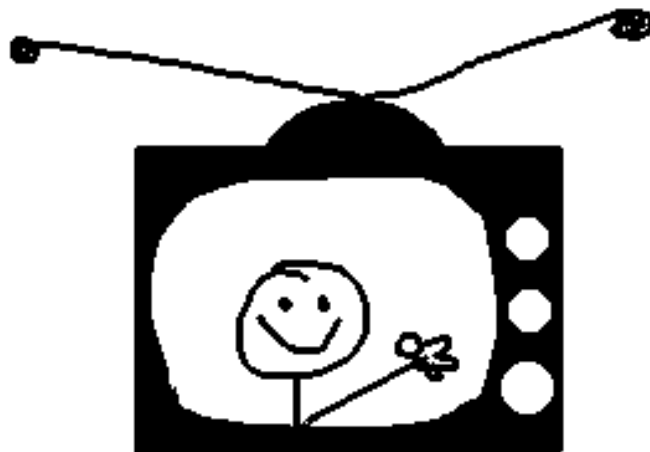


# Pocatello Community Media Handbook



**Don't Just Watch TV  
Make It!**

## **Purpose and Mission of Pocatello Community Media**

Community access television exists for the purpose of providing local citizens free access to the medium of television. Since 1977, the City of Pocatello and the local cable company have provided channel space, production equipment, facilities and staff to serve the general public in producing and cablecasting community access television. Pocatello Community Media's (PCM) goal is to strengthen the community through the use of locally produced television. Programs shown on PCM may be produced locally using community access equipment, personal equipment, other production equipment or a combination. Programs also may be "imported" from another distribution source. PCM accepts non-commercial programs of any length and airs them on a first come, first served basis, subject only to the rules set out in this handbook.

## **History of Community Television in Pocatello**

Public use of local cable television was discussed in Pocatello almost from the beginning of cable television's presence in the valley. In 1974, the Pocatello Public Library's Adult Services Librarian, Paul Tamminen, convinced the Library Board to purchase \$8,000 worth of video equipment for use by library volunteers, which they set up in a janitor's closet in the basement of the old public library on Clark Street. Three years later, the first regularly scheduled cablecasts on Channel 12 started February 27, 1977, at 6:30 p.m. In 1993 Channel 12 moved into its present location in the new City Hall building. In 1994, Government Access television was added to the department, and the city department name officially became Video Services. In

## **Who May Use PCM Services**

Air time and equipment use is free to residents of the Cities of Pocatello and Chubbuck, subject to policies and time limits outlined in this handbook. Residents of other communities must pay an annual fee in order to use any PCM service. The fee period runs from January 1 through December 31, and the fee will not be pro-rated. Young Users (persons under the age of 18 years) can use the facility if they are accompanied by an adult access producer.

## **Definitions**

**Access Producer:** Refers to the person that has primary editorial control and legal responsibility for the program content.

**Program Sponsor:** Refers to a resident of the City of Pocatello or Chubbuck that assumes responsibility for the content of a program that they sponsor and provide to PCM for air.

**Call to Action:** A call to action is any audio, text or video that encourages the viewer to take action to purchase a product or service or to visit a specific business. Calls to action are considered commercial and are prohibited.

**Certified User:** Describes an eligible person who has completed required training.

**Check-Out Equipment:** Refers to any equipment managed by PCM staff that is available for a certified user to check-out subject to the rules set out in this handbook.

**Commercial Content:** Refers to any content, in whole or part, which depicts, demonstrates or discusses products, services or businesses with the intent or substantial effect of monetarily benefitting an individual, organization, agency or business.

**Community Bulletin Board:** Refers to computer images that scroll between programs on the community access channel.

**Indecent Material:** Is defined by the courts as the repetitive and deliberate use of language or material that depicts or describes, whether directly or by innuendo, in terms patently offensive as measured by contemporary community standards for the broadcast medium, sexual or excretory activities or organs. For example, extreme physical violence or degradation, nudity, graphic depiction of medical procedures, and repetitive use profanity would be considered "indecent." Profanity includes, but is not limited to, words such as those identified in FCC vs. Pacifica.

**Lottery:** Any device, scheme, plan, promotion, or contest, or any other program which involves, directly or indirectly, the elements of prize, chance, or consideration or any such act which is declared a lottery under applicable local, state, or federal law.

