



Member's Guide

WELCOME

The staff and board of directors welcome you to CMAC. We exist to help individuals, organizations, educators and government agencies tell their stories and expand their ability to make a difference in the community. The video content produced at CMAC is broadcast on Comcast and AT&T U-verse cable systems, as well as the internet, made possible through federal, state and local telecommunications policy. CMAC is committed to providing facilities, equipment, training and programming access on a non-discriminatory basis to qualified users.

CMAC TV CHANNELS

CMAC1 - Public Channel (Comcast 93 & AT&T 99)

Non-commercial, protected speech is submitted by Fresno and Clovis residents and organizations.

CMAC2 - Education Channel (Comcast 94 & AT&T 99)

Content is submitted by local schools and educational institutions.

CMAC3 - Government Channel (Comcast 96 & AT&T 99)

Programming serving Fresno and Clovis submitted by city governments and their respective agencies.

LOCATION AND HOURS

CMAC's Community Media Center is located on the second floor of the historic Fresno Met building, located at 1555 Van Ness Avenue in downtown Fresno. Free parking is available in the northwest corner lot. Hours of operation are posted at the media center and on our website, <http://cmac.tv>.

CODE OF CONDUCT

At CMAC, we attempt to create an environment of cooperation, creativity, and community. In order to maintain this environment so everyone involved can have a positive experience while at our facility, it's important that everyone—staff, producers, volunteers, and guests—understand the following:

- Please treat everyone with respect and consideration. Be mindful that we're all sharing a community space.
- Follow the staff's instructions in use and handling of CMAC equipment and facilities at all times.

MEMBERSHIP

You are eligible for CMAC membership if you live, work or go to school in the cities of Fresno or Clovis. Organizations that serve the cities of Fresno or Clovis are also eligible. Membership benefits include access to training classes, production equipment and our facilities. Individual members and organizations are also allowed one vote during annual board elections.

Members who are under 18 must be supervised and/or sponsored by an adult or legal guardian while using the CMAC equipment and facilities. Membership fees can be refunded if you request a cancellation within 120 days of registration and if your membership has not be utilized in any way.

Annual Membership Fees:

- Individual \$50.
- Student \$25. Must be 16 years or older. Must be currently enrolled at a high school, college, or professional school. Must provide a current class schedule to prove eligibility.
- Organization (single member) – \$50/year (includes one individual membership and recognition on our website)

- Organization (3 members) – \$100/year (includes three individual memberships, recognition on our website, use of our media center for one event, and a 10% discount when hiring CMAC for production services)
- Organization (7 members) – \$250/year (includes seven individual memberships, recognition on our website, use of our media center for one event, and a 10% discount when hiring CMAC for production services)

In addition to the annual fee, individuals must provide CMAC with an accurate name, street address, phone number and email address. It is the member’s responsibility to inform CMAC regarding any changes to that information. CMAC reserves the right to ask a member to provide proof of residency or organizational eligibility at any time.

PRODUCING A SHOW

CMAC members will produce content for the public channel using our equipment and facilities. Here’s how it works:

- 1) Attend a free orientation.
- 2) Sign up as a CMAC member, submit your membership form and pay your dues.
- 3) Sign up for a training class (producing, studio production, field production, editing) and become certified to have access to equipment. If you have experience in these areas, you may request to “test out” of the class.
- 4) Volunteer on shows or other productions to gain experience.
- 5) Submit a Project Proposal to the Production Coordinator.
- 6) Producers are required to complete their program (or first episode of a series) no later than four months after submitting their proposal. After 4 months, you’ll need to renew your proposal.
- 7) When complete, submit your program for broadcast with a Playback Request form.

TRAINING

To be eligible to use CMAC’s production equipment to create a program, members must take the corresponding training workshop:

Equipment	Class
Field Camera, Mics, Lights	Field Production (2 sessions)
Editing Suites	Editing (2 sessions)
Studio	Studio Production (3 sessions)

All CMAC members must attend the Orientation class. This provides an overview of our policies and procedures. Members will be “certified” to use production equipment once they’ve taken the appropriate class and demonstrated sufficient skill in operating the equipment independently.

If a member has previous video production experience, they may test out of a course by contacting the Training Coordinator.

VOLUNTEERING

CMAC encourages members to volunteer on field and studio productions to further their learning and gain experience. If you are interested in volunteering, join our volunteer mailing list on the CMAC website. Notices will go out periodically when other members are looking for help. To send a crew-call notice to the mailing list, please contact the front desk.

