



MEMBER HANDBOOK

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ABOUT US

WELCOME

Community Media Access Collaborative (CMAC) is a 501(c)(3) non-profit organization created to help citizens, schools, non-profits, public agencies and others better connect with our community through the use of media.

Our mission is to empower community voices by promoting media literacy, civic engagement, cultural understanding, and creative expression.

MEDIA CENTER GENERAL INFORMATION

Hours of Operation

MONDAY	CLOSED
TUESDAY	12 p.m. - 8 p.m.
WEDNESDAY	12 p.m. - 8 p.m.
THURSDAY	12 p.m. - 8 p.m.
FRIDAY	12 p.m. - 6 p.m.
SATURDAY	10 a.m. - 6 p.m.
SUNDAY	CLOSED

Location

CMAC is located in the historic Fresno Bee building located in downtown Fresno.

[1555 Van Ness Ave Suite 201, Fresno, CA, 93727](#)

Parking

Free parking is available in the northwest corner lot in the designated “CMAC Parking Only” spots. The main entrance is on the Van Ness side of the building and up the right-hand stairwell. If alternative access is needed, ramps on the south side of the building lead to double glass doors with ADA access. Press the callbox at the doors to reach a staff member, and they will come down to let you in.

NOTE: CMAC is a reservation-based facility. Please contact us and/or fill out appropriate forms at least two business days ahead of your visit for the most efficient service.

OUR SERVICES

CMAC can be described by highlighting three service offerings for the community.

- 1) Cable channel space
- 2) Membership
- 3) Workshops

1. PROVIDING CABLE CHANNEL SPACE AND ONLINE VIEWING OPTIONS

CMAC maintains the schedules for three dedicated cable channels, live streams, and on-demand video platforms.

	CMAC 1 Public	CMAC 2 Education	CMAC 3 Government
Xfinity	93	94	96
AT&T U-verse	99		
Streaming Platforms	Apple TV , Roku , Amazon Fire TV		
Mobile Apps	CMAC (iOS , Android)		

Content Submission

You can submit non-commercial video content by filling out our playback form [here](#)! CMAC membership is not required to submit content. Some restrictions apply. Only content produced in the following counties is accepted: Fresno, Madera, Kings, Tulare, and Mariposa. Commercial content will not be accepted. Contact the Media & Distribution Coordinator for more information.

2. CMAC MEMBERSHIP

How it Works

- Step 1 Sign up for a CMAC membership.
- Step 2 Attend workshops to learn the ins and outs of video production. If a workshop time does not align with a member's schedule, they may set up a consultation to receive an shortened version of the workshop. Members are not required to attend workshops but are strongly encouraged to do so.
- Step 3 Submit a Production Proposal with information about your video project. Upon approval, members may reserve facilities and equipment for their approved production. Please note that all production proposals are required to include a video component, and may take up to a week to process. Members may schedule a consultation with CMAC staff if further support is needed.
- Step 4 Share content. Complete a Playback form for scheduling your video on CMAC cable channels and streaming apps. Content will be accessible on the CMAC website, and viewable on the cable channels and streaming platforms for on-demand viewing.

Minors

CMAC Parents/guardians of minors must complete a waiver form in order to grant their child/teen the ability to become a CMAC member and utilize the facilities unsupervised. Please contact us at info@cmac.tv in order to have a waiver sent electronically to be filled out. Note: The level of instruction for workshops and provided materials are best suited for young adult learning (18+) and above. However, CMAC staff is available for consultations with interested youth in order to provide the necessary information on how to best utilize a CMAC membership. We encourage families to join and create together as well!

3. WORKSHOPS AT CMAC

Types of workshops

CMAC offers an array of workshops relating to media production.

- Free Workshops/Events
 - These are free and open to the public; no membership is required.
- Regular Workshops
 - Members have access to register for free, and non-members can register for a \$10 fee per session. Click [here](#) to see upcoming workshop offerings. Fees are subject to change.

Workshop Refund Policy

- A partial refund may be issued up to 1 day before the scheduled workshop.
- No refund will be issued within 24 hours of any scheduled workshop.

For Hire

CMAC can be hired to conduct specialty training catered to your specific needs. For more information, you can reach out to our Community Media Manager.

POLICIES FOR EQUIPMENT RESERVATIONS AND FACILITIES

CMAC must adhere to strict reservation policies due to the demand for shared production equipment and recording spaces. CMAC follows a first come, first served model for all equipment and facility reservations. To ensure everyone has an opportunity to utilize these resources, we **require** all member producers to comply with the following reservation policies.