**Non-Resident:** Refers to anyone residing outside of the city limits of the City of Pocatello or the City of Chubbuck.

**Obscene:** Is defined by applying the Miller test; (a) whether the average person, applying contemporary community standards would find that the work, taken as a whole, appeals to the prurient interest; (b) whether the work depicts or describes, in a patently offensive way, sexual conduct specifically defined by applicable state law; and (c) whether the work, taken as a whole, lacks serious literary, artistic, political or scientific value.

**Production Facilities:** Refers to any equipment, spaces or materials owned or managed by City of Pocatello or PCM staff.

**PCM Staff:** Refers to anyone designed by the City of Pocatello to manage and/or operate Pocatello Vision Television.

**Release:** Refers to any documentation stating that an access producer has the right to use the video or audio image of a person or of copyrighted material.

**Series Programming:** A set of television programs that have the same characters and setting but different stories.

**Single Program:** An individual program that is not part of a series.

**Suspension:** Means loss of privileges associated with PCM including use of production facilities and check-out equipment.

**Volunteer:** Refers to anyone who is authorized by PCM staff to perform designated tasks on a voluntary, non-paid basis.

**Talent:** Refers to anyone who appears in, or is heard in a video production.

**Underwriting:** Refers to the practice of funding the cost associated with producing a program by one or more commercial or non-commercial entities. Recognition may be given to the underwriter subject to the rules set out in this handbook.

**Young Access Producer:** Someone who is under the age of 18 that is chaperoned by an adult certified user while utilizing PCM services.

## **Rules of Operation**

Eligibility & Certification requirements for use of production facilities:

1. Production facilities can only be used by certified access producers who are 18 years of age or older. Those under 18 must be supervised by an adult certified user, and have written permission from their parent or legal guardian.
2. An Access Producer must show proof of residency in the City of Pocatello or the City of Chubbuck. Proof of residency must consist of a valid driver's license or state issued photo ID and a utility bill or other mail with an invoice date within the previous two months. PCM staff may request proof of residency at any time.
3. Access Producers must be certified. Certification includes successful completion of a studio workshop, camera workshop, or editing workshop.
4. Access Producers must complete all necessary forms for use of PCM facilities and airtime.
5. Eligibility for the use of air time is the same as for Access Producers, except certification is not required. Anyone requesting air time must complete all necessary forms, sign releases, and demonstrate permission to use any copyrighted material. Also video and audio material must meet industry standards for technical quality.

## Access Producer Responsibilities

1. An Access User's Agreement form must be completed by residents at the time they register for workshops, and whenever any information on the originally completed form becomes outdated. This information will include name, address, phone number, e-mail address, courses completed and other information as deemed necessary by staff.
2. A Program Contract form must be completed by any person requesting cablecasting services for their program(s) whether the program is produced locally or is imported from outside the area.
3. An Equipment Check-out Form must be completed by the certified user when checking out equipment. This form must verify the condition of all equipment being loaned before and after check-out and bear the signature of both the certified user and the PCM staff member who is checking out the equipment. The certified user checking out the equipment is responsible for missing or damaged equipment, and the access user's privileges could be suspended until any money owed to PCM for repairs or replacement is paid. Only staff can reserve equipment and check-in/out equipment for use by users.
4. Studio Use: The certified producer is responsible for missing or damaged equipment, furnishings, including soiling of furnishings, carpet or equipment. All cables and equipment, including furnishings, used by the certified user shall be returned to its place of storage.
5. Except in cases where certified users are borrowing equipment for the first time to experiment and learn how to use it, the sole use of equipment must be for the purpose of making a program that will appear on PCM. Access producers must submit a program for airing within six months of first using access facilities or equipment. Failure to do so could result in suspension of use of access facilities or check-out equipment.
6. Upon determination of PCM staff, certified users may be required to take refresher courses in equipment use.

## Reservation Policy

1. Check-out equipment reservations must be specific and detailed in order to make clear to others what equipment is available and to insure that the user will get all of the equipment he or she needs. **ALL RESERVATIONS MUST INCLUDE A PICK-UP TIME AND A RETURN TIME.** These times should be as accurate as possible. There is a thirty minute grace period for check-outs. After this thirty (30) minute period, equipment becomes available for use by any other certified user or staff. Changes and cancellations should be made by the user with as much notice as possible. Call us as soon as you know you will be late, or unable to make your appointment. Repeated late returns could lead to suspension of equipment privileges.
2. Only staff is allowed to pull equipment for check-out.

