [appeals@phillycam.org](mailto:appeals@phillycam.org).

In many instances, a single violation will not result in immediate suspension. PhillyCAM understands that problems may arise, at times, which are unavoidable. PhillyCAM encourages staff and membership to engage in friendly and respectful dialogue to reach a working understanding of the organization's policies and the reasoning behind each policy--to create a safe, fair, and equitable working and learning environment for all members. However, to oversee and maintain fair and functioning atmosphere, PhillyCAM staff is responsible to manage and control its facilities, members and equipment when violation occur. We strive to always be professional in achieving conformity with all relevant PhillyCAM's policies and guidelines. This commitment to professionalism and respect shall be the founding principle upon which all Policy Violation matters are reviewed and decided.

## **Violations and Appeals Process**

If a member believes their suspension is unjustified,, the member has 30 days after the suspension issue date to file a written appeal to the Board of Directors Appeals Committee. This committee will gather and review relevant information from the appealing member and any other source, and reach a decision on the appeal based on that information. The Appeals Committee has the right to refuse to pursue matters which it believes are trivial, irrelevant or beyond its scope. Appeals Committee response will be issued within 15 days of receiving the member's appeal to the committee. The Appeals Committee may reinstate the member if appropriate. Appeals Committee decision is documented and is final.

### **Complaints and Suggestions from Members**

Members can file a complaint about PhillyCAM operations, member conduct or other relevant matters by submitting a written (via print or email) document directly to staff and Executive Director. PhillyCAM staff are responsible to respond within 7-10 days to any documented complaints submitted by a member. If a member believes their complaint has not been adequately addressed, they may proceed by filing a complaint to the Board of Directors Appeals Committee.

PhillyCAM also encourages members to submit recommendations for improvements via the Suggestion Box, which is located by the equipment room. Suggestions may be submitted via email from [phillycam.org/contactus](mailto:phillycam.org/contactus) by selecting general info or specific department. These comments are regularly reviewed by staff and when appropriate shared with board committees. PhillyCAM values receiving constructive feedback from members who are concerned about advancing both the creativity and business capacity of the PhillyCAM.

### **Programming Complaints**

Viewers and listeners who wish to file complaints regarding programming content must use the approved complaint form, which is available online or by requesting one from a staff member.

### **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 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.

### **Accuracy in Self Identification**

When mentioning their affiliation with PhillyCAM in the community, individuals and organizations may only identify themselves as a PhillyCAM member and not as an official representative or employee. Misrepresentation of a member's role could lead to a temporary or permanent loss of membership and its privileges. Members are permitted to reference the use of PhillyCAM's production facilities and services to create and transmit their programming content.

Members are required to ask permission to use PhillyCAM and PhillyCAM staff contact information for program-related purposes. Members are not permitted to receive mail, emails, or calls to PhillyCAM facilities that are not program-related.

### **Photo ID and Press Credentials**

PhillyCAM only supplies photo identification badges for its members to gain access to facilities and equipment. These badges are required to be shown when members check out and return equipment and work on productions in PhillyCAM's facilities. These badges can only be used outside of the facility as a proof of an individual's current membership affiliation with the

organization. PhillyCAM does not issue this identification as an official press pass to non-public events. Members are responsible for securing their own press credentials and approved access to private events. If requested in writing, staff can verify a member's production status and programming timeslot on PhillyCAM letterhead.

### **Member Contact Information Privacy**

PhillyCAM does not disclose a member's personal contact information (address, telephone number, email) without first receiving documented consent from that member. Members are welcome to at their own discretion share contact information with others while participating in classes, productions, and meetings in the PhillyCAM Commons. Contact information may also be shared in areas designated for bulletin postings throughout PhillyCAM.

PhillyCAM uses member contact information for the purposes of communicating information about upcoming events, membership benefits, fundraising efforts, and civic engagement campaigns. Volunteers and interns may only use member contact information for business related purposes at PhillyCAM under staff supervision. PhillyCAM is not liable for any unauthorized release of its members' names and contact information.

### **Acceptable Use of Internet, Technology, and Network Resources**

PhillyCAM provides access to computing equipment and network resources to its members, staff, guests, and other authorized individuals (facilitators, presenters, etc). Members are able to communicate with PhillyCAM staff, other members, and parties not associated with PhillyCAM through Internet access, whether wired or wireless, and using various electronic communication systems (via personal smartphones or computers) including email, social media, newsgroups, chat rooms, video conferencing, instant messaging. This internet access is intended primarily to help make communication more efficient and productive between PhillyCAM and members; internet also plays an important part in members' educational development and instructional needs.

Use of the computing equipment and network also extends beyond the confines and control of PhillyCAM. As a result, PhillyCAM has the right to place restrictions on the use of equipment, resources and materials any user accesses or discloses through its computers and network resources. Member and non-member users, present within PhillyCAM confines, are expected to follow PhillyCAM's policies and procedures when using its Internet, technology and network resources. This access has not been established as a public use service or a public forum.

PhillyCAM makes no guarantee that the services or functions provided by or through its computers or network resources will be error-free or without defect and is in no way responsible for any damage, loss of data, or interruptions of service suffered when using the services.

In addition, PhillyCAM is not responsible for the accuracy or quality of the information obtained through or stored on the Internet or network resources, and shall not be responsible for financial obligations arising through the unauthorized use of the Internet or network resources.

The computers and network resources are the property of PhillyCAM, consequently, anyone using the services shall have no expectation of privacy in anything they create, store, send, delete, receive or display on or over the PhillyCAM's Internet, computers or network resources, including personal files (images, documents, sound and video).

PhillyCAM reserves the right to:

- Monitor, track, and log network access and usage by members.
- Monitor file server space utilization by members.
- Deny access so as to prevent unauthorized, inappropriate or illegal activity.
- Revoke access privileges and/or administer appropriate disciplinary action.

To the extent legally required by law PhillyCAM shall cooperate with its Internet Service Providers (ISPs), local, state, and federal officials in any investigation concerning or related to the misuse of its Internet, computers, and network resources.

All users of the Internet and network resources must fully comply with this policy. Any violations or suspicious activities should be immediately reported to PhillyCAM's Executive Director or staff.

The Executive Director may make exceptions to any provision contained within this policy provided that such exception is:

1. In full compliance with all PhillyCAM policies and procedures, state and federal laws and regulations,
2. Required to ensure the safety or security of members, staff, guests, and technology systems and services; or
3. Deemed a critical operational necessity.

### **Inappropriate Material**

PhillyCAM reserves the right to restrict access to any Internet sites or functions it deems inappropriate through its established policy, or the use of software and/or online server blocking. Specifically, as required by law and in recognition of the need to establish a safe environment, PhillyCAM will operate and enforce technology protection measures that block or filter access to inappropriate content by minors on its computers used and accessible to adults and youth. This technology protection measure is enforced whenever computers and other electronic devices with Internet access are in use.

The following is a non-exclusive sample list of content material PhillyCAM deems as inappropriate for access by its computer and users to:

1. Obscene content and language
2. Child pornography
3. Content deemed harmful to minors
4. Other materials prohibited by law, this policy, and PhillyCAM's member policy.

Complete list and definitions of the above are found in the Glossary section of this Handbook.

### **Social Media Policy**

Information members include upon submitting their programs on PhillyCAM TV or WPPM LP may be used on PhillyCAM social media channels to promote programming. Programs submitted by members may be redistributed on PhillyCAM social media channels in their entirety or in edited segments.

Producers can and are encouraged to promote their own PhillyCAM shows and programs on social media sites.

Due to the nature of the internet, interaction with PhillyCAM social media channels is done at your own risk, without the expectation of privacy. Any action taken on social media, regardless of privacy settings, is a public action. All content provided to social media platforms may be publicly visible and tracked by third parties.

Though PhillyCAM can not control the actions of other users on social media, members found using social media to harass, intimidate, or otherwise harm other members or staff will be suspended for a minimum of 30 days.

When live streaming to social media at PhillyCAM, members must obtain from permission anyone who may appear in a live stream. You may not livestream someone without their consent.

Members who misrepresent their PhillyCAM affiliation or membership status via social media may be subject to suspension.