All members must submit a Production Proposal form and have it approved by a CMAC Education Specialist before they are able to make any reservations. At least one (1) meeting with a CMAC Education Specialist is required in order to discuss the production logistics prior to approval. Once the production is approved, the production will be added to the CMAC Checkout system, where members may make reservations for equipment and facilities in order to **complete the approved production only**. Additional productions will not be approved until one is completed and submitted for playback on CMAC's channels and streaming services.

Reservations for equipment and facilities must be made at least three (3) business days in advance and can be made up to three (3) weeks in advance. We cannot guarantee the desired equipment and space will be available sooner than three (3) business days from the day of the reservation request. Staff reserves the right to cancel or move reservations as necessary.

Under no circumstance can members use equipment and/or facilities for unapproved productions, including, but not limited to weddings, birthday parties, commercial content, etc. If you would like to use CMAC equipment for commercial or personal productions, please reach out to the Operations Manager for information on rental rates.

STUDIO

In order for members to reserve the CMAC studio, a special in-person consultation meeting must occur as well as a tech rehearsal separate from your recording day. This includes, but not limited to, discussing with an Education Specialist the unique aspects of the CMAC studio and how it pertains to the needs of the member production. The Education Specialist must be notified about any special requirements and circumstances of the production, such as the amount of people that will be present for the production as well as the type of production that the member plans to have (e.g. music video shoot, talk show, performance show etc.) Members will not be permitted to reserve the CMAC studio on the CMAC Checkout system or otherwise until this in-person meeting and tech rehearsal has occurred.

PODCAST STUDIO, EXPRESS STUDIO

A producer may not reserve or use the recording spaces for more than four (4) hours per day and/or two (2) consecutive Saturdays and/or two (2) consecutive business days. These policies also apply to producers who hire CMAC to produce their productions in these spaces.

SET STORAGE/ITEMS LEFT IN THE BUILDING

CMAC has limited space for set storage. Failure to remove set pieces from storage within thirty (30) days of receiving notice of removal will result in set pieces becoming CMAC property, in which case the property will be subject to being discarded or donated.

If any personal items are left behind, an effort will be made to find the individual that the item(s) belong to. If items are not claimed after (30) days, the items are subject to be discarded or donated.

FIELD EQUIPMENT

Members can place a reservation for field equipment up to a month in advance. Equipment must be returned a week from the date of checkout at a specified time. Up to one (1) additional week extension may be granted. Any additional extension requests cannot be made until a member speaks to a CMAC staff person about the status of their production.

Macbook Laptops

Laptops are intended to be used only for contributing to the completion of an approved production. Laptops can only be reserved and used by members who have completed at least one (1) production with CMAC resources and submitted it for sharing on the CMAC public channel. Like the editing stations at CMAC, personal productions and general use are prohibited and should only be used for working on a CMAC production. Only one (1) laptop reservation extension is granted per reservation. Any additional extension requests cannot be made until a member speaks to a CMAC staff person about the status of their production.

SD Cards

Members may use CMAC Facility SD cards to record in the studio spaces within the facility. CMAC Facility SD cards used in these spaces must be returned to the Front Desk upon completion of the recording session.

Members may also check out CMAC SD cards which must be returned one (1) week later. The footage captured on the CMAC SD card(s) will be deleted soon after its return, so it is highly recommended that members offload the footage to their own hard drive OR offload the footage to the "Parking Lot" drive at the Front Desk. A Community Media Assistant will help with the transferring of data to the Parking Lot drive.

Failure to Show for Facility/Equipment Reservations

If a member makes a facility or equipment reservation and fails to show at the time of the reservation with no prior notice to CMAC staff, restrictions may be placed on their ability to make further reservations. By not showing up for a reservation, members effectively limit the ability for others to use the space or equipment due to taking up the reservation time or gear. Please notify CMAC staff as soon as possible if you will be unable to fulfill any reservations.

Restrictions include the following:

- A first no-show with no notification will result in the first reservation policy violation note on the member profile. A policy reminder will be given and no restrictions will be implemented.
- A second no-show with no notification will result in a second reservation policy violation note on the member profile, with a restriction of not being able to reserve for a period of 2 weeks. Any further reservations will be canceled.
- A third no-show with no notification results in a third reservation policy violation note on the member profile, with a restriction of not being able to reserve for a month out.
- A fourth no-show and no notification results in a 4th reservation policy violation note in a 6 month restriction for not being able to book gear and facilities.

Late Fee

A late fee of \$20 a day (up to \$100) will be implemented if the equipment is past due after three (3) business days and if there is no communication from the member with the equipment. A phone call and email will be sent out to the member as a final notice before the late fee is implemented.

EDITING STATIONS

Editing stations may be reserved and used for up to four (4) hours at a time. The edit stations are only to be used for creating programming that will be shared on the CMAC channels and streaming platforms. Personal productions and general internet browsing not relating to an approved production is prohibited.