3. Check-out equipment cannot be reserved for the same time and day of week for more than two consecutive weeks. Check-out equipment cannot be reserved for more than four (4) consecutive days without special permission, based on availability. Check-out equipment cannot be reserved for more than ten (10) days of normal operating hours per month without special permission.
4. Production facilities can be used at any time on a first-come first serve basis during regular hours of operation by making a reservation. Reservations are also available outside of regular hours of operation by appointment when PCM staff is available. Production facilities can be reserved up to twelve months in advance.
5. The user edit bay cannot be reserved by any one entity for more than four (4) hours per day. Edit equipment may be available on a walk-in basis. An access producer is considered a “no-show” if they are 30 minutes late without advising PCM. The time they reserved will then be open on a first-come, first-served basis. The number of edit reservations an individual may hold during a week may be limited based on demand. Edit reservations will be taken up to 2 months in advance. If you have been unable to complete your program after two months of post-production time, no further edit reservations or walk-in time will be permitted until you have a conference with staff. The purpose of this conference will be to determine why post-production on the project has been prolonged and to arrive at solutions that will enable the production to be completed.

### **Care and use of Facilities**

1. All PCM facilities and equipment must be handled as instructed during training and during production with reasonable care and safety. Users are expected to use common sense when checking out and using equipment. This includes, but is not limited to, protecting equipment from dusty, dirty, wet or other inclement environments. Users should exercise care when plugging and unplugging cables, attaching cameras to tripods, loading equipment in and out of vehicles for transport, always pulling out cords by the connector, pressing appropriate release mechanisms, and never forcing mechanisms.
2. The certified user is responsible for the loss, damage, or cost of repair involved while the equipment is in the user's possession. Access user's privileges could be suspended until any money owed to PCM for repairs or replacement is paid.
3. Certified users must not change settings or rewire any PCM equipment other than instructed during training or approved by PCM staff.
4. Theft of PCM property will be grounds for immediate and indefinite suspension of privileges. Bags or backpacks may be searched.
5. Anyone suspected of being impaired and under the influence of alcohol or drugs will not be loaned equipment or the use of the facility and may be asked to leave PCM premises immediately.
6. Anyone using PCM facilities must abide by all local, state and federal laws.
7. Anyone using PCM facilities must not verbally abuse, harass, insult or threaten any other person.

8. Anyone using PCM facilities must not disturb or interfere with others using the facility.
9. Anyone entering the building must respect the use of City property and the right of PCM staff to safeguard and maintain common areas.

## **Programming Policy**

Access to PCM is made available on a first-come, first-serve basis, without discrimination based upon race, creed, age, sex, sexual orientation, national origin, physical disability, or political or religious belief. Such access is provided free of charge and includes the use of production equipment and facilities, the scheduling of air time and related training.

The purpose for community access television is to serve as a forum whereby individuals and organizations within the community may freely express themselves, subject to the following provisions:

- a. Programming must be non-commercial and not contain lottery information or paid advertising. Commercial content is not allowed on PCM as is any call to action to purchase a product or service or to visit a specific business.
- b. Programming must not be obscene or indecent.
- c. Programming must not constitute libel, slander, and invasion of privacy or violation of trademark or copyright.
- d. Programming must not be fraudulent, must not attempt to incite immediate violence to persons or property, or otherwise contain speech not protected by the State or Federal constitutions.
- e. Programming must not violate any local, State, or Federal law.
- f. The sponsor of a program is legally responsible for the content of the program, which must follow the programming guidelines in this handbook. Your name and phone number will be made available to viewers on request.
- g. All program contracts must be signed in person at PCM facilities.
- h. Candidates for office may produce programs or appear on programs, in the same manner as any other member of the community. Programming will not be allowed which endorses or opposes candidates for public office or programming which is intended to be presented as a paid political advertisement on other media. Political advocates for ballot issues are welcome to utilize the services on the same terms as other access users. PCM shall make an effort to encourage balanced, unbiased political programming events.