### **Listservs and Online Forums**

PhillyCAM establishes and manages listservs and online forums to foster connections, collaborations, and communication with in its membership community.

The following are not permitted on PhillyCAM's listservs and online forums:

- Partisan political messages.
- Commercial messages, including, but not limited to, messages offering or seeking any kind of business relationship (including employment), soliciting contributions or soliciting membership or subscription to any resource not offered by PhillyCAM.

- Any message, data, information, text or other material that is unlawful, libelous, defamatory, obscene, pornographic, indecent, lewd, harassing, harmful, invasive of privacy or publicity rights, abusive, inflammatory, threatening, offensive, vulgar or otherwise injurious to third parties, or that would constitute or encourage a criminal offense, create any liability or violate any local, state, national, or international law or regulation.
- Any content such as charity requests, petitions for signatures, other solicitations of listserv users, promotional materials, chain letters or letters relating to pyramid schemes, advertising or solicitations for funds, political campaigning, mass mailings, any form of unsolicited commercial or promotional email (spam).
- Any harmful content including without limitation, viruses, Trojan horses, worms, time bombs, zombies, cancel bots, or any other computer programming routines that may damage, interfere with, surreptitiously intercept or expropriate any system, program, data or personal information.

Messages regarding partnership referrals, job announcements, or for-fee events or activities conducted by PhillyCAM are not considered spam on the listservs.

Listsers users are expected to only use email addresses that he or she owns and controls for sending and receiving messages to and from the listserv, follow the participation etiquette of the listservs, and respect the privacy of other users.

### **Website**

Phillycam.org is the main website for PhillyCAM. PhillyCAM's website is intended to be used as an outreach tool that allows the public to learn about the organization's programs and services. The website is also a resource that PhillyCAM members can use to access educational tools, communicate with other members, manage projects, and make facility reservations.

The website displays PhillyCAM-generated content that may include, but is not limited to, programming schedules, archived media and live web-streaming of PhillyCAM television and radio stations. PhillyCAM does not endorse, support, or share the viewpoint of any member-generated content streamed through its website or television channels, unless specifically noted.

## **SECTION 4 - YOUTH SERVICES**

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### **Program Operation & Purpose**

PhillyCAM operates a staff-facilitated training program that supports and embraces youth voices. This educational program brings together the youth of Philadelphia to make and share media that promotes creative expression, forward thinking and community participation. The program also provides much needed quality after-school activities, media literacy education,

and gives PhillyCAM youth members an opportunity to safely build community connections and expand their cultural awareness.

PhillyCAM youth-oriented training services are offered in the Tech Lounge at designated times during the school year and summer. Youth interested in receiving these training activities must apply to the program and become PhillyCAM members. Work exchange to waive a youth membership fees is possible and must be arranged through the youth program coordinator.

### **Program Goals**

- Educate Philadelphia youth in an open creative space that provides access to equipment and other tools/resources that help youth to explore various forms of media.
- Make and share media that challenges commercial norms while promoting creative expression, forward thinking and community participation.
- Build media literacy skills, specifically understanding content and purpose when creating.
- Identify and explore media production jobs while gaining skills/knowledge needed to enter the workforce.

### **Community Expectations**

Youth program participants are also expected to engage in PhillyCAM's community for the purposes of learning, collaborating, creating, and submitting non-commercial media content to distribute on PhillyCAM TV channels or WPPM radio.

See the Youth Media Program Handbook for additional details regarding community and participation expectations.

### **Tours & Recruitment**

PhillyCAM offers tours for youth groups to learn about the technology and production practices associated with community media making. Groups interested in taking tours must schedule a time with the education and production director and submit the Tour Request Form. Groups can also request for a PhillyCAM staff member to travel and give a recruitment presentation to a local group of young people who are interested in media making. Membership is not required for tours and recruitment presentations.

## **SECTION 5 - INTERNSHIPS & VOLUNTEERING**

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### **Internship Program**

The PhillyCAM internship program is designated for high school students, college undergraduates, graduate students, and recent graduates. This program is ideal for individuals who have an interest in doing community work and aspire to gain professional media-making and nonprofit administration skills.

PhillyCAM interns are expected to work a set weekly schedule of 15 hours per week and receive course credit if they are enrolled in an accredited educational institution. Internships at

PhillyCAM are unpaid but come with a small stipend and annual membership.

Candidates must complete a PhillyCAM internship application form, submit a current resume, cover letter, and current work samples. Application deadlines for the fall, winter/spring, and summer internship periods are posted on PhillyCAM's website. Candidates with strong applications are invited to interview with PhillyCAM staff.

The amount of internship positions offered each period vary and are based on staff supervision capacity and project support needs.

### **Volunteering**

People interested in volunteering at PhillyCAM must be signed up as a member and have completed the orientation process.

The 4 main areas of volunteer service at PhillyCAM are as follows:

- Office and Program Administration
- Outreach
- Special Events
- Technical Production

Volunteers must log their hours on timesheets in the volunteer's folder kept at the front desk. Volunteer hours logged and used to waive membership and workshop fees must be approved by the membership and outreach director. PhillyCAM admin assignments, special events, and staff-led productions are the only volunteer activities that can be done in exchange for waived fees. Volunteers using PhillyCAM equipment must be certified or supervised by staff.

### **Community Service Work**

Individuals interested in volunteering at PhillyCAM to fulfill mandated community service hours must meet with the membership and outreach director to discuss their work requirements, expectations, and reporting forms. Community service timesheets are signed by the staff member who supervises the volunteer's work. Copies of these timesheets are also filed in the volunteer log book at the front desk.

## **SECTION 6 - PRODUCTION SERVICES**

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### **Fee for Service Work**

Regional non-profits and community organizations may hire PhillyCAM to provide video and audio production services to support the creation of non-commercial media content such as public service announcements, short documentaries, podcasts, event documentation or live streaming. This work is not required to aired on PhillyCAM cable channel or radio station.

An organization does not need to be a member to hire PhillyCAM but members may receive a

discounted rate on production services. Production service fees are based on a published rate sheet and on the complexity of the project.

PhillyCAM may be contracted by a business based in the greater Philadelphia area but priority is given to nonprofits and community organizations.

PhillyCAM certified producers, based on their level of experience, may be eligible to be hired by PhillyCAM to be part of the crew for a specific project. If a project requires a specific skill or equipment knowledge, PhillyCAM reserves the right to hire non-members. Non-certified members may be eligible to be part of a crew if there are non-technical positions available.

### **Trade Agreements**

PhillyCAM may trade production service work in exchange for the equivalent trade value of goods or services. For example: PhillyCAM may provide streaming services for an event in exchange for sponsorship. The Executive Director reviews and approves all trade agreements.

## **SECTION 7 - TRAINING & CERTIFICATION**

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PhillyCAM offers its members a variety of training courses that focus on production leadership, media literacy, and technical skills development. Individuals interested in taking a training course must first complete the Orientation Process and pay their membership dues. Class schedules are made available through PhillyCAM's website, monthly eNews and brochure. Printed schedules are distributed during orientation and made available at the front desk.

Core classes and specialty workshops for individual members are conducted on an ongoing basis and new schedules are published quarterly. Training services for non-profit, community groups, and educational institutions may be arranged on an case by case basis.

### **Certification**

A member must become PhillyCAM certified to check out and use the organization's equipment. Certification must be achieved separately for TV studio, editing, field production, and radio board operation, for example. No certification is required for members who wish to volunteer as non-technical production assistants, submit pre-produced programming content, use their personal or rented production equipment in PhillyCAM's space.

Members become certified by successfully completing the requirements of a PhillyCAM class or by testing out to demonstrate their technical proficiency gained from prior training and experience. All levels of certification entail some form of written and hands-on assessment overseen by an instructor. Basic levels of certification may apply as prerequisites to enroll in intermediate and advanced classes.

Members who plan to produce a regular show with a timeslot on PhillyCAM radio must have their WPPM radio show application approved by the programming committee in order to receive training on the radio studio equipment. (See Section 11 on Radio Programming)

PhillyCAM certifications are non-transferable and are exclusively given to the individual member who has completed the certification process. Certification through PhillyCAM is to ensure competency for use of PhillyCAM equipment and facilities. These are in-house certifications and not applicable outside of PhillyCAM facilities or equipment use. Staff will use its reasonable discretion in awarding certifications and granting access to production resources. When equipment upgrades are made, PhillyCAM offers special trainings previously certified members can take to keep their skills current.

