Access Handbook
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DOING BUSINESS

Where To Find Us:
CreaTV San Jose is located in downtown San Jose, right off Hwy 87

255 West Julian Street, Suite 100
San Jose, CA 95110

Office Phone: (408) 295-8815
Fax: (408) 295-8810
Email: Hello@creatvsj.org

Business Hours
Monday – Friday, 9am - 5pm

Production Hours
Monday – Friday, 2pm - 8pm
Saturday, 11am - 4pm

Equipment Rental Checkout
Monday – Friday, 2pm - 8pm
Saturday, 11am - 4pm

Free Labs (for members only)
Saturday, 11am - 12pm
<table>
<thead>
<tr>
<th>PERSON</th>
<th>TITLE</th>
<th>WORK</th>
<th>EMAIL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jocelyn Bringas</td>
<td>Receptionist</td>
<td>x301</td>
<td><a href="mailto:Hello@creatvsj.org">Hello@creatvsj.org</a></td>
</tr>
<tr>
<td>Mickey Beese</td>
<td>Operations &amp; Productions Manager</td>
<td>x305</td>
<td><a href="mailto:Mickey.Beese@creatvsj.org">Mickey.Beese@creatvsj.org</a></td>
</tr>
<tr>
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<td>Volunteer &amp; Training Coordinator</td>
<td>x306</td>
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</tr>
<tr>
<td>Justin Cowgill</td>
<td>Chief Technology Officer</td>
<td>x303</td>
<td><a href="mailto:Justin.Cowgill@creatvsj.org">Justin.Cowgill@creatvsj.org</a></td>
</tr>
<tr>
<td>Emery Hudson</td>
<td>Engineer</td>
<td>x308</td>
<td><a href="mailto:Emery.Hudson@creatvsj.org">Emery.Hudson@creatvsj.org</a></td>
</tr>
<tr>
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<td>Programming Manager</td>
<td>x304</td>
<td><a href="mailto:Luis.Costa@creatvsj.org">Luis.Costa@creatvsj.org</a></td>
</tr>
<tr>
<td>Adam MacEwen</td>
<td>Programming Assistant</td>
<td>x309</td>
<td><a href="mailto:Adam.MacEwen@creatvsj.org">Adam.MacEwen@creatvsj.org</a></td>
</tr>
<tr>
<td>Pam Kelly</td>
<td>Membership &amp; Marketing Director</td>
<td>X307</td>
<td><a href="mailto:Pam.Kelly@creatvsj.org">Pam.Kelly@creatvsj.org</a></td>
</tr>
<tr>
<td>Chad Johnston</td>
<td>CEO</td>
<td>x302</td>
<td><a href="mailto:Chad.Johnston@creatvsj.org">Chad.Johnston@creatvsj.org</a></td>
</tr>
<tr>
<td>Karla Hodgson</td>
<td>Executive Assistant</td>
<td>x318</td>
<td><a href="mailto:Karla.Hodgson@creatvsj.org">Karla.Hodgson@creatvsj.org</a></td>
</tr>
<tr>
<td>Jason Riles</td>
<td>Crew / Access Facilitator</td>
<td></td>
<td><a href="mailto:Jason.Riles@creatvsj.org">Jason.Riles@creatvsj.org</a></td>
</tr>
<tr>
<td>Gopher Gold</td>
<td>Crew</td>
<td></td>
<td><a href="mailto:Gopher.Gold@creatvsj.org">Gopher.Gold@creatvsj.org</a></td>
</tr>
<tr>
<td>Frank Mariscal</td>
<td>Crew</td>
<td></td>
<td><a href="mailto:Frank.Mariscal@creatvsj.org">Frank.Mariscal@creatvsj.org</a></td>
</tr>
<tr>
<td>Ana Zavala</td>
<td>Staff Producer / Crew / Access Facilitator</td>
<td></td>
<td><a href="mailto:Ana.zavala@creatvsj.org">Ana.zavala@creatvsj.org</a></td>
</tr>
<tr>
<td>Janice Edwards</td>
<td>Staff Producer</td>
<td></td>
<td><a href="mailto:Janice.Edwards@creatvsj.org">Janice.Edwards@creatvsj.org</a></td>
</tr>
</tbody>
</table>
Welcome to CreaTV San Jose!

Our mission is to provide San Jose residents, schools, businesses and non-profits with production services, media training, access to media tools, and transmission of locally produced non-commercial content on the public and educational cable channels we manage:

**Channel 15:**  
*Public Access:* Non-commercial, protected speech is submitted by San Jose residents, organizations and businesses.

**Bay Voice Channel 27**  
*Bay Voice Channel 27,* a first-of-its-kind regional community education channel that serves 400,000 Comcast Cable subscriber households in 15 cities in Santa Clara and San Mateo counties.  
Three community centers, CreaTV San Jose, KMVT 15 Mountain View, and Midpen Palo Alto, co-curate Channel 27, which features interesting and meaningful content from local college partners and thematic programming covering politics, civic engagement and the arts.

