

Appendix H. (PSA) - WAYCAM POLITICAL PROGRAMMING AND PUBLIC SERVICE ANNOUNCEMENTS– Policy Agreement Form

Whereas the FCC’s (Federal Communications Commission) political cablecasting policies and rules apply only to commercial cable operators that originate programming, and therefore do not apply to PEG channels like WayCAM; therefore, the Board of Directors of WayCAM has adopted the following rules to apply to political programming and public service announcements on its channel.

Rules of Fairness Must be Followed by All Legally Qualified Wayland Candidates And All Registered Wayland Political Action and Public Issue Groups.

Only Legally Qualified Wayland Candidates Shall be offered equal cablecast time.

Only Wayland Political Action Groups and Public Issue Groups may use WayCAM for cablecasting political information.

Political programming and PSA policy:

1. For programs originated in the WayCAM studio or with WayCAM equipment, all legally qualified Wayland candidates shall be offered equal broadcast time, which offer may or may not be accepted. For programs originated outside the WayCAM studio and without WayCAM equipment, there is no equal time requirement.
2. Only programs and PSAs of Wayland political action groups and public issue groups may be broadcast on WayCAM and only if they are produced in the WayCAM studio or with WayCAM equipment and there is equal time offered for broadcast by those with alternate point(s) of view.
3. Presentations may be run during the 30 days preceding the political event.

FCC Personal Attack and Political Editorial Rules Must Be Followed By All Those Who Utilize WayCAM’s Cablecasting Access To The Public.

1. FCC personal attack and political editorial rules must be followed by all those who utilize WayCAM’s cablecasting access to the public. If, during a WayCAM originated cablecast, an attack is made on the “honesty, character, integrity, or like personal qualities of an identified person or group,” WayCAM shall notify that person or group within one week and offer an opportunity to respond. A script, tape or summary of the attack shall be provided by WayCAM. This requirement does not apply to attacks made during newscasts, news interviews, or on the spot coverage of news events, although access for reply shall be granted if requested by the ‘attacked’ person or group, when time is reasonably available in the judgment of the WayCAM Board.
2. For cablecast or taped political programs, especially programs where Candidates are presenting their positions, only legally qualified Wayland Candidates shall be included and only after they have read, signed an acknowledgement of, and agreed to abide by, WayCAM’s policies as stated herein.

ACCEPTANCE OF WayCAM Political Programming and Public Service Announcement Policy

I have read, acknowledge and agree to abide by the terms and conditions above.

Signed: _____ Date: _____

Printed Name: _____

[] Candidate for [] Spokesperson for: _____

Phone: () _____ Email: _____

Home Address: _____

WayCAM : 268 Old Connecticut Path, Wayland, MA 01778 – T: 508-358-5006
Jim Mullane, Executive Director - jim@waycam.tv – www.waycam.tv

New Section H.1.a:

Commercial Programming or material is strictly prohibited on the public access channels. Programs may not contain solicitation, advertising, bartering or promotion of commercial products, services or transactions. Programs may not contain commercial telephone numbers or websites anywhere within the program except as noted below under **Section I “Program Credit for Underwriting and Grants,”** nor may programs or material contain information about purchasing any product or service. Please refer to **Appendix N** for additional details.

Guidelines for Producing Non-Commercial Programming

Definition of “Commercial”: Related to or used in the buying and selling of goods and services; concerned with earning money.

The following guidance is provided to assist Community Producers in the development of program content that complies with WayCAM’s prohibition of commercial programming or material.

- (a) A Community Producer may create an educational program, such as a “how to” program that features a business. Examples include “This Old House,” “How to Bake a Cake,” or “Creating A Vegetable Garden.” These programs must not promote a product or service, nor include details such as a business’ address, telephone number, accepted payment methods, hours of operation, products or services and quality of service.
- (b) Prices for commercial goods, services or events may never be given. The goal of any message should be to inform, not promote. Phone numbers, street addresses, Web sites and email addresses may be given only for non-commercial and/or non-profit organizations and individuals.
- (c) There can be no commercial endorsement or commercial sponsorship of any business, enterprise, product, services, event or individual created with WayCAM equipment in WayCAM’s facility or created for cablecasting on a WayCAM channel.
- (d) Interviews including commercial promotion of a business, including identification of a business website promoting the sale of products or services, inappropriate zooming in on shots of the business’ signage or logo and interview material promoting the business’ products and/or services, are prohibited. Interviews are considered commercial if they promote a business’ product or service, including discussion of the business’ address, telephone number, accepted payment methods, hours of operation, menu and quality of service.
- (e) WayCAM will exercise good faith judgment in determining whether a program must be prohibited as commercial. WayCAM reserves the right to take action to prevent violations of this rule and to seek remedies. A repeat violator of the rule against commercial programming will be subject to a loss of privileges.
- (f) Acknowledgements of sponsors are governed under Section I of these Rules and Operating Procedures.