### **Equipment Usage During Training**

Students may reserve PhillyCAM equipment or space if practice or a final project is required for completion of the workshop. Only equipment or space reviewed in the workshop will be made available to the student for training. Students are not permitted to leave the building unaccompanied with the equipment during these projects or practice sessions.

### **Class Registration and Fees**

Members must complete the orientation process prior to signing up for a PhillyCAM class. Occasionally, PhillyCAM offers special training sessions that are accessible to non-members. Whenever these special trainings are offered, PhillyCAM members receive priority access to registration.

Registration for core classes begin the Tuesday following each Orientation Week period. Registration slots for all classes are limited and only offered on a first-come, first-serve basis. Members have the flexibility to register online at [phillycam.org](http://phillycam.org) or in person starting at 10:00am on the first day of class registration. If a class is full, members may ask to be placed on a waiting list. A new course section may be offered when a minimum amount of members can commit to attending the added class.

Due to the condensed amount of information taught in each class, members can only register for one core class per cycle. Production Planning, Producing & Directing, and specialty workshops are the only training sessions members can take in addition to a core class.

Current class registration fees vary and are used by PhillyCAM to offset the expense of hiring contracted instructors. Upcoming class dates and an updated schedule of training fees are made available prior to the opening of each registration period. Class registration fees may be paid online by credit or debit card through PhillyCAM's secure website or in person with cash, check, or money order. If necessary, PhillyCAM can send an invoice to an organization for membership and training fees owed. A \$30 fee will be assessed for any returned checks.

## **Testing Out**

Members who have fluent production skills may opt to test out in the following areas:

- Camera for basic field production
- Lighting for field production
- Audio production kit (portable audio recorders, mic, and headphones)
- Adobe Premiere editing

Testing out is not permitted for the use of any TV studio production and live radio broadcast equipment. Regardless of experience and background, individuals must participate in a PhillyCAM-approved form of training to learn how the TV and radio studio equipment is specifically configured to function in PhillyCAM's studio facilities.

Members who wish to test out are required to pay the standard training fee associated with the certification level. Testing out to gain access to only lighting and audio equipment is offered at a reduced rate.

Members testing out are expected to schedule a time to go through the proficiency examination process, which is facilitated by a PhillyCAM-approved instructor. Prior to testing, the member may designate a time to review the training materials and equipment on their own at PhillyCAM. If a member is unable to successfully complete the test out, staff can recommend the member to take the next available class. Additional fees may apply.

## **Youth Participation in Adult Classes**

Youth members under the age of 18 are able to enroll in adult classes. They must have a documented consent from their parent/guardian at the time of registration. Upon completing their certification, the youth member must have their parent/guardian sign for their equipment check-out and programming submissions.

Parents and guardians are required to sign for equipment and programming submissions on behalf of their minor.

## **Training Materials**

PhillyCAM has designed training materials that members receive when they attend a class or test out. Members do not have to pay additional fees to access training materials. These materials are compiled by staff and contracted instructors.

## **Training Vouchers**

Members may volunteer a determined amount of staff-approved hours to earn a training voucher that can be used in lieu of paying class fees. Each class only has one designated slot for a member who wants to use a voucher. Vouchers can only be earned one at a time and must be used within a 12-month period.

With the Executive Director's approval, staff may also issue training vouchers as a member engagement incentive or prize to be given through a raffle at a community event.

## **Refunds**

Members may withdraw from a class up to 5 business days before the start date in order to receive a full registration fee refund. All registration fees are non-transferable and a refund is not guaranteed if it is requested less than 5 business days before a class begins. Any refunds issued must be approved by the Executive Director.

Class and workshop fees are non-transferable. Members must receive a refund prior to sign up for an alternate class or workshop. Payment made for a class can not be directly applied to another class.

## **Cancellations**

PhillyCAM reserves the right to postpone the start date or cancel a class if the enrollment minimum is not met. In the event of inclement weather, instructor illness, or extensive facility problems, classes may be cancelled and rescheduled. If a class is completely cancelled, the full registration fees or training vouchers will be returned to the enrolled members.

## **Attendance**

Members must speak with the instructor or staff if they miss more than two classes or 50% of a class. If a member misses three or more classes or 50% of the class, they will not be eligible for certification. Failure to address excessive absences may require a member to retake the class at their own expense.

## **SECTION 8 - PROJECT MODERATION**

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PhillyCAM offers its members a process through which they can receive support to complete projects and submit content to be shared with the community via the public-access television channels. This process is defined as Project Moderation, which entails member-generated project proposals, production contracts that function as shared agreements between PhillyCAM and members who produce video content, and production consultation from staff.

### **Television Project Proposal and Production Agreement**

All members must submit an online project proposal for any new program to run on PhillyCAM's cable channels. All proposals are reviewed by facility access and production planning staff. These proposals are used to help members plan for anticipated production needs, manage project goals, and establish realistic production timelines. Only proposed content that does not comply with PhillyCAM's programming guidelines as described in Section 10 will be immediately declined.

The Project Moderation process is as follows:

- 1) Member complete required Project Moderation training.

- 2) Member submits online Project Proposal. Staff reviews proposals and will respond within three business days.
- 3) Members must respond to any requests for additional information or modification needed to activate project.
- 4) Once approved by both the member and staff the Project Proposal language becomes the Project Agreement.
- 5) Member and staff sign off on the Project Proposal and the project is activated.
- 6) Member may begin making reservations.

Any changes in production needs such as updating the number of reservations and content submission date must be submitted as an amendment to the existing contract.

### **Production Consultation**

PhillyCAM has a dedicated staff member who supports members to navigate production planning and implementation. This production consultant is available through scheduled appointments to review production plans, answer technical questions, give recommendations, and assist members with thinking through challenges.

### **Long Format Project Agreement**

Members proposing long format projects such as documentaries and narratives must submit a short version or proof of concept that is outlined in the proposal that can be fulfilled within the scope of PhillyCAM's standard production reservation policies and procedures. Once the initial content is submitted, quarterly check-ins are required for approval of the additional reservations needed to fulfill the project agreement. More intensive facility needs are considered on a case-by-case basis that depend on a member being able to demonstrate their ability to produce and deliver programming in a timely manner.

## **SECTION 9 - FACILITY & EQUIPMENT ACCESS**

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PhillyCAM is responsible for maintaining the public access media production facilities and equipment as designated through the operational agreement it holds with the City of Philadelphia. PhillyCAM's equipment and facilities are designated for its members to create non-commercial content for its public-access television and community radio channels. Personal profit gaining uses of these resources are strictly prohibited. Examples of prohibited uses include the following:

- Creation of media content that commercializes products and services.
- Compensation for airtime/channel time access.
- Administering fee-based consulting services at PhillyCAM.
- Fee-for-service documentation of weddings, family reunions, birthday parties, and private commercial events.

Active members in good standing may reserve portable production, post-production, studio production equipment, and facility space on a first-come, first-served basis. Only radio programmers with approved shows on the WPPM schedule have standing designated access to the WPPM studio space and broadcast equipment (see Section 11 for WPPM application process).

Members who want to reserve video / audio equipment and/or facilities to produce content for PhillyCAM must have an approved project proposal and production contract on file. Prior to submitting their project proposal a member must do the following:

- Complete the full member orientation process and membership payment.
- Complete the required certification process or test out on each type of equipment they plan to use.
- Fulfill any prerequisites and settle any outstanding obligations from previous contracts before starting new projects.

A member who intends to use their own portable video and audio equipment at PhillyCAM must also have a reviewed and approved contract prior to making space reservations.

Request for exceptions to facility and equipment access policies will be reviewed by PhillyCAM staff. Decisions regarding special allowances are made after staff has discussed the extenuating circumstance with the member. These special access decisions are documented in the member's record for future reference.

### **Reservations**

Equipment and facility reservations are designated for certified members who are working on activated project contracts. Members checking out equipment and accessing space must have a copy of their valid, legal ID on file and must be physically present to claim their reservation. Under no circumstance may a member reserve and check out equipment they are not certified to use. Non-certified members collaborating with certified members must have the certified member added to the project in order for them to get equipment. This equipment includes cameras and peripherals such as lighting, microphones, tripods, and audio recorders. PhillyCAM does not allow non-members to operate any of its equipment.