**Channel 28**  
*Educational Channel* by, and for, the pre-K–12 community in San Jose, such as student newscasts, talk shows, training videos, short films, animation, telecourses, principal’s messages & High School sports.

**Channel 30:**  
*Silicon Valley Channel:* Under the direction of a community advisory group, this channel programs curated content that is specific to San Jose.

Our organization strives to ensure that the channels we manage reflect the demographics and diverse viewpoints of the City we serve.

- **Establishment of Rules and Procedures**

  Section 7A of the November 17, 2006 cable franchise agreement between the City of San Jose and Comcast Cable provides P.E.G. access equipment and channels for community use.

  Section 1E of the January 29, 2008 contract between CreaTV and the City of San Jose states that *CreaTV will develop policies and procedures for use and operation of the PE access equipment, facilities, and channels that are consistent with best practices in the community media field.*

- **Amendments of the Policies and Procedures**

  The CreaTV San Jose *Rules and Procedures* may be amended at any meeting of the Board of Directors where a quorum is present.
CODE OF CONDUCT AT CREATV SAN JOSE

At CreaTV San Jose, we attempt to create an environment of cooperation, creativity, and community. In order to maintain this environment so everyone can have a positive experience while at our facility, it is important that staff, producers, volunteers and guests understand and follow this Code of Conduct:

- Please treat everyone with respect and consideration. Be mindful that we are each sharing a community space.

- Follow the staff's instructions in use and handling of CreaTV San Jose equipment and facilities at all times.

- The following activities are not allowed on CreaTV San Jose premises, and violation of the following may result in suspension of access privileges:
  
  - Aggressive behaviour. Physically or verbally threatening or harassing any person in any way.
  
  - Using sexually explicit language, obscene gestures or racial, religious or ethnic slurs that are likely to upset or disturb the peace of staff, clients, volunteers or visitors.
  
  - Engaging in sexual behavior.
  
  - Nudity.
  
  - Defacing, damaging, or destroying property.
  
  - Possession, use or sale of illegal drugs, weapons or contraband.
  
  - Possession or consumption of alcohol in any public or common area of the building without prior authorization. Alcohol may be consumed at events with prior authorization.
  
  - Being "under the influence" of alcohol or other substances, taken prior to arrival at CreaTV San Jose.
  
  - Soliciting, for any purpose, including asking for money, contributions or donations unless such activity has been approved by CreaTV San Jose.
  
  - Assembling for the purpose of disturbing the public peace.
  
  - Committing any unlawful act.
  
  - Fighting, disrupting other activities, or in any other way creating a disturbance which is disruptive or dangerous to others or the business activities of CreaTV San Jose during any on-site or off-site CreaTV San Jose activity or meeting.
  
  - Video or audio recording, or photographing, of any individuals by producers, guests or visitors on CreaTV San Jose premises, including staff or members of the public, without prior consent.
  
  - Smoking inside of the building.

The Code of Conduct must be observed at all times. If the content of your studio program would violate the Code, then that content must be produced off-site.
MEMBERSHIP LEVELS & BENEFITS

CreaTV invites San Jose residents, businesses and non-profits to become members. Annual membership benefits include access to training workshops and our production facilities and equipment.

- **Memberships** *(open to City of San Jose residents)*
  - Individual: $50
  - Youth (10-24): $25
  - Senior (65 and over): $40

  **Membership Perks:**
  - Access to CreaTV San Jose including, CreaTV Commons, media classes, production and post-production facilities, equipment rentals, with appropriate certification, conference room facilities (five hours per month), and “member-only” events.
  - Discounts on special events.
  - One vote (per membership) during annual board elections.
  - One CreaTV promotional item.

- **Group Memberships** *(open to San Jose residents and to schools, non-profits and businesses serving San Jose)*
  - Family: $100
  - Small Business *(up to 20 employees)*: $250
  - Business *(over 20 employees)*: $500
  - Non-Profit: $250
  - **Education**: $250

  **Group Membership Perks:**
  - Membership Perks for up to four members of your group - PLUS -
    - 20-second thank you spot that will air weekly for one year.
    - Use of CreaTV space (e.g. atrium, studio) for one non-commercial event (on a space available basis).
    - Recognition in newsletter and annual report.

  **Open to schools and/or school districts serving San Jose. Benefits include basic membership perks for up to four members from your school or school district and a teacher or an administrator with a class of up to 10 students working on a project for Educational Channel 27 or 28.

  -- Please note that Group Members receive one vote in CreaTV Board elections.
Associate Membership (open to non-residents) $50

Associate Member Perks:
- Access to CreaTV San Jose’s media classes, “member-only” events, and production equipment. *
- Opportunity to crew on CreaTV productions following certification.
- Discounts on special events.
- One CreaTV promotional item.

* Associate Members may use in-house production equipment or facilities only for CreaTV productions or projects attached to a resident producer. Associate Members do not get a vote at the annual board elections.