- i. PCM retains the right to pre-empt programming at any time in order to provide timely local programming, such as live or taped special events, important local debates/forums, election-related programming, or other local events of general interest to our community for which time is of the essence.
- j. Programs with mature (adult) content will be aired between 10:00pm and 6:00am only. This does not restrict the responsibility of staff to schedule programs at whatever times they determine appropriate. Any live program shown in violation of this rule will subject the access producer to disciplinary action or suspension.
- k. Access producers or program sponsors airing programming on PCM assume complete responsibility for the content of their sponsored programming. Clearance for use of copyrighted material shall be the sole responsibility of the program sponsor. PCM and the City of Pocatello undertake no responsibility to the user(s) for any legal liabilities which may arise as a consequence of the airing of the program. Program sponsors, by virtue of their use of PCM facilities and air time, agree to indemnify and hold the cable company and the City of Pocatello harmless from all liability of any kind whatsoever, including the costs of legal defense arising from the use of facilities, services, or air time by the user.

When time limitations require that choices be made between offered programming, first priority shall be given to locally produced programming. First run programming will be favored over repeat programs. Non-locally produced programming (any program which contains 80 percent or more of imported material) shall be used to supplement this schedule as time permits. No program sponsor shall be awarded more than three (3) hours of programming per week. However, special programming needs will be considered.

Non-locally produced programming will only be aired if it is sponsored by a resident living within the Cities of Pocatello or Chubbuck. Local sponsors of such programming shall be responsible for obtaining written permission to air the program and shall inform the staff of the running time of each program and the number of programs in an offered series. The local program sponsor is legally responsible for the content of imported programs, which must follow the programming guidelines in this handbook. Local sponsors shall pay any shipping costs and sponsor's name and telephone number will be made available to viewers on request.

Sponsors of series programs are expected to provide a new program for air every month. Series sponsors may face loss of their timeslot if they have not provided staff with a new program during a 60-day period. Program sponsors of live programs may face loss of their timeslot if they miss two consecutive programs.



Program sponsors are requested to notify staff of any program content which may be potentially offensive to viewers. It is suggested that programs which may be offensive contain a disclaimer warning at the beginning of the program that material may be offensive or unsuitable for some viewers.

All programs offered for air shall be subject to staff preview in order to assure that they are of acceptable technical quality and to assure that they meet programming guidelines.

All programs offered for cablecast shall be made available for viewing at the PCM facility. Single programs will not be scheduled until paperwork is completed. All programs must be submitted to a staff member before the close of business the day before their airdate in order to play the following day. Programs which play on Saturday or Sunday must be delivered by the close of business on Friday. Programs must remain at PCM facilities fourteen (14) days after their last air date. Only staff is allowed to place programs on the play shelves or to remove any program from the play shelves.

These programming standards will be enforced by staff. The staff may discontinue airing of any material (recorded or live) which violates these standards. The City of Pocatello reserves the right to make the final decision on programming the community access channel using the standards set forth in this handbook.

## **Scheduling**

All paperwork and your programming request needs to be turned into staff before any program can be placed on the playback schedule. No program will be aired unless listed on the playback schedule. The only exception to this policy that the staff will consider is when a program fails to air at its scheduled time due to staff error or technical problems.

Requests for replay of any series or individual programs will be evaluated on the basis of existing program demands and time limitations.

## **Community Standards**

PCM programs are seen by a wide spectrum of television viewers. Every individual holds beliefs and values which may at times be in conflict with those of others. Community access television allows for this diversity of viewpoints and local voices. The staff's experience with audience reactions leads us to believe these are the community standards in Pocatello:

- Nudity is not acceptable to our viewers. You might consider using the "bathing suit rule:" never show more on television than you would see in a bathing suit acceptable in a public pool in Pocatello.

- Language standards are a sensitive issue in Pocatello. PCM staff can provide frank discussion of language which might not be acceptable to our viewing audience, and some programming may be given later time slots if the staff feels the language warrants it. Please consult a staff member if you have questions about language.
- Pocatello is a community with a long tradition of different groups and races living in close proximity. Our audience has made it quite clear to us that they are interested in hearing different points of view if the discussion is conducted in a positive manner. However attacking another group, religion, race or lifestyle is generally not popular with our viewers.
- Programming that is defamatory is subject to state and federal laws governing such speech. Any liability for libel and slander claims is solely the responsibility of the sponsor of the program which gives rise to such claims.

Community standards are subjective, and the points above are suggestions. Staff is always ready to discuss community standards with you as you plan your production.

## **Using Twelve Tone Row Multimedia Equipment**

Twelve Tone Alternative Multimedia live shows may include video segments, graphics, special effects and sound effects. Call-ins are also available directly to the Twelve Tone studio. Twelve Tone multimedia programs can be scheduled to replay.

