

***Summary of the
Operating Rules and Procedures
for
Willits Community Television, Inc.***

Willits Community Television
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Willits Community Television, Inc. (WCTV)
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Introduction

WCTV operates the combined access channel for public, educational and governmental access to the cable television system operated at this time by Comcast Cable. WCTV provides access to the cable television medium for individuals and organizations in the greater Willits area, generally defined as the 95490 area code.

Subject to these rules and procedures, such individuals and organizations may use the facilities and equipment of WCTV for the purpose of producing noncommercial television programming for cablecasting on our local public access channel, currently channel 3 of the Comcast Cable system.

Use of Channel

WCTV has contracted with the City of Willits to provide live coverage of the City Council meetings on the second and fourth Wednesdays of each month. The city provides us with the use of city owned space for our operations. We also show reruns of these council meetings and show recordings of the meetings of the Mendocino County Supervisors.

Except for this commitment of time to governmental programming, public access is scheduled on a first come, first served basis. All programming is subject to the limited availability of our part-time employee and trained volunteers to schedule the cablecasting of submitted programs. Any references to a staff person in these rules can also be considered to apply to trained volunteers.

All programs submitted for cablecast require a completed Program Agreement to be submitted prior to scheduling. Video tapes or DVDs, in a format which can be cablecast, (see technical requirements below) must be submitted one week before the desired cablecast date and actual scheduling will not be possible until the Program Agreement is filed and the tape is received at WCTV. Until a time block has been assigned by WCTV, producers should not assume any showtimes for the purpose of announcing or promoting their video production. In addition, all scheduling is subject to the availability of trained volunteers or staff and cannot be absolutely guaranteed.

Anyone desiring to produce or provide programming for WCTV to cablecast must sign the Community Producer Agreement stating their understanding and willingness to follow the rules and abide by the content restrictions outlined on the form.

WCTV makes no restriction on the content of programming and, in fact, programs are generally cablecast without being previously viewed by anyone at WCTV. Federal and State laws do apply, however, and producers agree not to include "constitutionally unprotected " material such as obscenity, libel, slander, or defamation. In addition, there can be no lotteries for money or prizes, direct advertising, sales or commercials. We ask, further, that programming containing material which is likely to be seen as offensive for viewing by children, be identified so that we can schedule it for later at night when children are less likely to be watching.

Technical requirement for programming

Submitted videos must be in a format that WCTV can play for cablecasting, (currently DVDs, or VHS, SVHS and miniDV tapes) and should have a continuous and stable video signal and be recorded at the best speed, usually called standard play. Beyond this, our technical requirements are minimal; Images should be bright enough to be discernible and any audio present should be clear, undistorted and intelligible with relatively consistent audio level throughout.

Submitted items should be identified and labeled with the exact running time of the program and the name and contact information for the community producer. The program on the tape should contain the program title, the name of the community producer, WCTV acknowledgment if our equipment or other assistance was used and other sponsor names and production credits as desired.

Scheduling Cycle

To summarize:

- Community producer (form filed with WCTV) acquires or produces a video.
- Program Agreement form is submitted by Community Producer.
- Finished tape is delivered to WCTV one week ahead of desired cablecast time.
- WCTV staff or volunteer arranges for cablecast time.
- Community producer is notified of the scheduled time(s) for cablecast.
- WCTV adds program schedule to Community Bulletin Board.
- Community producer may publicize the scheduled broadcast.
- Program is cablecast on the date(s) scheduled.
- Community producer makes arrangements to pick-up the submitted video.

Facilities and Equipment

All local persons who have been certified through workshops or other demonstrations of competency can have the use of our equipment and/or facilities on a first come, first served basis for the purpose of producing programming for cablecasting. (Again subject to the availability of staff or trained volunteers.) Production or post-production which takes place in the WCTV facility must be supervised by a trained volunteer or staff person. Portable equipment may be made available for use by certified applicants without such supervision when a Program Agreement form has been filed. Portable equipment can be reserved and checked out to certified applicants for a 72 hour period, unless other certified users are also waiting for equipment. In that case, equipment may only be kept 24 hours before being returned. Similarly, the use of the editing equipment can be reserved in four hour blocks subject to the availability of volunteers who can providing access to the facility. Additional requests for equipment may be made but the board has the right to limit the amount of equipment use for any given project.

