

Operational Note, D:

FURTHER GUIDANCE ON PROHIBITION OF 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.