Proof of individual, organizational or business residency is required to become a member of CreaTV San Jose. All CreaTV San Jose memberships are good for one year and open to residents of San Jose and to businesses, schools and organizations serving San Jose. The one exception is CreaTV’s Associate Membership, which is open to non-City of San Jose residents.

CreaTV San Jose reserves the right to ask a member to provide additional proof of residency at any time.

Members who are under 16 must be supervised by an adult while using CreaTV San Jose equipment and facilities.

Equal Opportunity / Non-Discrimination Policy

Organization policy prohibits unlawful discrimination based on race, color, creed, gender, religion, marital status, registered domestic partner status, age, national origin or ancestry, physical or mental disability, medical condition including genetic characteristics, sexual orientation, or any other consideration made unlawful by federal, state or local laws. It also prohibits unlawful discrimination based on the perception that anyone has any of those characteristics, or is associated with a person who has or is perceived as having any of those characteristics. All such discrimination is unlawful.
Volunteer & Internship Programs

**Volunteering**

CreaTV San Jose welcomes volunteers to our facility! If a member would like to become a CreaTV Studio Production Volunteer, they need to be certified by taking the “TV Studio production class” and contact the Volunteer co-ordinator for studio crew opportunities. For every 20 hours volunteered thereafter, any class of choice may be taken free of charge.

To be a volunteer, please contact volunteer@creatvsj.org.

**Internships**

CreaTV San Jose invites broadcasting, digital media, communications, and marketing students to apply for internships at our media center. Production Interns receive hands-on experience in a professional studio environment as well as out in the field covering events in the community. Marketing Interns assist the membership and marketing director with multi-ethnic community outreach and social media campaigns. CreaTV San Jose interns will receive a one-year membership and retain all acquired certifications upon completion of internship.

For more information on internships, please contact volunteer@creatvsj.org.

**Note:** CreaTV San Jose interns must be enrolled in college level courses earning college credits for their work at our facility. We require a minimum of 120 hours for one semester or quarter not including ten hours of intense studio, field camera or editing training as necessary.

**- Tours**

We invite you to visit our facilities here at CreaTV San Jose! Tours for individuals and groups are available by appointment during our production hours.

To schedule a tour, call (408) 295-8815 or send an email to Hello@creatvsj.org.

Facility tours – Free – A general tour of our facility. (45 - 60 min.)
Interactive tours - $100 - A facility tour plus hands-on time in our Studio A. (90 min.)
PRODUCING A SHOW

San Jose residents, businesses, non-profits and schools may produce content for the Education and Public channels using CreaTV San Jose’s equipment and facilities.

There are two ways your program can be produced and aired on Channel 15:

1) Do-It-Yourself (DIY)  \hspace{1cm} \textbf{OR} \hspace{1cm} >>>

2) \hspace{1cm} 

1) You can make your own program(s) by yourself, using your own crew of family or friends and with your own cameras and editing gear, and drop off your finished program for us to air. You may also rent and use CreaTV’s equipment at our very low DIY rates. (See page 14)

\textbf{BUT} \hspace{1cm} \textbf{>>>} before any of our gear can be checked out, you and anyone else using our equipment must become certified by taking an appropriate production workshop -- or if you have previous experience or training, you can get “tested-out” by an Instructor. (See page 22)

2) You have the content or idea but don’t know how to put it all together (or you simply don’t want to hassle with ALL the responsibilities) -- you can hire CreaTV staff and services and have us execute your program for you in-studio or on-location. (See page 15)

For either scenario, here’s what to do:

• Attend an Orientation.

• Sign up as a CreaTV Member, submitting your \textit{Membership Form}.

• Submit a \textit{Project Proposal} to the Operations Department.

• CreaTV offers Producing workshops, which are required for DIY studio shows and recommended for all other producers.

• If you need to use our equipment to produce your show, take the necessary class (studio, field production, editing, etc.) to get certified. If you have experience in these areas, you may request to “test out” of the class. (See page 22)

• Once your \textit{Project Proposal} is approved and you are certified on any production equipment you intend to use, you can begin making reservations and producing your show!

• When complete, submit your show or video with \textit{Compliance} and \textit{Playback Request} forms to the Programming Department.
EQUIPMENT & FACILITY USAGE

CreaTV San Jose's facilities and equipment are available to members for the purpose of creating non-commercial content for the station's Public or Educational channels only. Some reservations require prior certification on specific equipment. Reservations of any kind, including use of our conference rooms, must be directly related to developing content for air, and there must be an approved project on file with the Operations Department.

Members can make a reservation via phone, email or in person through the Access Facilitator or Operations Department. Emailed reservations 24 hours in advance are requested. Reservations can be made up to two months in advance. Series producers may request “standing reservations” to tape in the studio on a regular schedule throughout the year. Series producers may keep their standing reservations as long as their series remains active on the channel.

Equipment can be checked out or returned during operating hours 9am-8pm Monday to Friday or 11am-4pm on Saturdays.