Twelve Tone users can request to air their program from the main studio instead of the Twelve Tone area with seven (7) calendar days' notice. Approval of the request will be on a first-come, first-serve basis and staff availability.

Twelve Tone Live programming counts toward the 3 hours per week cablecast time allotment. Most current Twelve Tone Row policies and specific language guidelines are included in the Twelve Tone Row rules handout.

Producers using this equipment are liable for damage arising from carelessness or misuse, but not for normal wear and tear. Please report equipment problems promptly.

## **Dub Center Use**

The dub station is available for viewing programs. There is no limitation to the number of hours available to users. Reservations are suggested but not required. All dubs must be made by staff. As a convenience to the community, staff will make dubs (copies) of programming, subject to the following rates and rules.

## **Program Dubs**

Access producers retain ownership of the creative rights to the programs they produce and may register and establish a copyright at their discretion. PCM agrees not to copy any program which has been aired on PCM without the permission of the access producer.

All programs will be made available for viewing by the public at the PCM facility as long as the requested program is still available.

Staff will not dub/copy copyrighted material without written permission of the copyright holder.

The program sponsor (the person who has signed the program contract) may have one copy of his or her edited access program for a \$5.00 charge when the master is the property of PCM.

Program sponsors (person who has signed the program contract) can have one free copy of the raw footage of their program when staff is given a blank DVD to copy the program during recording or a portable media device is provided to staff to load the (unedited footage) program. Any person other than the program producer wanting a copy of a program on a portable media device can do so by paying the \$15.00 copy fee.

Copies requested by community members, or additional copies requested after the \$5.00 producer copy, will cost \$15.00 each. Special pricing on bulk dubbing five (5) or more copies of the same program) may be arranged with staff. Some special event staff produced programs, such as sporting events, public lectures, and arts performances may be specifically marketed by PCM at higher/lower prices.

Edit bays are not to be used as dubbing stations. Users found dubbing on edit systems will receive a verbal warning. Second violation may result in a loss of privileges for 30 days.

Fees are set by the Pocatello City Council, and may change over time. Please ask a PCM staff member if you have questions about current fees.

## **Video on Demand (VOD)**

All locally produced programs which air on the community access channel may be made available for viewing on VOD. Access producers cannot opt out of having their programs available for viewing on-line. Staff reserves the right to decide which programs will be made available for on-line viewing.

## **Using the Community Bulletin Board**

PCM offers a no cost means of publicizing community events through the community bulletin board. Announcements must be noncommercial (no business information or advertising is allowed) and be supplied in written form with a name and phone number of a contact person. Notices can be dropped off at our facility, faxed, e-mailed, or mailed to the PCM studio. Staff has editorial control over the content of the community bulletin board.

## **Volunteering to Work on Productions**

If you have time to volunteer on programs, let us know. You might want to consult with staff as to which productions would best add to your skills. If you are a volunteer under 18 years of age, you will need to be chaperoned by an adult certified user during your time at our facility.

## **Staff Assisted Production**

In order to encourage production of local programs, PCM staff will assist in series or single event productions (studio or Council Chambers) as staff time permits. Any field footage or rolled in footage should be supplied by the producer. During the period of staff production assistance, the access producer should be seeking community volunteers to help with their production needs.

## **Technical Requirements for All Programs**

All programs must be clearly labeled with the series name (if applicable), individual program name, and correct running time. Programs must be the exact length scheduled in order to play correctly. Each producer is responsible for adding appropriate disclaimers to their program.

## **DVD Playback Requirements**

All DVDs submitted for playback must conform to the following standards:

- 1) Video must be encoded as DVD-compliant MPEG-2 video. We are unable to accept video that has been encoded with MPEG-1/VCD.
- 2) The portion of the DVD that is intended for playback must either begin automatically as First Play or must immediately follow the First Play, or if the DVD begins with a menu, the portion for playback must be the default selection on the menu.
- 3) DVDs must be recorded on DVD-R, DVD+R, DVD-RW or DVD+RW media in

DVD- Video mode, having been finalized for compatible playback. DVDs recorded on DVD-RAM or not finalized for playback cannot be accepted. If a choice of media is available to the producer, we recommend DVD-R media.