HARD DRIVES

Members are encouraged to use their own hard drives to store their files. Any files stored on the internal hard drives of CMAC computers are at risk of being deleted at any given time.

“Parking Lot” drive

If members do not have data storage options, they have the option for CMAC staff to offload their footage to the Parking Lot drive upon turning in a CMAC SD card located at the front desk. Please account for the time it takes to transfer data when making reservations to edit the footage at the CMAC facilities.

*Note: The Parking Lot drive is not meant to be a long-term storage solution. Members’ data will be deleted after ninety (90) days from the time of the first offload and will be notified accordingly leading up to the 90-day mark. CMAC cannot guarantee that there will be adequate space on the Parking Lot drive to accommodate your data at any given time. CMAC is not liable for any lost data or corrupt data on the Parking Lot Drive. We strongly recommend investing in your own hard drive. Please ask a staff person if you would like some recommendations on types of storage to buy.

External Drives

Members may use a CMAC external Solid State Drive (SSD) within the CMAC facilities if they do not have a personal drive to edit from. To prepare the footage for editing, CMAC staff will transfer the footage from the Parking Lot

drive to the SSD so that a member may take the SSD to use with a computer on-site to edit from it. Upon completing an edit session at CMAC, the SSD must be returned to the Front Desk, where a staff person will offload all the data used for the video production back to the Parking Lot Drive.

* Note: Members may edit at home with a CMAC Macbook by arranging a staff person to offload their data onto the laptop storage via the desktop. Laptops have limited space, so please account for how much data you are using with your production and utilize storage accordingly. Please notify a Community Media Assistant if this is something you would like to do.

RESPONSIBILITY OF BORROWERS

Responsibility

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

Unattended Equipment

- Never leave equipment or production materials unattended for any period of time. 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.

Handling equipment

- Never allow anyone to operate, handle, or borrow equipment except certified CMAC members.

Environmental Precautions

- Safety: Never operate equipment in locations that appear unsafe for you and your crew.
- Climate: Please take precautions in extreme weather conditions (e.g. extreme heat, rain, etc.)

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.

VIOLATIONS AND APPEALS

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 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

- Canceling reservations with less than 24-hour notice.
- Trading or selling equipment reservations.
- Reserving or checking out equipment for another producer unless otherwise specified and approved by a staff member.
- Changing the wiring/cabling of any area without specific authorization in advance by CMAC staff.
- Failure to vacate production facilities by the end of the reservation time without authorized extension.
- Late return of equipment (more than an hour) without staff notification and approval.
- Return of equipment in disarray and unkempt condition.
- Operation of equipment or use of facilities in an incorrect, unsafe, or inappropriate manner, which might result in damage.
- Improper packaging of equipment for transport.
- Failure to clean up the work area after using the facilities (including kitchen area).
- Failure to submit a program produced with CMAC equipment and/or facilities for initial sharing on a CMAC channel.

- Soliciting, for any purpose, including asking for money, contributions, or donations unless such activity has been approved by CMAC.
- Video or audio recording, or photography, of any individuals by producers, guests, or visitors on CMAC premises, including staff or members of the public, without prior consent.
- Listing the private phone numbers or addresses of a subject on your program without consent.
- Using CMAC's logo without expressed written permission from CMAC management.
- 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.
- No smoking inside of the building.
- Behaving in a disrespectful manner while at CMAC or while participating in a CMAC event.
- Failure to maintain current file and contact information up-to-date, or failure to respond to important correspondence from staff.

*Note: Violations remain on record for twelve months. Minor violations 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 membership. These include, but are not limited to:

- Using CMAC equipment for the purpose of making a profit, including charging guests or covering events for profit or commercial purposes.
- Use of equipment and facilities for any purpose not related to the production of programs for sharing on CMAC managed channels.
- A community producer representing him / herself as staff.
- Attempted equipment maintenance or disassembly.
- Changing the wiring/cabling of the studio without specific authorization in advance by CMAC staff.
- Removal of equipment from the equipment storage area without proper checkout procedures.
- Checking out equipment for use by a non-certified producer, or for a producer on suspension.
- Return of equipment in damaged or unworkable condition, or failure to return equipment through intent, negligence, loss, or theft.
- Abuse or vandalism of CMAC equipment and facilities.
- Appearing nude or semi-nude in the CMAC Facility.
- Behaving in a violent, disruptive or threatening manner or repeatedly behaving in a disrespectful manner to CMAC staff, volunteers or other producers/members.
- Using or possessing alcohol or controlled substances at CMAC.
- Possession, use, or sale of illegal drugs, weapons or contraband.
- Breach of the handbook agreement, checkout form or playback request form.
- Falsifying your physical address.
- 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 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.
- Is disrespectful towards members, guests or staff members.