■ Liabilities for Equipment

It is the responsibility of the person checking out the equipment to be sure that everything is in good working order when checked out and returned.

CreaTV San Jose will assume responsibility for damage as a result of wear and tear, unless abuse or neglect is obvious (e.g., the camera is full of sand grains, or was left unattended in a public place). Members are responsible for the cost of repair and replacement of equipment due to damage, misuse or theft.

■ Set Storage

Series producers who tape at least once a month in Studio A or B may store set pieces in our set storage area if those items are used in every show taping. Producers that have missed two consecutive months of studio tapings will be requested in writing to remove their set from CreaTV San Jose’s set storage space. Failure to remove all set pieces within 30 days of receiving notice will result in the items becoming CreaTV San Jose property, in which case the property is subject to being discarded or donated.

■ Restricted Areas

Certain areas of the facility are for staff use only. These include all offices and workstations, the kitchen, copier machine, phones, and other office equipment. Also, a staff escort is required to access set storage.
Usage Policies

Field Equipment
Certified field camera operators may check out equipment four times a month. Field equipment may be checked out for up to 48 hours at a time.

Flypack
Certified flypack operators may check out equipment once a month. Certified field camera crew must be named as the camera operators upon checking out the flypack. Flypack equipment may be checked out for up to 48 hours at a time.

Editing Suites
Certified editors can reserve an in-house editing suite for a maximum of eight hours per week at no charge. Portable editing suites may be checked out for up to 48 hours at a time.

Studio A
Studio A can be reserved with a two-hour minimum, which includes set-up and tear-down time. For Do-It-Yourself tapings, Studio A productions must have a minimum of four (4) certified members on their crew.

Studio B
Studio B can be reserved with a 90-minute minimum, which includes set-up and tear-down time. For Do-It-Yourself tapings, operation of Studio B requires only one (1) certified-member.

Dubbing Station
Producers can reserve the dubbing station for a maximum of four hours per week at no charge for viewing or transferring footage from one video format to another.

Practice Labs

Certified members are invited to practice their skills on field and editing equipment on Saturdays 11am to 12pm, this service is free of charge, but subject to change please call the Af to confirm availability. Certified members are also invited to volunteer on studio shows. (See page 9)

Technical Difficulties

Should you experience any technical difficulties with CreaTV San Jose equipment or facilities that are not caused by operator error and affect the outcome of your production, CreaTV San Jose may provide a full or partial refund of equipment rental fees. You must notify us of any issues within 48 hours of the production.
DO-IT-YOURSELF & VOLUNTEER TRAINING

To use CreaTV San Jose’s production equipment for an access show or series, members must attend an orientation, have an approved project on file, and take the corresponding class.

<table>
<thead>
<tr>
<th>TO USE ...</th>
<th>TAKE ORIENTATION &amp; THIS CLASS:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portable Field Camera Kits</td>
<td><strong>Field Production</strong> includes hands-on training in portable camera operation, tripod handling, field audio, field lighting, and more.</td>
</tr>
<tr>
<td>Studio</td>
<td><strong>Producing Workshop</strong> provides an overview of what to expect when working on your show or video project, including planning and pre-production; tips about crews, sets, formats, rundowns, legal rights and clearances; and much more.</td>
</tr>
<tr>
<td>Studio A</td>
<td><strong>TV Studio</strong> and <strong>Control Room</strong> provides hands-on instruction on studio equipment, including cameras, tripods, cables, audio equipment, basic 3-point lighting; as well as control room equipment, including the switcher, audio board, rack and graphics.</td>
</tr>
<tr>
<td>Studio B</td>
<td><strong>TV Studio</strong> and <strong>Control Room</strong> certification qualifies you for additional instruction on robotic cameras and other equipment specific to Studio B.</td>
</tr>
<tr>
<td>Editing Suites or Portable Editing Kits</td>
<td><strong>Adobe Premiere Creative Cloud</strong></td>
</tr>
<tr>
<td>Custom Training</td>
<td>Custom training is available for individuals or groups, tailored to your needs and schedule. For more information, contact the Operations Department at (408) 295-8815.</td>
</tr>
</tbody>
</table>

Members will be “certified” in production equipment usage once they have completed their training and demonstrated sufficient skill in operating the gear independently. Once they are certified, members can rent gear or facilities for their projects and/or assist with other studio or field productions.
DO-IT-YOURSELF (DIY) RENTAL RATES

CreaTV San Jose’s **certified** members may reserve our production equipment and facilities at **DIY** rates for use in creating content for CreaTV San Jose channels:*

### Facility Use

| Note: CreaTV San Jose’s entire facility has a maximum occupancy of 35 people. Please consider this when using the facility for holding meetings or shooting in studio. |
| **Rate** as of 9/1/13 |
| **Studio A** | $30 / hour |
| **Studio B** | $20 / hour |
| **Edit Suite** | **Free** (up to 8 hours per week) then $10 / hour |
| **Dubbing Station** | **Free** (up to 5 hours per week) |
| **Main Conference Room** | **Free** (once per month up to 5 hours) then $20 / hour |

