

# **PRODUCERS GUILD OF AMERICA POLICY MANUAL v.1.2**

## **ABOUT THIS MANUAL**

This manual provides an overview of the policies of the Producers Guild of America as they apply to volunteer/committee work, logo usage, the Producers Mark, event planning and budgeting, and a variety of other important areas.

While it is intended to be as comprehensive as possible, this document should be considered “in progress.” Over the course of the Guild’s work, circumstances will arise that are not covered by the policies listed herein; this manual will be expanded and amended to account for them as required. Questions about particular policies or their implementation should be referred to the Communications Department.

Business Cards	2	Initiatives	10
Charitable Giving	2	Logo	11
Code of Conduct	2	Personnel	12
Committees	3	The Producers Mark	12
Reporting	3	Public Statements	13
Committee Budgets	4	Political Issues	13
Email Addresses	4	Social Media	14
Events	5	Volunteers	14
Planning and Scheduling	5	Website	15
Accounting	6	Weekly Newsletter	15
Invitations/RSVP/Attendance	7		
Publicity	7	APPENDIX	
Materials	9	Committee Council Jurisdictions	
Insurance	9		
A/V Recording	9		

## **BUSINESS CARDS**

Business cards featuring the PGA logo are only authorized for Producers Guild staff and (for the duration of their terms) Guild Presidents.

Some members may take on volunteer roles that would benefit from business cards representing their PGA affiliation (e.g., country representatives of the International Committee, who serve as our “ambassadors” abroad). In such cases, and only when authorized by The National Executive Director/Associate National Executive Director, PGA member-volunteers may receive business cards that include the PGA logo. The design of such cards must be distinct from the cards issued to staff, and any designs proposed by member-volunteers must be approved by the Supervisor of Communications. Cards issued to member-volunteers must reference the committee (or sub-group) with which the member is affiliated, and must not suggest or imply that the member-volunteer is a part of the PGA staff.

The Producers Guild will assume the cost of printing cards, but will not assume the costs for any outside design work undertaken or commissioned by a member-volunteer.

Member business cards are free to indicate PGA membership and positions held within the Guild. (e.g., “member, Producers Guild of America”; “Producers Guild Member since 2008”; “Co-Chair, PGA Employment Committee” etc.) Such cards must not include the PGA logo nor the Producers Mark, and must not suggest or imply that the member is part of the PGA staff.

## **CHARITABLE GIVING**

While the Producers Guild supports charitable giving by its members and encourages service on behalf of charitable organizations, the Guild is not able to respond to any solicitations by members on behalf of charitable organizations they support. While the Guild shares the values of many such organizations, it cannot be placed in the position of favoring one member’s charity over another’s. Consequently, all such solicitations will be graciously declined.

## **CODE OF CONDUCT**

PGA members are expected to adhere to the following code of conduct. By accepting your PGA membership, you are agreeing to:

- Allow PGA staff to contact you to keep you informed about Guild activities and initiatives.

- Treat with courtesy and behave in an appropriate manner towards all Guild members and their guests, Guild staff and all associated personnel on Guild premises, including events held elsewhere by the PGA or on the PGA's behalf.
- Be responsible for the behavior of any guest(s) on PGA premises and at any screening or event held elsewhere by the Guild or on the Guild's behalf.
- Refrain from soliciting guest speakers, including participants in Q&A sessions, to accept scripts or any other business materials, and from requesting autographs or photographs.
- Respect the rules of film companies, broadcasters and venues (and their representatives) who host Guild screenings, Q&A sessions and other PGA events.
- Pay membership dues in a timely fashion.
- Recognize that no member may speak for the Guild or make commitments on its behalf without the authority of the Board or the President(s).
- Have your name maintained on the Guild's online membership roster. While the inclusion of contact information is optional, your name must appear on the roster, which is searchable by your fellow members but not by the public at large.
- Support the Guild's declared educational aims and objectives by sharing expertise with other members and the public and (where appropriate) contributing to learning activities and mentoring initiatives.

## **COMMITTEES**

Each standing committee of the Producers Guild is responsible for implementing specific programming or policies for the benefit of the membership of the PGA.

It is the duty of the Chair (and any selected Co-Chairs) to lead, facilitate and oversee the events and conduct of the committee. Chairs and Co-Chairs must be members in good standing. The Presidents may appoint or re-appoint committee Chairs (in consultation, if necessary, with the appropriate regional officers) at their discretion at the start of the Guild's administrative year in June, and the Presidents or Board may remove a Committee Chair at any time for cause.

Each Committee Chair has the power to select their committee Co-Chair(s) (again, members in good standing) if desired. To encourage intra-Guild unity, it is recommended (though not required) that Committee Co-Chairs be members of a different Council than the Chair.

## *REPORTING*

Each Committee Chair should provide two types of reports on their committee's work:

Following each Committee meeting, the Chair (or a duly designated committee member) should draft and post a brief report on the specific issues and plans discussed at the meeting. This brief report should be posted on the committee's page on Producersguild.org.