Members make reservation requests online through their member account. Reservation support is provided in person or over the phone by technical facilities staff during PhillyCAM's regular operation hours.

It is recommended that reservation requests for field production equipment and editing sessions be made no less than 24 hours in advance and studio spaces no less than 7 days in advance. Equipment and space reservation requests may be made up to 60 days in advance. After a reservation is requested, a technical facilities staff member will reply with an email confirmation or refusal within two business days. Note that reservation requests made less than

two business days before the proposed check out date are not guaranteed to receive a confirmation.

Minors (under age 18), not active in the Youth Program, 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.

## **Facility and Equipment Allowances**

### **Express and Main TV Studios**

**Usage Allowance: Up to Three reservations including technical run-thru if needed.**

Members are allotted two 4-hour reservations per program submission and 1 technical run-through per program. Member may submit a request for additional technical practice or set up as needed when studio space is available. Studio facilities may not be reserved more than once per week. Exceptions may be granted by special arrangement.

### **Green Screen TV Studio**

**Usage Allowance: Two reservations per program (reservation times vary).**

The schedule for reserving the Green Screen studio is independent from the other TV studios. Two reservations (up to 7 hours total per program) submission and 1 technical run-through per project. Space is limited in that this studio is reserved for youth program use during youth programming hours. Green screen studio facilities may not be reserved more than twice per week.

### **Field Production Equipment**

**Usage Allowance: 3 field equipment checkouts per program submission.**

Members are allotted three field equipment reservations per program submission. Equipment may be taken out for up to 48 hours during the weekdays and from Friday to Monday over the weekend. When PhillyCAM is closed members will not be assessed use for that day. Special requests for field equipment technical tests and extended single-use check out time periods can be made and must be staff approved.

### **Tech Lounge**

**Usage Allowance: Based on availability.**

The Tech Lounge is the primary location of the PhillyCAM Youth Media program and workshops. This space is available to members to be used in conjunction with Green Screen Studio reservations when youth programming or workshops are not scheduled.

### **Community Room**

**Usage Allowance: Two reservations max per program submission.**

The Community Room can be used for pre-production planning, table reads, small shoots, casting calls and screenings. Two reservations per content submission are allotted for this space unless extended access is permitted by the facilities staff. Non-profit community partners without active projects can use this space with approval from the Executive Director.

## **Media Lab**

**Usage Allowance: Two 4-hour editing sessions per submission. Four 4-hour reservations for short narratives and news programs.**

Members may submit a request for additional editing time. Staff may allow for additional editing time if space is available. Reservation requests should be made for transcoding and preparing files for playback. File transcoding time is not considered a part of an editing reservation.

Technical support is limited to skills and applications taught through PhillyCAM.

## **Field and Studio Reservation Combinations**

Members are allotted three total reservations of combined studio and field equipment use per submission. Exceptions may be granted by special arrangement via the project moderation procedure. Example: Member makes two field equipment reservations and one Main Studio reservation for one series episode.

## **WPPM Radio Studio**

Members who are radio studio certified WPPM producers and members who are approved for radio specials can make no more than two 2-hour radio studio reservations for each radio program and 1 radio studio reservation for all supplemental audio content. Exceptions to the number and length of reservations may be granted by the Radio Station Manager.

## **AV Booth**

**Usage Allowance: Two 4-hour reservations per project submission.**

The member using this space must be either Adobe Premiere or Audio Production/Radio Studio certified and have an active TV or radio project. The AV booth is not designated for private video editing, but can be used to do voice overs, audio sweetening, and color correction. It can also be used to record audio content aired on WPPM. Technical support is limited to skills and applications taught through PhillyCAM. TV producers working in groups must submit a written request to the facility access staff to use this space for group work.

## **Commons**

The commons area is designated for PhillyCAM members and guests. This is a shared space that can be reserved for guests participating in main studio productions. Regular meetings and any productions in this space must be cleared by the facility access staff.

## **Facility and Equipment Usage Review**

A member's facility and equipment usage will be reviewed quarterly by staff. Excessive equipment use without submitting content will lead to possible suspension or a probation period arrangement.

## **Late Equipment Return and Pickups, No Shows, and Cancellations**

### **Late Equipment Return and Pickup**

Equipment pickup and return times are set by technical services staff. Reservations have a designated time and no early arrivals will be honored. Members are expected to give notice of late returns or early pickups by calling at least 30 minutes in advance to update staff. When a member is more than 30 minutes late for a return that member will be subjected to a \$20 per day fee. No subsequent reservations will be accepted until fees are paid in full. Members with excessive late returns or early pickups will be placed on a limited suspension status.

### **No Shows**

When a member is more than 60 minutes late to claim their equipment or facilities without giving notice to staff, that member is considered a "No Show." Reservations are guaranteed for one hour after the scheduled check out time. If the equipment has not been picked up or facility check in has not been made by that time, the equipment/facilities will then be put back into circulation. "No Shows" will be subjected to a \$20 fee. All equipment and room reservation related fees must be paid before making a new reservation request. No subsequent reservations will be accepted until fines are paid in full. Members who accumulate three consecutive no show occurrences will be placed on a 30-day probation status.

### **Cancellations**

Cancellations should be made at least 1 business day in advance of the member's reservation time. Members who make more than three cancellations within a month will be placed on a 30-day probation status and are subjected to a \$20 fee.

## **Equipment and Facilities Usage**

### **Field Production**

Members must sign an equipment check-out form any time equipment is being used inside and outside of the facility. Each equipment check out has to be connected to an active project contract and only the member who is certified to use the equipment is permitted to pick up and return the equipment at the designated times. The certified member must have the equipment in their possession during the entire duration of the reservation. Youth members who are under the age of 18 must have a parent or guardian who is an active, oriented PhillyCAM member able to assume responsibility and liability for the equipment being used by the minor.

PhillyCAM staff will assure that all equipment being checked out is in good working order. Members are also required to set up and test their equipment before leaving the facility. For the sake of keeping the equipment in good condition, members are responsible for notifying staff if there are any problems with the equipment that was checked out. Members are responsible to pay for the replacement of any non-functioning equipment not reported at the time of check out. Members are unable to borrow additional equipment until all previously checked out items have been returned in good working order.

Members are expected to use professional decorum while representing themselves and the organization when they work in the community. PhillyCAM is not responsible for the actions of members who are working on independent projects not supervised by staff. Non-certified members are not permitted to use field equipment at any time unless they are receiving hands-on training and direct supervision from a staff member.

### **TV Studio Production**

PhillyCAM operates three television production spaces: 1) Express Studio, 2) Main Studio, and 3) Green Screen Studio. These production facilities are available for reservation only by a certified member who should be present during the entire studio shoot. The certified member assumes full responsibility for the equipment and space they reserve to use, which means they are liable for any damage, misuse, or theft that occurs while the equipment or facilities are in their possession or control. It is the certified member's responsibility to do the following:

- Submit the reservation request for studio space.
- Communicate with facility access staff in a timely manner to request specific production or equipment needs.
- Set crew call times, answer crew questions, assign technical production roles, and direct all technical personnel.
- Recruit all technical crew members and verify that they are either certified or enrolled in the training class for the studio where the production will take place.
- Ensure audio and video are recording properly.
- Supervise setup and breakdown of studio and report any noticeable changes in the studio's operating order.

Certified members may collaborate with non-certified members to produce programs in the studios. These non-certified members are acknowledged as Producers and it is their responsibility to do the following:

- Establish a documented production agreement with a certified producer.
- Communicate all production needs and expectations with their certified producer.
- Act as main contact person before, during, and after shoot.
- Set call times for non-technical production personnel such as on-camera talent, cosmetic stylists, studio audience, productions assistants, etc.
- Assign non-technical support roles and direct all non-technical personnel on set.
- Arrive before guests and on time with other crew members.
- Transfer raw footage to properly formatted personal storage device after production shoot is complete.

All members are expected to abide by the following rules when using the TV studio facilities:

- Only trained / certified members can use PhillyCAM studio equipment and facilities.
- The certified member who made the reservation must be present before other certified crew members can begin with set up.