### Equipment Rental

| Note: CreaTV is closed on Sundays. Saturday checkouts must be returned on Monday (there is no charge for Sundays). Note: CreaTV members are required to have a copy of their driver’s license and credit card on file prior to checkout. |
| **Rate** |
| **Flypack** *(when available as rental)* portable switcher and sound desk monitors connectors etc **Certified camera operators must check out the cameras.** | $100 / day for the Flypack plus $25 per member camera kit. |
| **Field Camera Kit** Includes camera, tripod, microphone, cables, headphones, AC power supply, and batteries. | $25 / day |
| **Portable Editing Suite** Includes MacBook Pro, Adobe Creative Suite, Final Cut Pro, HDV deck, and headphones. | $25 / day |
| **Light Kit** | $10 / day |
| **Audio Mixer** | $5 / day |
| **Projector** | $50 / day |
* Equipment may not be used for any purpose other than creating content for CreaTV access channels. Other usage may result in loss of access privileges.

For information on CreaTV PRO rentals or services, email info@creatvpro.com or call (408) 295-8815.

**CREATV PUBLIC ACCESS PRODUCTION SERVICES**

As an alternative to taking classes and “doing-it-yourself,” CreaTV San Jose Production Services are available to all members who would like to hire our staff or services to produce their non-commercial programming.

<table>
<thead>
<tr>
<th>SERVICE</th>
<th>RATE</th>
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<tbody>
<tr>
<td><strong>as of 10/1/16</strong></td>
<td></td>
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<tr>
<td>Single Camera with Operator</td>
<td>$300 / day</td>
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<tr>
<td></td>
<td>$ 50 / hour if total time is over 8 hours</td>
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<tr>
<td>Production Van or Flypack with 4 Crew</td>
<td>$1800 / day</td>
</tr>
<tr>
<td><em>Includes a portable switcher, 3 cameras, graphics, and audio feed.</em></td>
<td>overtime charges will apply if total time is over 8 hours</td>
</tr>
<tr>
<td>Live Transmission (live web transmission)</td>
<td>Negotiable with Client</td>
</tr>
<tr>
<td>Editing Suite with Editor</td>
<td>$40 / hour</td>
</tr>
<tr>
<td>Motion Graphics Editor</td>
<td>$60 / hour</td>
</tr>
<tr>
<td>Digital Transfers and Uploads</td>
<td>$20 / hour</td>
</tr>
<tr>
<td>Master DVDs or DVD Duplication</td>
<td>$25 / DVD</td>
</tr>
<tr>
<td>Studio A with 2 Crew</td>
<td>$100 / hour (with a 2-hour minimum)</td>
</tr>
<tr>
<td><em>Includes 1 consultation with staff, 3 HD or SD cameras, graphics, and audio. Also includes volunteers and interns as available.</em></td>
<td>charges are by the hour and overages are not pro-rated</td>
</tr>
<tr>
<td>Studio B with 1 Crew</td>
<td>$60 / hour (with a 90-minute minimum)</td>
</tr>
<tr>
<td><em>Includes one consultation with staff, cameras, graphics, and audio. Note: Only 2 people can fit comfortably on-set in this studio.</em></td>
<td>charges are by the hour and overages are not pro-rated</td>
</tr>
<tr>
<td>PSAs, Documentaries, Informational Videos, Promos, etc.</td>
<td>Price varies, depending on complexity</td>
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</tr>
<tr>
<td><em>Includes producing, shooting, editing, etc.</em></td>
<td></td>
</tr>
<tr>
<td>Producer</td>
<td>$40 / hour</td>
</tr>
<tr>
<td>General Crew</td>
<td>$30 / hour</td>
</tr>
<tr>
<td><em>For example: audio tech, teleprompter, extra studio crew, etc.</em></td>
<td></td>
</tr>
<tr>
<td><em>CreaTV PRO services and rentals</em></td>
<td>Email <a href="mailto:info@creatvpro.com">info@creatvpro.com</a> or call (408) 295-8815 for pricing and availability</td>
</tr>
</tbody>
</table>

### Production Services Policies

- Studio and equipment rental fees are due prior to taping or checkout. Fees for other services are due in full upon completion of the project or session, and in some cases, a deposit or advance payment may be required.

- **48 hours advance notice** is required to cancel or change any reservation without being charged production service or equipment rental fees.

- Reserved facilities or equipment may be given away or cancelled if the client is over 30-minutes late and production service fees will apply.

- Producers may not trade or sell their reservations.

- Series producers may request “standing reservations” to tape in the studio on a regular schedule throughout the year. Producers who cancel three times within a three-month period will lose their reservations. **24 hours advance notice** is required to cancel a standing reservation.