Monthly member mixers are also held to assist community producers and crew members to meet and potentially collaborate and work together on projects.

EQUIPMENT AND FACILITY USAGE

The CMAC facilities and equipment are a community resource intended only for noncommercial programs that will be aired on CMAC access channels. Members who are certified in the use of the equipment can make reservations via phone, e-mail or in person at the front desk. Please note: equipment and studio reservations can only be made after the

producer has an approved Program Proposal form on file. Under no circumstance can members use equipment for personal or commercial purposes, doing so will result in a major violation and loss of privileges. A program must be played once on a CMAC access channel before it can be distributed anywhere else.

Edit suite and field equipment reservations can be made up to a month in advance. Studio reservations can be made up to two months in advance. Staff reserves the right to cancel or move studio reservations if necessary.

Studio: Producers may reserve the studio for up to four (4) hours per day based on availability. Members may not reserve the studio for two Saturdays in a row. Members are not allowed to solicit CMAC employees as crew members. Studio availability is limited and available only to productions requiring the capabilities of the studio (multi-camera production). Productions that can be equally produced with field equipment may be required to do so.

CMAC has limited space for set storage. Please inquire with the Production Coordinator if you're in need of set storage. Failure to remove set pieces from storage within 30 days of receiving notice will result in set pieces becoming CMAC property, in which case property is subject to being discarded or donated.

Field Equipment: Reservations can be made up to a month in advance. Certified field camera operators who have active program proposals on file may make a maximum of four reservations per month. Field equipment may be checked out for up to 48 hours on most days and 72 hours on Fridays. If equipment is not returned on time, a fee of \$20 per day may apply. See staff for extended reservation requests.

Field camera equipment must be checked out and returned during CMAC's business hours. See our website or posting at the Media Center for current business hours.

CMAC field production equipment must stay within the Fresno/Clovis city limits unless the producer receives advance permission from the Facilities & Operations manager.

Field equipment pickup and return schedule:

Pickup	Return	Total Time
Monday	Wednesday	48hrs
Tuesday	Thursday	48hrs
Wednesday	Friday	48hrs
Thursday	Saturday	48hrs
Friday	Monday	72hrs
Saturday	Monday	48hrs

Editing Stations: Reservations can be made up to a month in advance and an approved program proposal is required. Editing stations can only be used for the creation of programming that will air on the CMAC access channels. Personal projects and general internet browsing is strictly prohibited. Members must sign-in prior to and sign-out upon completion of their scheduled reservation time. Members must provide their own hard drive to store their files. Any files stored on the internal hard drive of CMAC computers are at risk of being deleted. CMAC computers are cleaned out once a month before the regularly scheduled editing class.

Dubbing Station: Members with an approved project proposal can use the dubbing station 4 hours per week to transfer footage from one format to another. Reservations are required.

Equipment Use Policies:

- Canceling a reservation with less than 24-hour notice or no-show is considered a minor violation.

- Equipment and facility bookings may be given to other members if the producer or crew are over 30 minutes late and have not called to hold their reservation.
- Series producers who cancel their studio reservations three times in a one month period will lose their regular timeslot, and members producing specials will need to meet with the Production Coordinator to resubmit a program proposal.
- Producers may not trade or sell their reservations.

Liabilities for Equipment Use: It is the responsibility of the borrowing member to be sure that their equipment is in good working order upon pickup and return. When you check out the equipment you will sign a checklist stating that you agree that the equipment you are receiving is accounted for and in good working condition. At the time you check the equipment back in, you will be assessed the cost of any equipment that is missing or has been damaged. CMAC will assume responsibility for damage as a result of wear and tear, unless abuse or neglect is obvious (e.g., items are missing, the equipment has been lost, stolen or damaged while in your possession). Members are responsible for the cost of repair or replacement due to damage, misuse or theft. Failure to pay for lost or damaged equipment within 30 days of being notified may result in loss of privileges until the assessed payment has been made.

Responsibility of Borrowers: Borrowers agree to take full responsibility for equipment in their possession and must take every precaution to protect the equipment in their care:

- Never leave equipment or production materials unattended, even for a minute. Always keep the equipment with you or directly in your view. If you must leave it briefly in a parked vehicle, park the vehicle where you can see it and lock the doors. Never leave equipment visible through car or van windows; cover it up or put it in the trunk. Never leave equipment in a car overnight.
- Never allow anyone to operate, handle, or borrow equipment except certified CMAC members.
- Never attempt to operate equipment in locations or under conditions which appear unsafe or where equipment could be damaged (in the rain).