- A staff member **MUST** be on-hand during all studio productions and can be used for a minimal level of production support.
- Inspect all equipment for proper operation before leaving the studio and sign a Studio/Equipment Checkout Form before using and leaving the studio.
- Do not rewire, reconfigure or bring in supplemental equipment without advance approval from staff.
- Only staff are permitted to climb ladders, adjust lights, and hang props.
- Report any broken or malfunctioning equipment to staff on duty.
- Upon departure, return all equipment, sets, props, and furniture to their designated storage positions.
- All designated studio equipment must remain in the studio spaces and not used for remote shoots.
- Do not take cameras off of their pedestals or mark on studio monitors and camera viewfinders.
- Refrain from sticking and puncturing studio curtains and walls.
- Take care of all cables by wrapping them properly and not standing or rolling over them during production.
- No eating or drinking is allowed at any time in the studio, control room, or office areas without the consent of the PhillyCAM staff.
- Studio audience is limited to 25 guests who must sign in and be organized by the Producer.

### **Sets and Props**

Members are expected to bring their own props and supplies for use in the studio. PhillyCAM has extremely limited storage space and cannot house large props over an extended period of time. Members are responsible for having their large items transported to and from the facility on the day of their production. PhillyCAM is not responsible for rental items brought into the space and staff are not permitted to sign for the delivery of any rental items. Props left in the main studio storage closet are allowed to be used by other members for any studio production. PhillyCAM office materials, supplies, and furniture should not be used without staff consent.

### **Media Retrieval**

Immediately upon the completion of each TV studio production, the producer and certified member are responsible for transferring their recorded footage from PhillyCAM's storage device to their own storage device. All file transfers must be done by staff and documented on the file transfer log in the equipment room. PhillyCAM is unable to archive all of the footage captured in its studios and frequently cleans its data storage devices to make space for future productions. Media files will not be held more than 3 business days unless special arrangements are made with the facility access staff.

### **Live TV Studio Production**

Special "live-to-air" TV studio productions led by members must be requested and planned with staff 60 days in advance to ensure adequate studio and channel time is accessible. In order to be eligible for a live production, the member must demonstrate the ability to produce a

“live-to-tape” production. These special types of productions must receive approval from the TV programming director and technical director.

Live programs, even if started late, must end at the scheduled time and not run over into another member’s time slot. A member is able to temporarily share or lend their time slots to another member for the sake of creating special live programming. Any ad hoc arrangements that involve the preemption of existing programming must be documented and filed with the programming director and access manager.

### **Green Room (Downstairs)**

The Green Room is designated to be used as a supplemental production space in which on-air talent and crew personnel can prepare for productions happening in either the Express or Main Studio. Access to this space must be requested in addition to a member’s studio reservation.

### **Community Room**

The Community Room is a multipurpose space that is used for staff and board meetings, classes, special workshops, and public events. Individual members may use the Community Room to host planning meetings, casting calls, script readings, and rehearsals for programs that will be distributed through PhillyCAM. When appropriate, the community room may also serve as: 1) an additional preparation area for guests participating in a member’s show, and 2) a production set for a PhillyCAM approved project.

### **Tech Lounge**

The Tech Lounge space has weekly safe space operational hours that are designated for PhillyCAM youth members. This space may be used for other purposes such as production meetings, classes, and other member activities that happen on a weekday after 6pm. Events and projects that require the use of the Tech Lounge during earlier weekday times or on Saturdays must be approved by technical facilities staff. Members that have productions in the 2nd Floor Green Screen Studio may also use the Tech Lounge. Adult member productions are only permitted to occur when the youth program is not in session.

### **Radio Studio**

The radio studio is designated to be used as a production space for WPPM programming. These production facilities are available for reservation only by a certified member who should be present during the entire recording. The certified member assumes full responsibility for the equipment and space they reserve to use, which means they are liable for any damage, misuse, or theft that occurs while the equipment or facilities are in their possession or control.

All members are expected to abide by the following rules when using the radio studio facilities:

- WPPM producers must begin and end their shows on time and not interfere in the production of other producers shows.
- There is no food and drinks in the studio with the exception of capped, bottled water kept away from the equipment.
- Producers must submit studio logs and playlists every time they use the studio and/or pre-record their show.

- Producers must secure permission from all persons present in the studio prior to recording or streaming video content.
- Producers must remove all trash, debris, and other personal items in the studio before leaving from their shift or recording session.
- Members must report all technical issues, damaged equipment, and transmission problems to the Station Manager and Access Manager as soon as they are discovered.
- Producers must leave the radio studio and board in the condition they found it by returning all chairs, mics, board levers, etc to it's original position.
- Producers must not download software or delete any archived show files from the studio computer.
- Producers must not place any items on the turntables for any reason.
- Producers must not access the automation computer or the automation software unless authorized to do so by the Station Manager, Access Manager, or Executive Director.
- WPPM radio producers must ensure that underwriting messages air at contractually agreed upon times, as noted by the underwriting schedule.
- Members who have key fobs are not permitted to be in the building when PhillyCAM is closed to the public except during their scheduled regular time slots or when given the expressed permission by the Radio Station Manager.

### **Media Lab**

PhillyCAM's media lab computers are designated for members working on approved projects and students completing lab exercises to earn their PhillyCAM editing certification. A reservation must be requested each time a member intends to use a lab station.

Members are expected to abide by the following rules when using the media lab:

- Headphones must be used when editing. Headphones are available at the equipment checkout window.
- Installing software programs and changing or tampering with operating system on any computer workstation is strictly prohibited.
- No food and drink.
- Cell phone usage or disruptive conversations are not permitted.
- Browsing adult content is prohibited.
- Files must be saved on the member's external hard drive or appropriate media storage device to save all of their documents, graphics, audio, and video files with the exception of workshop related project files.

Members are liable for repair or replacement costs of computers or related equipment due to negligence, abuse, or mishandling while working in the lab.

### **Data Storage**

Members are required to provide their own external hard drive or appropriate media storage device to save all of their documents, graphics, audio, and video files. PhillyCAM does not allow members to save files directly to its computers nor do staff take responsibility for work stored on media lab computers. To keep the lab running efficiently, the media lab computers are

frequently cleaned and rid of any files except for software stored on the drives. Members are encouraged to maintain safely stored archives of their unedited media files/source materials and only share file copies when collaborating with others.

### **Public Computing**

In the Commons area, there is a computer station designated for basic computing needs such as Internet browsing, project-related research, checking email, and accessing PhillyCAM online user accounts. Public wifi access is also available. PhillyCAM is not responsible for any data compromised via the public wireless system. Users are expected to report any suspect activity observed while accessing the public wifi.

Individuals may sign up to use the public computer station for up to a 1 hour session and up to 3 sessions per day. When the time limit for a session has expired, the user must wait 30 minutes before signing up for an additional session. This waiting period allows others to have access if needed. Users who browse potentially offensive content on the public computer station or on their personal laptop in public space will be asked to leave and suspended if they are a PhillyCAM member.

### **Equipment Rental and Fee-Based Production Services**

PhillyCAM does not offer fee-based equipment rental services nor pay-to-play channel time access. An immediate suspension is issued to any member found requiring their guests and crew members to pay a fee or donation to participate in their productions. Members are also strictly prohibited to charge fees for the use of PhillyCAM's equipment. Members are permitted to do contracted fee-for-service work on projects that yield non-commercial program content for PhillyCAM's channels. PhillyCAM is not responsible for the terms and conditions set forth by written or oral work agreements established by members.

PhillyCAM only offers production service rates to its organizational, educational institution, and local business members. Only these members may hire or enter a trade agreement with PhillyCAM to receive production services.

### **Equipment Use Liability**

The certified member checking out the equipment assumes full responsibility and is liable for damage, misuse, or theft, which may occur while the equipment is in the producer's possession or control. Equipment may not be used in hazardous situations that compromise the safety of the users or equipment. Portable equipment may not be used outside of the greater Philadelphia area without prior approval from PhillyCAM staff.