- CreaTV is not responsible for reminding producers of their reservations.
ACCESS TO THE CHANNEL

Eligibility

Any resident of the City of San Jose, or an individual who is involved with a business or non-profit organization in the City of San Jose, may submit *non-commercial*, protected speech for playback on the access channels. Proof of individual, organization or business residency is required. San Jose residents may also sponsor a program produced elsewhere by a non-resident by signing and submitting *Compliance* and *Playback Request* forms agreeing to assume liability for the program’s content. CreaTV San Jose requires that all specials and series producers or resident sponsors become members of CreaTV San Jose prior to submitting any programming for air on CreaTV Community, Cable Channel 15.

Program Definitions

- **SPECIAL**: A program that is not part of a regular series, such as a documentary, entertainment program or one-time talk show.

- **SERIES**: A collection of weekly programs with same title, length, and general format that usually, but not necessarily, features a constant host/presenter.

- **FILLERS**: Any content less then 24 minutes in length that may be scheduled in-between regularly-scheduled programs at the discretion of the Programming Department.

Specials Policies

A) A Special will air a minimum of twice, with additional airings at the discretion of the CreaTV San Jose Programming Department.

B) Producers may request initial airtimes and the Programming Department will try to accommodate all requests.

C) Specials can be up to three-hours in length.

Series Policies

A) Producer agrees to submit a premiere episode in the series a minimum of once a month for up to a year. In order to qualify as a premiere episode, 51% of the content must be brand new.

B) Producer can keep their time-slot up to one year, assuming all policies and procedures at CreaTV San Jose are followed.

C) **Series Time-Slots** are the following length and frequency:
• **Half-hour** (24 to 28:30 minutes): weekly.
• **Hour** (56 to 58:30 minutes): weekly.

* If the program is outside of these lengths, the program must be edited to fit, or will be returned to the producer by the programming department.

**OBTAINING A SERIES TIME-SLOT**

Once you have two episodes of your show, complete with a plan to continue producing at least one new episode monthly, you are ready for a series time-slot!

To obtain a series time-slot on CreaTV Community, each producer must turn in the following to select an open time slot:

- Two (2) shows that are ready-to-air, with both *Compliance* and *Playback Request* forms.
- Two (2) types of Proof of Residence:
  - Valid driver’s license
  - Current utility bill
  - Current television bill
  - Current bank statement

*Renewing A Series*

Yearly, CreaTV San Jose holds its Annual Time-Slot Lottery. This lottery gives all of our series Producers an equal opportunity at the timeslots on CreaTV Community. If a Producer doesn’t select a timeslot at this lottery nor after the lottery from timeslots that are open, the programming department will select your timeslot.

In order to share the channel space, a producer may have only one series in rotation at a time, but may submit specials for playback that are clearly different than their series in content, talent, title and length.

**GENERAL PROGRAMMING POLICIES**

**Required Paperwork:** All current producers must have a *Compliance Form* on file with the Programming Department. A *Playback Request* is also required for each episode of your program.

**Submitting Your Show:** CreaTV only accepts programs as digital files
Producers must turn in new episodes a minimum of 2 business days in advance of

Producers must turn in new shows a minimum of 2 days prior to their air-date with a Playback Request form.

You can turn in shows during normal business hours at the dedicated computer located in the front lobby at CreaTV. Please label the file with the show name and the date it will air.

Acceptable Video Formats:

- .mov or .mp4 file / H.264 codec / 29.97 fps / video size 1920x1080 / audio codec AAC / audio sample rate 48.00KHz / 2 channel
- .mov or .mp4 file / H.264 codec / 29.97 fps / video size 720x480 / audio codec AAC / audio sample rate 48.00kHz / 2 channel
- .mpg or .mpeg file / MPEG2 codec / 29.97 fps / video size 720x480 / audio codec MP2 (MPEG 1 Layer 2), PCM / audio sample rate 48.00kH

Submitting content via Dropbox.com
Contact programming via email programming@CreaTVsj.org
You will be sent a dropbox invite to share files at your requested email. Once you have accepted the Dropbox invitation you will be able to upload your project. Please email programming to inform them a new episode is available for broadcast.

Prescreening: CreaTV San Jose does not pre-screen programs for content considerations, but regularly views portions of a show to ensure technical standards are met. We do reserve the right to ask for any proof of permission for any copyright material. The producer or resident sponsor takes on all liability for the content that is produced on their show. Review Code of Conduct (page 6) and Rule Violations (pages 23-24).

Non-Protected Speech: A show must not have any slanderous, libelous or obscene material. "Obscene Material" is defined by the courts as the following:

- To the average person, applying contemporary community standards, taken as a whole, appeals to the prurient interest;
- Depicts or describes sexual conduct in a patently offensive way;
- Taken as a whole, lacks serious literary, artistic, political or scientific value.
No material may be aired that violates any City, County, State, or Federal laws.

**Transferring Time-Slots:** Time-slots may not be transferred to another producer or programs. Producers may not substitute other programs in their allocated time-slots.

**Special vs. Series:** Series producers may not submit a “special” that is basically an episode of their series under a different title, or of a different length.

