

PUBLIC ACCESS MISSION STATEMENT

To provide a venue, resources and opportunities for residents to utilize the medium of television to independently produce their own non-commercial, non-profit message in the most cost-effective manner.

PUBLIC ACCESS DEFINITION

Non-commercial, non-profit programming produced by groups or individuals without censorship or editorial override by the government, SWOCC or cable operator. Since Public access is a privilege afforded by the cities, efforts will be made to accommodate resident requests under the following circumstances: facility, staff and equipment available without increased costs or overtime.

PUBLIC ACCESS – STATEMENT OF PURPOSE

SWOCC does not designate specific funding to public access, but makes resources available through shared funding with Government Access.

CHANNEL ALLOCATION – SWOCC will require the cable operator(s) to provide an access channel (for public/community programming) as part of its franchise obligation. This channel will cablecast only those programs submitted by a resident with a completed application for cablecast as required under Southwestern Oakland Cable Commission policies for public access.

CHANNEL PLAYBACK - SWOCC staff will operate and administer the public/community access channel for Public Access and community programs.

PROGRAMMING – SWOCC will accept programming for cablecast from residents (that is not produced by them), and provide information on available programming for playback use/request.

CHARACTER GENERATOR – SWOCC will provide a designated amount of time on the public/community access channel for non-commercial, non-profit character-generated messages and assist residents in the preparation of information.

VIDEO ACCESS CENTER – SWOCC will provide a state-of-the-art video production facility and certain equipment and accessories for public use, open to those who receive training and certification. This includes studios and some equipment which are also used for Government Access.

EQUIPMENT MAINTENANCE AND REPAIR – SWOCC will provide equipment and facility maintenance and repair for that which is owned by SWOCC.

TRAINING – SWOCC staff will teach video production techniques to residents and provide technical advice for public access productions.

VOLUNTEER MANAGEMENT – SWOCC will maintain a list of qualified volunteers who can assist public access users with productions.

PROMOTION/OUTREACH – SWOCC will promote the use, benefits and viewership of the access channel(s) and public access facilities to subscribers, the public, access users, community groups, local government and educational institutions.