### **Space Rental**

PhillyCAM's spaces are to be used first and foremost by members who are working on their PhillyCAM projects. Requests for space usage that does not involve the production of programming content must be submitted in writing and approved by the Executive Director. Rentals for special events and professional productions are approved on a case-by-case basis, which can vary depending on availability.

No fees are assessed from members and non-members who use the space for approved public events. Space rental fees are applied for any event that includes the collection of an admission fee. The rental fee, determined by the Executive Director, is based on the complexity of the event, staff time required and total time of usage. Space rental requests must be submitted via email to the Executive Director at least two weeks prior to the proposed event date.

### **Closures**

PhillyCAM closes to observe the following national holidays: New Year's Day, Martin Luther King Day, Memorial Day Weekend, July 4th, Labor Day Weekend, Thanksgiving and the day after, and Christmas Day. PhillyCAM may close early on weekends and days leading up to observed holidays. Members are expected to check with staff and the website to confirm the facility's operational hours during holiday periods.

In late August and during the Christmas/New Year holiday period, PhillyCAM enters a Slow Down period to conduct semi-annual inventory and maintenance of our equipment and facilities. Member access to equipment and facilities is limited during the Slow Down period. Staff must approve any facility use during the slow down period.

PhillyCAM will close in the event of inclement weather such as heavy snow and ice that make travel conditions unsafe. In most cases, PhillyCAM follows the Philadelphia School District's winter weather closure schedule.

## **SECTION 10 - TELEVISION & VIDEO PROGRAMMING**

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### **Public Access Cable Television Channels**

By agreement with the City of Philadelphia, PhillyCAM administers and operates the public access cable television channels--Comcast 66/966/967 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.

PhillyCAM also distributes video content via its Video On Demand player, web channel, and live video streaming platforms.

PhillyCAM accepts all types of non-commercial TV programs produced by members. These types of programming include Talk Shows, Documentaries, News Programs, Animated Short Films, Arts and Culture Events, Educational and Youth Produced Work.

Locally produced programming is PhillyCAM's first priority but a member can sponsor a program from outside the area with written permission from the producer.

## **Eligibility**

Active PhillyCAM members who have completed the orientation process may submit the following types of programming:

- Series - can be a half hour or hour time slot
- Specials - stand alone special in any genre in various lengths
- Micro Programming - short series scheduled as a special

## **TV Programmer Agreement**

### **TV & Video Producer Liability**

The responsibility and liability for program content lies solely with the program provider. The Philadelphia resident or organization whose designated representative signs the Programming Agreement is responsible for all necessary releases or clearances. PhillyCAM may ask the producer or organization to furnish proof that proper releases and clearances have been obtained. 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. A member who provides programming for PhillyCAM's television channels takes responsibility for the content of that programming.

### **Non Censorship Policy**

PhillyCAM does not review or censor programs before they are cablecast.

A program is only reviewed whenever a programming policy violation is reported to the Programming Director. Programming policy violations include commercial content & obscenity.

### **Commercial Content**

- Commercial content shall constitute any advertising or material that promotes any commercial product or service including:
  - Commercial calls to action or inducements to buy
  - Price information
  - Lottery information
  - Product placement
  - Value statement

PhillyCAM requires ALL programming to be non-commercial and cannot permit programs that contain advertising or "commercial calls to action" to purchase goods or services to be shown. A "commercial call to action" is defined as an imperative telling someone to do something for which money will be spent.

### **Obscenity and Other Prohibited Content**

PhillyCAM is obligated under its agreement with the City of Philadelphia to not knowingly permit the production or dissemination of any obscene or prohibited 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. The following content is prohibited:

- Obscene material as defined by the courts and which meets these 3 criteria:
  - 1.) To the average person, applying contemporary community standards, taken as a whole, appeals to the prurient interest.
  - 2.) Depicts or describes sexual content in a patently offensive way.
  - 3.) Taken as a whole, lacks serious literary, artistic, political, or scientific value.
- Any material that is defamatory, unlawfully disparaging any person's right to privacy.
- A solicitation or appeal for funds.
- Unlawful use of copyrighted material or any other proprietary property.

Unlike obscene material, which is not protected by the U.S. Constitution, potentially objectionable material may be scheduled at hours where there is less likely to be children in the audience. Potentially objectionable material may include, but is not limited to:

- Strong coarse language, sexually suggestive dialogue, or indecent language.
- Expressions of excretory activity.
- Intense sexual situations or explicit sexual activity.
- Graphic physical violence or degradation.
- Most forms of nudity.
- Graphic depiction of medical procedures.
- 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).

### **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. 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 that acknowledge contributions and support from sponsors and underwriters of television content:

- Individual credits for such contributions are limited to 15 seconds.
- Total credits for all contributions are limited to 60 seconds.
- Credit can appear at the beginning or the end of the program.
- Credit may be oral, visual or both.
- Credit may include a logo.
- Credit may include a name, address, phone number and website.
- Credit may include a phrase describing the business of the contributor and the nature of the contribution.

The following is not permitted:

- Credit may not contain any qualitative or promotional information.
- Contact information cannot be displayed within the content of the program.
- Product placement is an advertising technique and is not allowed

### **PhillyCAM Credit**

All programming resulting from the use of PhillyCAM's production resources must include an end credit acknowledging the support of PhillyCAM and the copyright year.

### **Program Ownership**

PhillyCAM does not assume ownership of any content created by its members; however, it holds the right to publish and present its members' programs in any medium. Members who use PhillyCAM's production resources agree to provide continued shared rights for the sake of distributing and publicizing their content. Any content created with PhillyCAM's equipment and facility space must appear on the public access cable channels first. Content producing members hold the rights to their programs and are free to determine how their content is redistributed and reproduced after being cablecast on PhillyCAM.

### **Video Playback Technical Standards**

In order for a member's 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 staff determines that a program has too many production problems (i.e. poor audio or video), it may be removed from the schedule until it can be refined to meet PhillyCAM's minimal technical standards.

### **Program Delivery**

The Programming Director sets the monthly program delivery date. Members are responsible for coordinating their program delivery date and process with programming staff.

Prior to delivery, members are required to digitally convert their files and ensure the technical quality of their video files is on par with the minimum technical standards.

Media may be delivered in person during PhillyCAM's business hours or after hours in the "Film Depository Box" with an envelope clearly marked with the member's name and phone number. If necessary, members can mail in their submissions.

Media mailed or dropped off may be returned upon request within the calendar year. Members are asked to include postage for media to be returned in the mail.

## **Scheduling**

### **Priorities**

PhillyCAM staff attempts to accommodate all requests and does not exclude any Greater Philadelphia resident from showing a program on the community channels. 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 reserves the discretionary right to schedule programming of community interest and relevance and also to preempt programs for live or special event coverage for timely activities happening in the community.

### **Compensation for Channel Time**

Members are not allowed to barter or sell channel time nor receive compensation in exchange for allowing others to participate in their projects or appear on PhillyCAM. Blatant violation of this policy warrants an immediate suspension of a member's privileges.

### **Time Slots**

In the interest of ensuring diversity of programming and equitable distribution of channel time, submissions from a single program provider shall not include more than one Series. Individual programs of all lengths and genres can be submitted as the schedule allows. PhillyCAM also schedules each program/show in a time slot that is appropriate for its content and target audience.

Additional time slot policies are as follows:

- A producer may not request a timeslot before submitting content.
- The Programming Director only offers timeslots that are available each month.
- Series time slots are reviewed quarterly.
- A regular time slot can be selected by a member when their content is fully prepared to be submitted.
- If made in advance, a request for a timeslot change can be considered as the schedule allows at the time of the review.
- Staff is responsible for notifying program providers about their confirmed timeslots.

### **Safe Harbor Scheduling**

Programming that contains mature content is permitted only during Safe Harbor hours, from 11:00 pm to 5:00 am. It is the member's responsibility to communicate if their program contains potentially mature content. PhillyCAM staff pre-screens program content for this purpose only if it possesses or is presented with credible evidence of specific prohibited content, or potentially offensive content.

- Profanity
- Nudity

- 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.

### **Disclaimers**

PhillyCAM reserves 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 to advise viewers 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.