**Commercial Content:** There may not be any commercial material or advertising, nor any promoting of lotteries or gambling enterprises on CreaTV San Jose’s channels. Any violation will result in a Major Violation.

**Fundraising On-Air:** No fundraising is allowed that would result in financial gain for individuals or commercial enterprises.

**Underwriting Sponsorships:** In exchange for their support, businesses or individuals may receive a 15-second underwriting spot once every half-hour of content. Underwriter announcements may only be in the last two minutes of the program. The following can be included in an underwriting spot:

- contact information
- photo and/or logo
- voice-over acknowledging sponsor

Underwriting spots may *not* include calls to action (e.g. “Call me!”), or comparative language (e.g. “The best mortgage rates in town!”), nor visually display a product or service in the spot (e.g. showing someone eating food from the restaurant that donated to your show, or operating a toaster from an appliance manufacturer that donated to your show).

**Underwriting support is meant to cover the costs of your production, and is not meant to be a source of revenue for yourself. CreaTV San Jose reserves the right to review financial documentation detailing your production costs and underwriting income.**

**Adult Content:** Adult content -- such as programming with excessively violent material, offensive language, excessive nudity, graphic depiction of medical procedures, or sexually explicit material -- will only air between 11pm and 5am.

When filling out the *Playback Request* form, the producer must inform the Programming Department that their program contains Adult Content. The show must have the following language displayed as a graphic and as a voice-over announcement prior to the beginning of the program:

“The following program contains material (include the specifics of all aspects of the content that could be potentially objectionable to others: excessive violence, excessive..."
profane or offensive language, excessive nudity, sexually explicit material, graphic depiction of medical procedures) that some viewers may find objectionable or inappropriate.”

Pre-Emptions: CreaTV San Jose reserves the right to preempt any show in the event that time-sensitive content needs to air. But if a show was not played due to human or technical error, that show can have one additional airing at a time arranged by the Programming Department.

Promoting Your Show On-Air: Each producer of a program or special can turn in a Bulletin Board for air on CreaTV. It is the responsibility of the producer to make a jpeg slide. Please note: The Bulletin Board airs throughout the day and may not contain any Adult Content! CreaTV reserves the right to refuse bulletin board slides.

Note: The CreaTV San Jose logo is not available to use on your show or in your promotional materials. Nor can members represent themselves as employees of CreaTV San Jose.

Contact Information: Producers must have current public contact information on file with CreaTV San Jose. This may be an address, email or phone number that the producer will allow to be given out to viewers who would like to contact them about their show.

"LIVE" PROGRAM PRODUCTION

Producing live studio productions that are to air within an on-going, pre-scheduled line-up of programming can be a tricky affair because there can be no room for error. It demands exceptional efforts of organization and advance planning from the producer and the crew.

Therefore, in order to produce a live program in Studio A or B with CreaTV crew, the following pre-requisites must be met:

- The producer must take the Producing workshop OR pay an additional fee for CreaTV staff to manage the production.

- The producer must provide the Operations Manager with a detailed rundown of the show at least 48 hours in advance of the program.

Whether or not you are using CreaTV staff or crew for your production, the following are pre-requisites for any member desiring to produce live programming:
- In order to qualify for a live time-slot, interested producers must first provide a written argument as to why they believe the live format is necessary to their show:
  - Why are call-ins and/or live feedback essential to your show?
  - How do you think a live telecast will upgrade your viewership?

- Series producers must first record two (2) regular episodes of their programs -- as if they were live. Should the program be a call-in show, those call-ins must be "planted" in taped episodes to practice the flow of the live call-in format.

- Producers wanting to do a live Special must show their proficiency by also taping two (2) programs in the studio first -- as if they were live -- or by submitting past works that demonstrate their mastery in studio production.

- The producer must provide a responsible "Line Producer" for each studio session (to manage and screen the in-coming communications). Both the Producer and the Line Producer must attend a training class to become familiar with the live call-in equipment and CreaTV’s audio board.

- For any show involving a studio audience, the Producer must provide a "handler" (e.g. Production Assistant, Associate Producer, Crew) who would be in charge of monitoring traffic in and out of the building, coordinating guests and participants, limiting the audience size to the studio’s maximum capacity, keeping entrances secure and common areas clear, etc.

- The producer must sign an agreement with CreaTV San Jose that details additional restrictions around cancellations and no-shows.

**LIVE TIME-SLOTS**

Once producers are ready to proceed with their live show, they will need to contact the Programming Department to obtain a timeslot. From there, the Programming Department will inform the Producer which timeslots are available for their live series or special.
CLASSES

CreaTV San Jose offers a variety of classes, workshops, trainings and other learning opportunities. Class schedules are subject to change, so please check our website for the most current listing and class pre-requisites. You must register and pay in advance for all classes, including those you wish to "audit" or re-take. We do not allow same-day registrations and 24-hours notice is required for any refunds of class fees.