If Equipment is Stolen:

- Notify CMAC immediately.
- File a police report. Provide law officers with proof of forcible entry, details of physical assault, and any other related specifics.
- As soon as possible, give CMAC a brief written report containing all the relevant details including copies of the police reports.

Technical Problems: Should you experience any technical problems with CMAC equipment or facilities that are not caused by operator error and affect the outcome of your production, please notify a staff member.

CMAC FACILITIES

CMAC's facilities are for member use and must be cared for.

- Absolutely no food or drink is allowed in the studio or production control room at any time.
- Absolutely no alcoholic beverages are allowed within the facility at any time unless an exemption has been granted by the Executive Director.
- All food and drink must be kept a safe distance away from edit suites and computers.

- Food and non-alcoholic drinks are allowed in the meeting and classroom areas of the facility, but members and/or their guests are responsible for picking up after themselves. Any beverage that is spilled on flooring in the facility must be cleaned up at once and a staff member notified.
- Leftover food and half empty or empty beverage containers must be discarded in available trash receptacles. Food or beverage containers left within the facility will be discarded.
- Coffee and bottled water is provided for CMAC staff and Board Member use only. The water dispenser is available to all members at no cost. There is also a water fountain in the public hallway area next to the elevator.

HIRE CMAC FOR PRODUCTION

In order to generate operational revenue to maintain the media center, CMAC will engage in fee for service work with individuals, non-profits and governmental agencies. CMAC production services are available to all CMAC members and non-members who would like to hire the staff to produce their non-commercial programming. Fees include personnel costs. Requests should be made to the Facilities & Operations Manager.

ACCESS TO THE CHANNEL

Any individual who lives, works or goes to school in Fresno or Clovis may submit non-commercial programming for playback on the public channel. Proof of residency is required. Eligible persons can also sponsor a program produced outside Fresno or Clovis with the appropriate permissions. The sponsor must sign and submit a playback request form and assumes liability for the program's content.

Types of Programs:

SERIES: A collection of programs with the same title and general format, which are of a consistent length and a monthly, bi-weekly, or weekly frequency.

SPECIAL: A program that is not part of a regular series, such as a narrative film, documentary, special event, or one-time talk show. Specials are intended to be infrequent and are not to exceed the frequency of a regular series.

FILLER: A program that is less than 15 minutes. Filler will be scheduled in between regularly scheduled content as CMAC staff sees fit.

Policies for Specials:

- A special will air once with one scheduled repeat. Additional airings are at the discretion of CMAC based on availability.
- Producers may submit the same special for re-broadcast. CMAC will try to accommodate additional requests for air time based on availability.
- Specials should be up to two hours in length. Longer formats are more difficult to schedule and may not receive a repeat airing. The suggested length of a special is one hour.
- Specials should conform to the following lengths to make them easier to schedule: 25-29 minutes, 55-59 minutes, 85-89 minutes, or 115-119 minutes. While specials can be of any length, you may not receive your desired timeslot if it does not conform to the above.

Policies for Series:

- The series producer agrees to submit an episode in the series at least once a month.

- Regular series may be daily, weekly, bi-weekly or monthly. Producers should choose the frequency that matches their production capacity. A daily series must have newly produced content daily to qualify for such frequent scheduling.
- While we try to maintain consistency, a series may be rescheduled to accommodate better overall scheduling, according to thematic areas. No time slot is guaranteed to any continuing series.
- Programs with regular time slots must conform to the following lengths: 25-29 minutes, 55-59 minutes, 85-89 minutes, or 115-119 minutes. Series programs that run over these times may be cut off to accommodate scheduling continuity.

OBTAINING A SERIES TIME SLOT

Once you have an episode of your show completed, and a plan to continue producing at least one new episode monthly, you're ready to apply for a series time slot. Series slots are good for a period of 6 months at which point a renewal is necessary.

Renewing a Series: Series can be renewed by submitting a new playback application one month in advance.

Number of Series: In order to equitably share the finite channel space, a producer may have only two series in rotation at a time, but may submit specials for playback that are clearly different than their series in content, title and length.

GENERAL PROGRAMMING POLICIES

Required Paperwork: A playback request form is required for all programs: series episodes, specials and fillers. This form can be obtained at the front desk or on the CMAC website.