### **Sponsored Program**

To a limited degree, programs produced outside of the area can be "sponsored" by Philadelphia residents with documented permission from the producer/content owner. Any resident who intends to sponsor a program must: 1) complete the Orientation Process 2) send email request to Programming Staff, and 3) submit the sponsored program in the PhillyCAM compatible format. All sponsored programs must have a submission form from the member and a letter of permission from the producer/content owner on file with the programming director.

### **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 (VOD)**

Each request to host a program on PhillyCAM's VOD player must be made after the video has cablecast via email to [programming@phillycam.org](mailto:programming@phillycam.org). To submit media for VOD, it must be 100% locally produced original content and contain no mature content. Space is limited to 12 videos per membership year.

### **Community Bulletin Board**

PhillyCAM operates an electronic Community Bulletin Board, which appears on the channels daily. Organizational Member events can post community information, visual artists are welcome to submit their artwork and contact information to be displayed, and local original music can be submitted to be played.

### **Promotion**

Every program/show will have at least one publicized cablecast. Staff is responsible for publicizing the member's program by using the description they provide. This promotional information is communicated via the PhillyCAM website and TV programming guide.

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

## **SECTION 11 - Radio Operations and Programming**

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### **Radio Operations**

#### **FCC License**

Philadelphia Public Access Corporation (PhillyCAM) is the license holder of the lower power radio station, WPPM-LP. As license holders PhillyCAM is charged with operating and maintaining the station and programming non-commercial radio content. PhillyCAM is also responsible for upholding the LPFM rules for FM broadcast as well as the non-commercial rules for radio. That means the FCC prohibits PhillyCAM from broadcasting commercial messages on behalf of profit making enterprises for which consideration is paid to the station. PhillyCAM is committed to ensuring that the content of WPPM's programming is educational in nature and serves the public interest.

PhillyCAM requires ALL WPPM programming to be non-commercial. We cannot permit programs containing advertising or "calls to action" to purchase goods or services to be aired on WPPM. 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 a focus on the subject of the program content and gain listeners' 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 WPPM, and air time may not be bartered or sold. Members are under no obligation to provide compensation for guests.

### **WPPM Guiding Principles**

PhillyCAM's board of directors took feedback gathered by the staff from the community about what the needs and vision were for the community radio station. With this information, the board created "Guiding Principles" that would guide the content and culture of the radio station. In addition to the FCC's non-commercial rules for radio, all WPPM producers are required to adhere to the Guiding Principles of the radio station when presenting content on the radio station. Content that does not meet the Guiding Principles may be prevented or stopped from being aired on the station by the Radio Station Manager.

Guiding Principles: "PhillyCAM Radio is a member supported participatory community station re-humanizing radio with local voices and original programming. We support content that celebrates, respects, and reflects the rich cultural makeup of the Philadelphia/South Jersey area and provides a platform for diverse community perspectives. PhillyCAM Radio provides a medium for underserved communities and music not heard on mainstream media. We value content that is educational, respectful, inclusive, and innovative."

### **Governance Structure**

PhillyCAM is overseen by a board of directors who is responsible for ensuring the health and growth of the organization and keeping our work in line with our mission, vision and values. People from the community as well as PhillyCAM members are able to run for positions on the board every March in a general election. The WPPM Steering Committee oversees operations of WPPM and includes board members, representatives from radio programmer sub-committees, and PhillyCAM staff members. The WPPM steering committee reviews recommendations from radio programmer sub-committees, staff, and board members. WPPM Steering Committee reports its recommendations and decisions to the full PhillyCAM Board. The day-to-day operations of WPPM and oversight of radio producers is carried out by the Radio Station Manager who reports to the Executive Director of PhillyCAM.

### **Volunteer Requirement**

PhillyCAM Radio is a community radio station driven by member-led committees and events. All WPPM programmers with a regularly scheduled program are required to volunteer for 12 hours a year either by participating in a PhillyCAM committee, serving on the Board of Directors, volunteering at events, fundraisers, and other approved radio station activities. Programmers must submit documentation of their volunteer hours on a quarterly basis. Members who do not meet this requirement will be subject to losing their time slot on the WPPM regular schedule.

### **Programming Committee**

The Board of Directors has charged a radio Programming Committee to assist in managing audio content on WPPM and to provide support, training, and guidance to WPPM producers. The Programming Committee makes radio programming decisions, reviews and evaluates shows, and plans special programming for the station. The Programming Committee consists of

2 elected PhillyCAM members, 2 PhillyCAM board members, and the WPPM Radio Station Manager. Elected members serve for a 2 year term. All WPPM show applications must be approved by the Programming Committee.

The Programming Committee reserves the discretionary right to schedule programming of community interest and relevance and also to preempt programs for live or special event coverage for timely activities happening in the community.

### **Training**

The Radio Studio class covers operation of studio equipment, production management, archiving and recording shows, and hosting a live radio program for the FM. The FCC rules class covers the non-commercial rules for FM broadcast. Members must pay the associated fees for the cost of training. Members enrolled in the radio studio class are required to attend all classes. If an emergency occurs and a member cannot attend class, the member must contact the instructor and station manager to inform them of their absence and make arrangements to make up the class. If more than 1 class is missed, the member must retake the course in the next session.

### **Technical Support**

Only authorized staff members are permitted to make adjustments and upgrades to WPPM equipment. The technical support PhillyCAM offers to radio programmers is based on staff availability and the needs of each situation.

All radio programmers are responsible for recording and archiving their content. Media storage space at WPPM is limited and not guaranteed.

## **Fundraising/Underwriting for PhillyCAM Radio**

As a non-commercial, educational radio station, PhillyCAM Radio funds its programming and general operations through fund drives, sponsored events and underwriting support from local businesses.

### **Underwriters and Sponsors**

PhillyCAM Radio will accept underwriting contracts from small to medium sized local businesses that are committed to building a just, thriving, and sustainable economy in the greater Philadelphia area. Examples of local businesses that have been PhillyCAM members include Indigo Bike Share, Jump Wireless, and Free Reign Ignite Creativity.

### **Policy/Enforcement of Underwriting Announcements**

Whether a spot is pre-recorded or read loud via script, staff and WPPM radio producer members will have to ensure that messages air at contractually agreed upon times. This means that members must be aware that broadcasting underwriting messages is not optional, and that failure to play a spot will result in a violation of the Programmer Agreement. PhillyCAM will rely on radio producers to follow a station clock and often fill out a program log that lists underwriting requirements for the hour. Station staff will monitor the logs to determine whether spots air as

required. PhillyCAM will use broadcasting software that allows staff to check when pre-recorded messages have been played.

### **Sponsored Events**

All PhillyCAM Radio sponsored events must be approved by the Radio Station Manager prior to the event. Programmers can submit a proposal for a sponsored event to the Station Manager for approval at least 4 weeks prior to the event. Programmers are not permitted to accept money, goods, or anything of considerable value in exchange for sponsorship at PhillyCAM Radio event. All monies raised from sponsored events will go to PhillyCAM. Violation of this policy will result in a major violation of the membership code of conduct.

### **PhillyCAM Radio Fund Drive Participation**

The WPPM Fund Drive is an essential activity that ensures we reach our goal of bringing in non-cable income from donors that supports our annual budget for the radio station. All PhillyCAM members who are the Executive Producers of a WPPM radio show must participate in the bi-annual Fund Drives by:

1. Attending yearly mandatory meetings/retreat associated with the Fund Drive
2. Making Fund Drive Announcements over the air during the Fund Drive
3. Sharing fund drive information via social media, email, and/or in-person
4. Completing a report online detailing all Fund Drive activities immediately following the WPPM Fund Drive

Failure to comply with any of the above activities will result in a violation of the Programmer Agreement and a two-week show suspension and will be noted in the member's program renewal application. Two or more violations of this policy will result in a 1 year cancellation of a member's show.

## **Radio Programming**

### **Programmer Eligibility**

Active PhillyCAM members who have completed the orientation process may submit the following types of radio programming:

- Series
- Special

Any co-host or co-producer who assists in regular creation of content for WPPM must also be a member who has completed the orientation process. These members are required to understand the organization's production process, operational procedures, and member policies.