- 4) DVDs must be clearly marked with the title of the program and the running length. Programs should have the running time clearly marked on them. If possible, DVDs should run to the nearest half-hour increment.

Programs which do not meet these technical standards will be refused for cablecast and will be returned to the producer or sponsor with information about technical standards improvements needed for future cablecast.

## **Code of Conduct**

In order to ensure that the rights of producers, staff, and volunteers are respected, the following code of conduct will be enforced by staff: No access user may disrupt the flow of business at PCM either by speech or behavior. Every interaction with other access users or with staff will be conducted in a professional manner.

The following general rules will be enforced by staff.

1. Any posted policy changes must be followed just as handbook policies are followed.
2. No programming can be aired without the knowledge and approval of the PCM staff.
3. Making false or misleading statements in program contracts/paperwork will result in denial of the privilege to use PCM facilities and equipment.
4. No one who is not a staff member of PCM may represent himself or herself as an employee of PCM.
5. The unauthorized use of PCM name, logo, motto, or symbols for any purpose without prior consent by PCM staff is prohibited.
6. Distribution of literature without written permission of PCM management is prohibited.
7. Staff offices, desks, files, phones, jackets, purses or book bags are off limits to volunteers. Respect the privacy of staff.
8. Access producers are not to have personal mail, packages, faxes or calls directed to PCM. Also, we are not responsible for materials left here, including program disks, portable media devices, or any other personal item belonging to an access producer.

9. No recording of any individual in the facility including staff or members of the public, or of the facility is permitted without prior consent.
10. Telephone calls are limited to PCM business and made with staff permission.
  - a. No long distance calls allowed.
  - b. Do not accept collect calls.
  - c. Do not use directory assistance.
11. Food and beverages are not permitted in production areas and edit bays.
12. No tobacco use or vaping in any section of the facility.
13. Excess body odors will not be tolerated. If you or your clothing smells unduly, you may be asked to leave.
14. Zero tolerance of drugs and alcohol. No alcohol or illicit drugs or anyone under the effects thereof are allowed in the studio or around the production equipment. You will be asked to leave if you are under the effects of drugs or alcohol. Any staff member can order this at any time.
15. Be aware of noise levels. Please be considerate of your fellow volunteers and staff members by using headphones to monitor sound whenever possible in production areas or edit bays. Turn down the sound when requested to do so, by either other access producers or staff.
16. Failure to show up on time, or not at all, for reserved equipment check-outs or returns, studio time, Twelve-Tone Row, editing time, or workshops may result in a suspension of privileges. If a producer cannot avoid being late, he or she must call the station and the reservation may be extended beyond the original reservation time. Producers are expected to be in the facility at least 15 minutes before the beginning of a live program.
17. Individuals and organizations who use the PCM facilities are expected to respect the rights and dignity of the staff and other individuals in the facility. Conduct that discriminates against or degrades any person will not be tolerated. A reasonable standard of courtesy and respect must be observed.
18. Zero tolerance of violence or arguments between volunteers. Staff will ask you to leave (and discontinue cablecast of live shows, if necessary) in the event of any confrontation.
19. PCM staff is the decision making authority for all day-to-day operations and scheduling.

20. All volunteers are equal and shall not exert authority over other volunteers, unless such authority has been temporarily delegated to a volunteer by a staff member.
21. Access producers are responsible for exercising reasonable control over the conduct and adherence to facility's policies of production crew, guests and audience members associate with their access production.
22. Disciplinary Actions made by staff may be appealed using the grievance procedure in this handbook.

### **Handbook Enforcement Procedure**

It is the responsibility of PCM staff to enforce all portions of this handbook fairly and equally. The following procedures will be used for enforcement:

1. A verbal warning will be given to the access user whose behavior constitutes a problem, as outlined in the rules of this handbook. This verbal-warning should include what behavior was problematic with a clear statement of a solution to the problem and a clear explanation of what will happen if the situation does not improve. (i.e. "It is against the rules to look through files. We need you to respect the privacy of our work spaces. If this happens again, you will be asked to leave the facility, and your access privileges may be suspended.) The verbal warning will be recorded and placed in the access producer's file.
2. A second instance of the same conduct problem will result in a written warning which will be placed in the access user's file.
3. A third instance of the same conduct problem will result in suspension from the facility for a specific number of days. Please note that suspension from PCM includes loss of access to the facility and equipment. Air time is still available to persons on suspension, but all business arrangements must be made by mail or phone.
4. Any PCM staff member may order an access producer to leave the studio area if the user's conduct is disruptive or violent. If the access producer refuses to leave, staff will call the Pocatello Police Department and request assistance. Any instance of problematic conduct will be noted in writing and placed in the access producer's file.
5. Programming policy violations: It is the responsibility of staff to guard against violations of the Programming Policy in this handbook. If a staff member believes a violation of that policy is in process, it is their responsibility to discontinue airing of that program immediately and document the infraction. Further action may be

taken.