On at least a quarterly basis, the Chair should submit a brief report to the appropriate Council Board of Delegates\* or, upon invitation, to the National Board of Directors. This report should primarily concern progress towards the overall goals and major initiatives of the committee. The schedule for Board Meetings can be found on the PGA Calendar on producersguild.org. If you have questions regarding the online committee pages and their use, please refer them to the Member Services Department.

Failure to meet these reporting goals will be taken under consideration by the President(s) in determining annual Committee Chair appointments.

## *COMMITTEE BUDGETS*

Budgets are derived from membership dues. Therefore, all spending must be transparent and conservative. Committees should strive to present events at no or low cost to the Guild. All event expenses should be reflected in the committee's annual budget request.

All committees are responsible for submitting an annual budget for their anticipated programming by May 15th of each year. Budgets should be submitted to Council Chairs, or in the case of regionally-based committees, to the region's Director and Financial Officer. The budgets submitted will be considered by the PGA Finance Committee to determine an allocation. Once a budget is allocated, it is the responsibility of the Committee Chairs to program within their given budget.

Committees are provided with operating budgets at the start of the Guild's fiscal year. Such funds are authorized only towards the specific events, initiatives and expenses indicated in the committee's annual budget request. Any anticipated overage of 10% or greater from a given approved line items requires the prior approval of the Guild's National Executive Director or Associate National Executive Director; committee budgets do not function as "slush funds" for discretionary spending. Only the Finance Committee may approve significant mid-year

---

\* See Appendix A for appropriate Council Boards of Delegates for reporting purposes.

increases to a committee's annual budget. Unspent funds in committee budgets do not "roll over" to remain available in subsequent years.

## **EMAIL ADDRESSES**

Producersguild.org is the online domain of the PGA. All official email correspondence to and from the Guild should either be sent from or received by an email account that includes the @producersguild.org domain. Councils, Regions and Committees are *not* authorized to set up or administer their own domains (e.g., pga-chicago.org).

Furthermore, personalized @producersguild.org addresses (e.g. [chris@producersguild.org](mailto:chris@producersguild.org), [vance@producersguild.org](mailto:vance@producersguild.org)) are issued only to PGA staff. Guild Presidents may request a producersguild.org email address, to remain active for the duration of their term. Otherwise, email addresses created to conduct PGA business (e.g., an rsvp reply account) must be non-personalized. Only the Member Services and Communications Departments are authorized to approve new @producersguild.org email addresses.

## **EVENTS**

Events are created and produced by many different committees and councils, or even by the Guild itself. Following, please find required procedures for proposing and administering PGA events.

- *PLANNING AND SCHEDULING*

A proposal detailing the nature of a planned event should be submitted by the committee Chair to the Member Services Department, at least one (1) month in advance of projected date. The Member Services Department can provide proposal templates. Typically, approval of events will take place within a week of submission, though the approval period may be longer for events with significant budget expenditures, particularly if such expenditures would result in the Committee exceeding its annual budget.

Though a committee (Co-)Chair must submit event proposals, s/he may designate a committee member at large as the Event Organizer. Communication responses will be sent to the Event Organizer and Committee Chairs. If desired, the Chair or Event Organizer may select a task force to assist in the planning and execution of the event.

Event costs should be provided for, in significant part, by the committee's annual budget allocation. If committees anticipate expenditures beyond the funds allotted, such overages may be covered by sponsorships or other outside revenues. (Before approaching a potential sponsor,

the Chair or Event Organizer must consult with Sponsorship Specialist Diane Salerno to ensure the committee is not soliciting a sponsor which has already been approached.)

Final event dates must be pre-approved and confirmed by the Member Services Department. Event dates should take into account holidays, award season, other PGA events and other producing-related events in the area on or around that date.

Over the final months of the calendar year, priority is given to the awards season screenings. Please make efforts to schedule all or most events during January - October. Additionally, the Guild discourages scheduling events the week before PBC, PBNY, and the Producers Guild Awards, unless the proposed event is related to the upcoming major event.

If a proposed event resembles a different event already on the schedule, it is in the best interests of the Guild to be efficient with its resources and administer the event as a joint venture between two or more committees. Please consult the online PGA Calendar at [Producersguild.org](http://Producersguild.org) or speak with the Member Services Department to review already-scheduled forthcoming events.

Requests for volunteers outside the committee membership should be filled out by the committee chair or event organizer and submitted to the Member Services Department at least two (2) weeks prior to the event.

- *ACCOUNTING*

Committee Chairs wishing to utilize an online registration payment system must contact the Member Services Department at least two (2) weeks prior to an event.

Any request for petty cash must be submitted in writing/email at least one week prior to planned disbursement. Forms can be obtained through the PGA office and should be submitted with any relevant documentation (e.g., contracts, W-9 requests, etc.) to the Operations Department. All petty cash requests must be signed by a committee Chair. Receipts from petty cash must be reflected in the event budget.