CreaTV San Jose also offers a range of custom training options for individuals and groups. If you would like to arrange a custom training tailored to your needs and schedule, please contact the Operations Department.

■ “Testing-Out”

Certain studio, field and editing classes lead to "certification", which gives members access to the corresponding equipment. Members who have production experience may attempt to "test-out" of one or more of these classes for a reduced fee. You must request a test-out in advance by contacting the Operations Department, and it is usually offered in conjunction with the next scheduled class.

No instruction or answers are provided during the test-out, and only a small percentage of members actually pass -- since the test is specifically geared towards the use of our particular equipment. You can attempt to test-out once, and if you do not pass, you must take and pass the class in order to get certified (your test-out fee will be applied to the cost of the class).
To ensure that the equipment and facilities remain available and in good working order, the following rules have been established:

Access producers or staff may report violations to the Operations Manager or Executive Director. Upon verifying that a rule violation has occurred, the Executive Director or Operations Manager will issue a written statement describing the rule violation and sanctions.

### Minor Violations

- a) Failure to vacate production facilities by the end of the reservation time without authorized extension.
- b) Turning in equipment 30 minutes to two hours late.
- c) Return of dirty equipment.
- d) Operation of equipment or use of facilities in an incorrect, unsafe, or inappropriate manner, which might result in damage.
- e) Improper packaging of equipment for transport.
- f) Reserving or checking out equipment for another producer unless otherwise specified and approved.
- g) Failure to submit a program for cable-cast within production schedule limits.
- h) Listing private phone numbers or addresses on a program without the consent of the individual.
- i) Behaving in a disrespectful manner while at CreaTV San Jose or participating in a CreaTV San Jose event.
- j) Failure to maintain current file and contact information, or failure to respond to contact.
- k) Use of CreaTV San Jose’s logo without expressed written permission from management.
- l) Misinforming a staff member, or providing misleading information.

### Major Violations

- a) Breach of the Code of Conduct, Access handbook, Compliance, Checkout, Volunteer Intake, or Playback Request form.
- b) Failure to submit a program produced with CreaTV equipment and/or facilities for initial cablecast on a CreaTV San Jose channel.
- c) Use of CreaTV San Jose equipment for the purpose of making a profit, *including*
charging guests or covering events for profit.

d) Using equipment and facilities for any purpose unrelated to the production of programs for telecast on CreaTV San Jose channels.

e) Abuse, vandalism, or failure to maintain equipment and facilities.

f) Return of equipment in damaged or unworkable condition, or failure to return equipment through intent, negligence, loss, or theft, or more than two hours late.

g) Attempted equipment maintenance or disassembly.

h) Changing the wiring/cabling of the studio or an editing room without specific authorization in advance by CreaTV San Jose management.

i) Removal of equipment from the equipment storage area without proper checkout procedures and/or without signing a checkout contract.

j) Checking out equipment for use by a non-certified producer, or for a producer on suspension.

k) Behaving in a violent, disruptive or threatening manner -- or repeatedly behaving in a disrespectful manner -- to CreaTV San Jose staff, volunteers or clientele.

l) Using or possessing alcohol or controlled substances at CreaTV San Jose.

m) Possessing firearms or other deadly weapons at CreaTV San Jose.

n) Possession of food or drinks when working with any production or post-production equipment within CreaTV San Jose -- with the exception of cooking shows, capped water bottles stored on the floor, or water for guests.

o) Any person representing themselves as “staff” of CreaTV who is not.

p) Appearing nude or semi-nude (genitals covered) in the CreaTV San Jose facility.

q) Falsifying your physical address.
SANCTIONS / THE APPEALS PROCESS

**Minor Violations:** Violations remain on record for twelve months. A minor violation will result in the following actions:

- Written warning for the first minor violation
- Final written warning for the second minor violation
- Suspension from equipment and facilities for the third minor violation

**Major Violations:** Violations remain on record for twelve months. A major violation will result in the following actions:

- Three week suspension from the facility for the first major violation
- Six month suspension from the facility for the second major violation
- Permanent suspension from the facility for the third major violation

**Appeals Process**

CreaTV San Jose members may appeal their violation to the Board of Directors Rules Committee. If suspension from equipment and facilities use is imposed, the suspension will remain in effect throughout the appeal process. The Board will consider the appeal at its next regularly scheduled meeting.

**Right To Refuse Service**

CreaTV San Jose reserves the right to refuse access to its services, facilities and equipment to anyone who:

1. Appears to be under the influence of alcohol or illegal drugs.
2. Behaves in a fashion that is detrimental to other facility users, and/or staff, including harassment, antagonizing or verbal abuse; or interferes with the orderly conduct of business.
3. Owes any money to CreaTV San Jose.
4. Has intentionally violated policies and procedures.
5. Has deliberately presented false or misleading information to staff.
FORMS / Attachments

Compliance Form

Playback Request

Membership Application

Project Proposal

Downloadable versions of these forms can be found on-line at:

www.creatvsj.org