Submitting Your Show: Producers must turn in their new shows three business days in advance of their scheduled airtime. You can turn in shows to a staff member at our front desk during normal business hours, through the mail, or over the internet. Important: due to limited space, we cannot store more than five episodes of any show at any time. Please do not submit any master DVDs or files for playback—create copies for CMAC submission. CMAC will not be responsible for damage to and/or removal of any media submitted.

Broadcast Rights: CMAC reserves the right to unlimited non-exclusive broadcast of any programs submitted for playback, though a stop-date may be requested upon submission. Programs created wholly or in part using CMAC equipment or facilities must be aired once on a CMAC channel before it can be distributed elsewhere. Producers retain ownership of the programs they create.

CMAC Credit: All programs made at CMAC or using CMAC equipment (including edit computers) must credit CMAC at the beginning or end. For example, a title screen with the following words is appropriate: "This production was made possible in part by the Community Media Access Collaborative." Use of the CMAC logo is not allowed. This credit must appear on all versions of the video, no matter where it is shown or distributed.

Prescreening: CMAC does not prescreen the content of any submitted program, but may view portions of a show to ensure technical standards are met. We reserve the right to ask for proof of permission of any copyrighted material. The Producer or Resident Sponsor takes on all liability for the content that is produced.

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

- Offensive or highly objectionable 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 will violate any City, County, State, Federal laws.

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

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

Access for Political Candidates: Political Candidates are subject to the same rules as other users of the CMAC channels. Programs endorsing any particular candidate will not be played within 24 hours prior to the Election Day. Individual candidates may not use the on-air community bulletin board for campaigning purposes.

Commercial Content and Production: There may not be any commercial material, advertising, or promoting a lottery or gambling enterprise on CMAC’s access channels. Use of CMAC equipment for the production of commercial content will result in a major violation.

Fundraising On-Air: No fundraising is allowed which would result in financial gain for individuals or organizations, other than CMAC.

Advertising: Programs may not promote the for-profit sale of products or services, including pricing, or the promotion or endorsement of a trade or business. Programs may not discuss or show products or services made available by persons, corporations or institutions which have a commercial interest in the subject of the programs. Sponsors or underwriters of a particular program may not be a subject or focus of the program’s content.

Sponsorship or Underwriting: Underwriting support is meant to cover the costs of your production, and is not meant to be a source of revenue for yourself or your crew. Please consult the Executive Director if you wish to seek underwriting for your program. At any time, CMAC reserves the right to request financial documentation detailing your production costs and underwriting funds.

In exchange for their support, businesses or individuals may receive a text credit at the end of the program. Requests for new underwriters/supporters may appear only in the last two minutes of the show. The following can be included in an underwriting credit:

- Logo or Name of the underwriter in a credit roll or text card, maximum 15 seconds
- Voiceover acknowledging underwriters

Programs and underwriting credits may not include:

- Calls to action (e.g. “Call me!”, “Buy This!”) or comparative language (e.g. “The best mortgage rates in town.”) or use of the product or service in the spot (e.g. someone eating food from a restaurant sponsoring the show).
- Telephone numbers or email addresses of commercial companies.
- Company logos or images of the underwriter establishment or products.

Use this language in text credits to identify supporters:

“This program was made possible in part by _____.”

Adult Content: Adult content includes programming with excessively violent material, offensive language, excessive nudity, graphic depiction of medical procedures, or sexually explicit material and may only be aired from 12:00 am –

4:00 a.m. Programming with mature language or which is intended for mature audiences will be scheduled from 10:00 pm to 4:00 am. When filling out the Playback Request form, the Producer must inform staff that their show contains such Adult Content. The show must have the following displayed as a graphic and as a voiceover prior to the program beginning:

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

Preempting: CMAC 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 Facilities & Operations Manager.

Promoting Your Show: We encourage producers to promote their shows via social media tools and general outreach. Each series or special producer can submit an on-air promotion via the CMAC website. These promotions will be displayed on CMAC’s on-air bulletin board. CMAC’s logo is not available to use on your show or in your promotional materials except by request.

Acceptable Content Formats: CMAC only accepts digital file formats for program submission. Requirements for shows in each format are as follows:

Codec: MPEG-2
Resolution: 720x480
Pixel Aspect Ratio: 1.2
Frame Rate: 29.97
Bitrate: 6000 kbps or higher.