To be certified, a user must work or live in the greater Willits area and be at least twelve (12) years of age. Users under the age of eighteen (18) years of age will also need a parent or legal guardian to take responsibility and liability for equipment used by that minor.

Certification

Certification is given upon an individual's successful completion of a specific training course and/or demonstration of competency with that equipment. Anyone desiring to be trained should contact WCTV to determine the scheduling of the appropriate training which is subject to the availability of qualified instructors. Those wishing to be certified are also responsible for paying any costs associated with that training. Costs for training will be set by the WCTV board and may be used to cover use of equipment and supplies as well as compensate the instructor(s) for their time.

Live shows

WCTV has limited capacity at present for the production and cablecasting of live shows. These limitations result from both a lack of the type of equipment required for a typical live show, and a limited pool of trained volunteers to oversee such productions. However, if an individual or organization is willing and able to work within these limitations by supplying the personnel and either making do with, or augmenting the available equipment, requests for live cablecasting will be considered. Currently, we have the capability to cablecast from the Carnegie building and from the City Council chambers at City Hall across the street. Arrangements must be made with the City of Willits, to use their facility if desired, and arrangements must be made with WCTV to have a qualified supervisor present at the WCTV facility. Any and all such requests for live cablecasting will be considered one at a time and no commitment for ongoing live shows can be made beyond one show at a time at present.

Underwriting, Sponsorship, Grants

Financial and other support for the production of programming for WCTV may be developed subject to guidelines similar to the sponsorship and underwriting rules that apply to public television. The Program Agreement form should state that sponsorships are being obtained. A Sponsorship Form must be filed which lists the sponsors and amounts. Donors who do not desire on-tape credit may be anonymous.

Sponsor Credits

Current WCTV rules state that program credits or acknowledgment for sponsors, grantors, or underwriters may appear as follows:

- | | | |
|----|----------------------------------------------------------------------------------------|------------|
| a) | This program was funded by (or "in part by")
<u>Company or Individual name</u> | 10-15 sec. |
| b) | Major funding for this production was supplied by
<u>Company or Individual name</u> | 10-15 sec. |
| c) | Additional funding has been provided by
<u>Additional names</u> | 5-10 sec. |

These acknowledgments can be made once at the beginning and again at the end of the program and can be accompanied by appropriate video and audio if it meets the public television standards.

Additionally, sponsored programs produced with the use of WCTV equipment or facilities are required by the sponsorship agreement, to pay WCTV a portion (set by the

board and currently 20%) of the value of and sponsorships exceeding (in money or materials) the deductible amount shown on the Sponsorship form (currently \$500).

Infractions

In order to maintain order and ensure planned and equitable access for all, violations of these operating rules and procedures will be responded to by the application of Disciplinary Actions. These actions will be taken to protect WCTV's ability to fulfill its mission and to protect the rights of other uses.

Infractions of rules include

- Failure to return equipment on time without an authorized extension
- Failure to show up for any reservation of equipment or facility use without sufficient notice to cancel the reservation.
- Unsafe or improper use of WCTV equipment including improper packing for transport.
- Attempted disassembly or repair of WCTV equipment.
- Smoking, eating or drinking while using WCTV equipment.

Disciplinary actions taken will progress from oral warnings (with notations on the Community Producer's file, through successively longer suspensions of that individual's certification.

Community Bulletin Board

Willits Community Television provides a Bulletin Board as a public service. The purpose of the Bulletin Board is to inform the public about upcoming community events and give information about the services provided by local community organizations.

The WCTV Community Bulletin Board is currently available at no cost for local organizations, institutions and government agencies to announce and/or publicize their events or programs. In addition, the Community Bulletin Board gives advance notice about upcoming programming on channel 3.

The Community Bulletin Board policies are detailed in another publication but briefly stated, the bulletin board is restricted to noncommercial messages about events or services available to individuals in the local area.

The Bulletin Board runs when other programming is not being cablecast.

A more complete listing of WCTV's operating rules and procedures is being revised and will be available at a later date.