### **Getting a show on WPPM**

In order to get a regular series time slot on WPPM, completion of the following steps is required:

1. All members of the show, including co-hosts, must complete the member orientation process.
2. Complete a WPPM program application, available online on through your PCAM membership account
3. Get your application approved by the Programming Committee
4. Sign a programmer agreement. See appendix.
5. Complete a Radio Studio Class (for live shows) and
6. Complete an FCC Rules Class and pass competency test
7. Complete 3 hours of studio observation
8. Complete a run-through of your show in the studio (for live shows)
9. Pass competency tests in the studio and get certified (for live shows)

In order to get a special on WPPM, completion of the following steps is required:

1. Complete the member orientation process.
2. Complete a WPPM radio special application form.
3. Get your application approved by the Station Manager

### **Application Process**

The Programming Committee invites calls to proposals several times a year for live or pre-recorded radio “series” on WPPM. During this time PhillyCAM members are invited to complete the WPPM program online application. The programming committee specifically looks for new and innovative content that is not already represented in mainstream media and proposals that are well constructed and can articulate all aspects of the show production.

Finalists might be selected to be interviewed by the members of the Programming Committee to discuss the format, structure, and vision for the proposed program. The Programming Committee votes on the proposals. A majority of votes are needed in order to be invited to do a show on WPPM. Once a program receives approval from the WPPM Programming committee to move forward with production, members are required to take a Radio Studio class (for live programs) and an FCC Rules class. Members submitting pre-recorded programs who are not using the WPPM studio are not required to take the Radio Studio class.

Applicants who do not receive approval by the WPPM Programming Committee to produce a program are invited to meet with the station manager and/or members of the committee to receive feedback on their application. Members may also re-apply for a program during the next open call for proposals.

Members who wish to submit content for “specials” on WPPM should complete a WPPM radio special application to the Radio Station Manager. Members can submit applications for specials at any time. The WPPM station manager is responsible for approving applications and responding to members within 7 days after receiving the application.

## **Time Slots**

The Station Manager, in consultation with the WPPM Programming Committee, makes the schedule for WPPM and assigns all time slots. Producers will be assigned time slots based on availability and the content of their shows. Time slots may be shifted, as needed, at the discretion of the station manager. WPPM producers may only occupy 1 time slot for a regular series on the schedule. Members are permitted to hold a regular series time slot on TV and radio.

## **Program Delivery**

Members who produce pre-recorded radio programs are responsible for coordinating their media file delivery date and process with WPPM staff. Prior to delivery, members are required to digitally convert their files and ensure the technical quality of their video files is on par with the minimum technical standards. Media may be delivered in person to the radio station during PhillyCAM's business hours. If necessary, members can electronically send their submissions.

## **Renewal of Regular Series**

The access and content needs of community radio stations often shift and evolve as the station grows. In order to create a schedule of programming that is reflective of the needs of the station, WPPM producers will be required to re-apply for their regular series time slot annually by submitting a WPPM renewal application to the Programming Committee. Quarterly review reports, compliance with the WPPM Programmer agreement, and airchecks will also be considered during the renewal process. In order to re-apply a producer's membership must be active and in good standing.

## **Probationary Period**

New WPPM Programmers shall be subject to a probationary period of three (3) months starting from the time they air their first program on the station. The period of probation is expressly understood to be part of a learning process of station procedures and includes regular feedback from the station manager and members of the programming committee. This status allows the station manager the ability to evaluate closely the progress and skills of the programmer and determine appropriate assignments, and monitor other aspects of the employee such as honesty, reliability, and interactions with co-producers, guests, and PhillyCAM staff.

## **Programming Restrictions**

The following items are not permitted to air on WPPM:

1. Any commercial advertising or programming that promotes the sale of any service or product, price information, commercial calls to action or inducement to buy.
2. Programming that does not have clearances, releases, or other assurances from copyright holders and/or those appearing in the production.
3. Programming that falls below minimal technical standards for radio broadcast (covered in audio production and radio studio classes).
4. Programming that does not fall under constitutionally protected speech and raises a major risk of liability on the part of PhillyCAM (as covered in the FCC class). 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.

### **Program Ownership**

PhillyCAM does not assume ownership of any content created by its members; however, it holds the right to publish and present its members' programs in any medium. Members who use PhillyCAM's production resources agree to provide continued shared rights for the sake of distributing and publicizing their content. Any content created with PhillyCAM's radio equipment and facility space must broadcast on WPPM first. Content producing members hold the rights to their programs and are free to determine how their content is redistributed and reproduced after airing on WPPM.

### **Station Clock**

All PhillyCAM members who are radio producers must follow the WPPM Station Clock during live and pre-recorded shows. This ensures that members are announcing the legal ID, airing public service and underwriting announcements, and beginning/ending their shows on time. Failure to follow the station clock will result in a violation of the WPPM Programmer Agreement.

## **SECTION 12 - GLOSSARY**

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This section contains a list of production and programming terms commonly used in PhillyCAM. These are the definitions that are accepted and used in PhillyCAM.

**Broadcast** - To transmit video or radio signal through the air.

**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.

**Cablecast** - To broadcast video signal through a copper cable or fiber optic system.

**Call to action** - An instruction to the audience designed to provoke an immediate response, usually using an imperative verb such as "call now", "find out more" or "visit a store today."

**Commercial** - Activities that are intended to make a profit.

**Certification** - The word certification is used in this document to refer to PhillyCAM certifications only. Any certification received by another institution does not qualify.

**Certified Producer** - A PhillyCAM member who has successfully completed at least one Core Certifications workshop at PhillyCAM. Core certification workshops at PhillyCAM include Adobe Premiere Pro Workshop, Basic Field Production, Express Studio Workshop, Main Studio Workshop, TV Studio Producing and Directing, Audio Production Workshop.

**Class** - A scheduled educational meeting, or series of meetings, where attendees learn information and demonstrate their learning, resulting in a Certification

**Core Class** - A class that it is required to attend in order to demonstrate the foundational skills necessary to take certain non-core classes. (Cert, prereq)

**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.

**Feature Event or Special** - An individual program 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.

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

**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 ability.

**Intern** - A student or trainee who works, sometimes without pay, at a trade or occupation in order to gain work experience.

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

**Livestream** - To transmit video of a live event over the internet as the event is happening.

**Mature Content** - The examples 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.

**Micro Programming** - Programs that run under 15 minutes. These media shorts are permitted to air, but will not receive a set timeslot. Once scheduled, the programming staff can tell the member when their short program will be shown.

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

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 a patently 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.

**Obscenity** - Obscene material is defined by the courts as material which meets these 3 criteria:

- 1.) To the average person, applying contemporary community standards, taken as a whole, appeals to the prurient interest.
- 2.) Depicts or describes sexual content in a patently offensive way.
- 3.) Taken as a whole, lacks serious literary, artistic, political, or scientific value.

**PhillyCAM Production** - Productions developed and led by PhillyCAM staff, usually in collaboration with outside organizations.

**Production Sponsor/Underwriter** - A business or person who donates funding, goods, and/or services to a Certified Producer for their program.

**Product Placement** - An advertising technique used by companies to subtly promote their products through a non-traditional advertising technique, usually through appearances in film, television, or other media. Product placements are often initiated through an agreement between a product manufacturer and the media company in which the media company receives economic benefit.

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

**Programming Sponsor** - A resident who becomes a PhillyCAM member and wishes to submit programming on behalf of a non member can submit the sponsored programming in the required format along with the submission form and a letter of permission from the producer.

**PSA** - A PSA, or Public Service Announcement, is a short video (15 sec. - 5 min.) that informs the public about a social issue.

**Radio Programmer** - A person who produces/hosts a radio show on WPPM.

**Sedition** - Advocacy of violent overthrow of the government.

**Series** - Consecutive programming that uses a common title per episode. A series consists of at least six 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, a member submits an original program each month and it will repeat each week of the following month. One regular series timeslot is available per member.

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

**Special** - A Special is a video program that consists of a single episode and is delivered only once, unlike a series. Specials can be a maximum of 2 hours running time.

**Timeslots** - The designated time when a program will play on the station. Time slots can only be assigned after content has been delivered to the Programming Director.

**Volunteer** - A member in good standing who signs up to assist PhillyCAM staff during designated times, to do agreed upon tasks. Volunteers do not receive monetary compensation.

**Workshop** - A scheduled educational meeting, or series of meetings, that does not result in Certification (no cert)