Codec: H.264
Resolution: 720x480
Pixel Aspect Ratio: 1.2
Frame Rate: 29.97
Bitrate: 6000 kbps or higher.

All file submissions should reference the program title in the file name.

GENERAL MEMBER RULES AND REGULATIONS

Loss of Privileges: To ensure that the equipment and facilities remain available and in good working order, the following rules have been established. Community producers or staff may report violations to the Facilities & Operations Manager or Executive Director. Upon verifying that a rule violation has occurred, the Executive Director will issue a written statement to the producer describing the rule violation and sanctions to be imposed.

Minor Violations

1. Canceling an equipment reservation with less than 24-hour notice.
2. Trading or selling equipment reservations.
3. Reserving or checking out equipment for another producer unless otherwise specified and approved by a staff member.
4. Changing the wiring/cabling of the editing room without specific authorization in advance by CMAC staff.

5. Failure to vacate production facilities by the end of the reservation time without authorized extension.
6. Late return of equipment (more than 30 minutes) without staff notification and approval.
7. Return of equipment in disarray and unkempt condition.
8. Operation of equipment or use of facilities in an incorrect, unsafe, or inappropriate manner, which might result in damage.
9. Improper packaging of equipment for transport.
10. Failure to clean up work area after using the facilities (including kitchen area).
11. Failure to submit a program produced with CMAC equipment and/or facilities for initial cablecast on a CMAC channel.
12. Soliciting, for any purpose, including asking for money, contributions or donations unless such activity has been approved by CMAC.
13. Video or audio recording, or photographing, of any individuals by producers, guests, or visitors on CMAC premises, including staff or members of the public, without prior consent.
14. Listing the private phone numbers or address of a subject on your program without consent.
15. Using CMAC's logo without expressed written permission from CMAC management.
16. Possession of food or drinks in the areas of CMAC with production equipment, with the exception of capped water bottles stored on the floor, or water for guests.
17. No smoking inside of the building.
18. Behaving in a disrespectful manner while at CMAC or while participating in a CMAC event.
19. Failure to maintain current file and contact information up-to-date, or failure to respond to important correspondence from staff.

Violations remain on record for twelve months. A minor violation will result in the following series of actions within a one-year period:

- Verbal warning for the 1st minor violation
- Written warning for the 2nd minor violation
- 30-Day suspension from the equipment and facilities for the 3rd
- 90-Day suspension from the equipment and facilities for the 4th
- Permanent suspension from the equipment and facilities for the 5th

Major Violations: Major violations can result in an immediate, permanent suspension of user-ship. These include (but are not limited to):

1. Using CMAC equipment for the purpose of making a profit, including charging guests or covering events for profit or commercial purposes.

2. Use of equipment and facilities for any purpose not related to the production of programs for telecast on CMAC managed channels.
3. A community producer representing him / herself as staff.
4. Attempted equipment maintenance or disassembly.
5. Changing the wiring/cablings of the studio without specific authorization in advance by CMAC staff.
6. Removal of equipment from the equipment storage area without proper checkout procedures and/or without signing a checkout contract.
7. Checking out equipment for use by a non-certified producer, or for a producer on suspension.
8. Return of equipment in damaged or unworkable condition, or failure to return equipment through intent, negligence, loss, or theft.
9. Abuse or vandalism of CMAC equipment and facilities.
10. Appearing nude or semi-nude in the CMAC Facility.
11. Behaving in a violent, disruptive or threatening manner or repeatedly behaving in a disrespectful manner to CMAC staff, volunteers or other producers/members.
12. Using or possessing alcohol or controlled substances at CMAC.
13. Possession, use, or sale of illegal drugs, weapons or contraband.
14. Breach of the compliance agreement, checkout form or playback request form.
15. Falsifying your physical address.
16. Repeated minor violations.

Appeals Process: CMAC members may appeal their violation to the Board of Directors Executive 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: CMAC reserves the right to refuse access to its facilities and equipment to anyone who:

- Appears to be under the influence of alcohol or illegal drugs
- Owes any money to CMAC for damaged, lost or stolen equipment
- Appears to be noticeably ill and may endanger the health and well-being of staff and other members
- Behaves in a fashion that is detrimental to other facility users, and/or staff.
- Has intentionally violated policies and procedures
- Has deliberately presented false or misleading information to staff

AMENDMENTS TO THE MEMBER'S GUIDE

The CMAC Member's Guide may be amended at any meeting of the Board of Directors where a quorum is present.