Suspension for handbook violations will be undertaken at the discretion of PCM staff using the following formula.

### **Penalties**

Minor Violation--First Offense	30 day suspension
Minor Violation--Second Offense	60 day suspension
Minor Violation--Third Offense	6 month suspension
Major Violation--First Offense	90 day suspension
Major Violation--Second Offense	1 year suspension

Minor violations include but are not limited to equipment policy violations, copyright violations, and misuse of the facility. Major violations include but are not limited to code of conduct violations, or other policy infringement as determined by staff.

### **Grievance Procedure**

The policies and procedures in this handbook will be enforced by PCM staff. Any disciplinary action by staff is subject to review using this grievance procedure. Every step of the grievance procedure will be documented in writing.

1. The access user notifies PCM staff in writing of the grievance, including all pertinent names, dates, times, witnesses or any other information which will assist in the speedy completion of the grievance process. This written statement must also include a proposed remedy.
2. A written response to the grievance will be given to the access producer within four weeks of staff receiving the grievance.
3. After receiving the staff response, if the access producer still wishes to pursue the grievance further, he or she may appeal the response to a three member committee. The committee will consist of one community member chosen by the access producer, one community member chosen by PCM staff, and one community member chosen by the Mayor. The grievance committee will arrive at a decision within a four (4) week period and inform both the access user and PCM staff of its decision. The grievance committee decision will be final.

### **Business Support at Pocatello Community Media**

Community access television time shall be used for non-commercial purposes only. A



commercial purpose shall be defined as anything that promotes or attempts to sell a product or service or promote a business.

Underwriting arrangements must be discussed and approved in advance with PCM staff. The underwriting of community access television time shall be offered under the following conditions:

I. Underwriting of Specific Programs:

A. Acknowledgment of the sponsor(s) may be made and are permitted with the following stipulations.

1. One mention for every half hour of program length.
2. Either, name, address, and phone number, web page URL, e-mail address, or logo ID and established slogan for each sponsor on screen along with audio announcement for a maximum of 15 seconds per mention.
3. The following or similar text is suggested: "As a community service, this (event) (program) is being brought to you by \_\_\_\_\_ (sponsors).
4. Specific mention of products, services, or special offers are strictly prohibited.
5. Repeated incidental mentions of businesses, commercial products, or commercial services during a program are strictly prohibited.

B. Accounting of Funds

1. The access producer receiving funds for underwriting shall provide PCM staff with a list of sponsors and a financial statement, including in-kind contributions if requested.
2. The access producer receiving funds may retain all such monies as to recover production expenses. Underwriting is intended to offset production costs only.
3. Any excess profits will revert back to PCM.
4. PCM Staff has the right to ask for an accounting of any underwriting funds.

C. Violations and Sanctions

1. Violations of these policies shall result in the immediate loss of access television privileges or other sanctions for the access producer.
2. Sanctions resulting from a violation of any of these policies will be set and enforced by the station management and may be appealed using the grievance procedure in this Handbook.

## II. General Station Underwriting

- A. Acknowledgment of sponsor(s) by name, address, phone number or logo ID and slogan may be made with on screen graphics accompanied by audio announcement of same with the following stipulations:
1. During breaks between programs or at the beginning and end of the broadcast day.
  2. Sponsor(s) credit can be listed on screen for a maximum of 15 seconds per mention.
  3. The following text, or similar text may be used: "As a community service, programming on this channel is made possible by \_\_\_\_\_(sponsors).
  4. Specific mention of products, services, or special offers is strictly prohibited.
  5. Rates regarding specific parameters such as number of mentions during a specific time period will be determined by PCM management.
  6. Those securing funds for general station underwriting must remit in full to PCM all monies received. This underwriting is intended to provide additional revenue for PCM operations only.

Should you have any questions, concerns, or suggestions concerning the policies set forth in this handbook, please direct them to PCM staff