In addition, Committee Chairs must notify the Operations Department in order to obtain approval for any unanticipated cost overages in excess of \$100. Requests for additional event funds should be submitted in writing/email with the amount needed and reason for overage.

Once provided to the Chair or Event Organizer, the cash box/change and credit card reader become the personal responsibility of those members, with committee Chairs ultimately responsible for oversight.

All receipts and remaining monies (along with itemized expenditures) must be returned to the Operations Department no later than one (1) week after the conclusion of the event.

If the event requires purchasing of an asset (no matter the size or value), a log of items purchased should be submitted to the Operations Department. This log should include the event name and date, description of item, value, and plan for storage. Items donated and left over after the event should be logged in similar fashion.

The Producers Guild of America Foundation (which oversees the Produced By Conferences, the Debra Hill Fellowship, the Weekend Shorts challenge and the PGA Mentoring Program, among other member initiatives) is a 501c(3) charitable organization. Contributions to events run through the Foundation are tax-deductible.

However, the Producers Guild of America itself is NOT a charitable organization and therefore cannot offer tax write-offs for any vendors offering donations to events it oversees. Exchange of goods/services for on site or advertising promotion must be approved in advance by the Operations Department. If you are uncertain whether an event qualifies to be run through the PGA Foundation, please contact the Department of Legal Affairs.

- *INVITATIONS/RSVP/ATTENDANCE*

PGA events are intended first and foremost for PGA members (and their guests, if applicable). If the PGA is the sole sponsor of the event, the event should be promoted exclusively to PGA members via email lists generated by the staff from the Guild's member database. If the PGA is a co-sponsor of an event, the Guild will promote the event to its members, while any partner sponsors will handle promotion to their constituencies.

Mass emails inviting recipients to attend an event must be handled by the PGA office, or by the appropriate regional or chapter office. Individual committee members (including Chairs and event organizers) may not send mass invitation emails. Committee chairs and Event Organizers may personally extend invitations to selected non-members to events. Such invitations should be extended sparingly and individually.

RSVPs must be collected by the PGA office, or by the appropriate regional office or chapter, if applicable.

The appropriate PGA staff member (or chapter/regional officer) will track and report RSVPs on a weekly basis to the committee Chair(s)/Event Organizer. On the day of the event, a master RSVP list will be provided to the Chair or Event Organizer.

If 70% of anticipated attendees have not RSVP'd at least 7 days prior to the event, the event may be cancelled at the discretion of the Presidents or the National Executive Director/Associate National Executive Director, or in the case of a region-specific event, by the region's Chair/Vice President.

- *PUBLICITY*

The Producers Guild provides exposure for events in the Guild's weekly newsletter *The Week* and via its stand-alone email blasts, as well as via printed promotional materials and fliers.

The inclusion of an event in *The Week* or via an email blast (and any related specifics) are determined at the discretion of the Member Services Department. Due to member requests, we try to limit the number of stand-alone email blasts sent by the Guild to its membership. (See [Weekly Newsletter](#) section for more information.)

The submission deadline for inclusion in *The Week* is Wednesday at 10:00am. Email blast content and printed material should be sent to the Member Services Department no later than 48 hours in advance of anticipated delivery/distribution date.

All advertising/promotion should include the following information: Event title, up to 200-word description, date, time, location, RSVP information and ticket cost (including where and how to purchase tickets, if applicable), specific parking information and a map, if available. This information should be submitted by a Chair or Event Organizer.

All graphics, including map, must be in .jpg format. Newsletter blurbs must be submitted as Word documents or as text only. Email blasts may contain graphics.

In both publicity materials and invitations, events should be listed as "presented by" the relevant committee, council, chapter or regional office. Individual members should not be credited as the presenters or producers of an event. (Exception: In accordance with precedent, Producers Guild Awards Chairs may be credited as "Produced by".) Chairs, event organizers and volunteers may be verbally acknowledged by name at the event.

If the event includes a printed program, volunteers may be acknowledged in print in an appropriate fashion. Any program material intended to be distributed at an event must be submitted in advance and approved by the appropriate PGA office.

If a Committee Chair wishes to pursue possibilities for advertising an event outside of the PGA channels noted here, s/he should first contact the Member Services Department. Any outside advertising copy must be approved by the Communications Department.



Suggestions for other organizations/groups to be extended invitations for an event should be included in the original event proposal.

Offers of free advertising opportunities (including signage at the event, verbal acknowledgement, tchotchkes/swag, etc.) to vendors donating goods and services to a PGA event must be approved by the Member Services Department at least two (2) weeks in advance of a given event.

No Committee has the authority to offer vendors or event partners advertising space in *Produced By* magazine.

Whenever possible, the PGA banner should be displayed at PGA events. The banner may be signed out from the PGA office. Arrangements to pick up the banner should be made by the Event Organizer and the Member Services Department.

- *MATERIALS*

Chairs or the Event Organizer will need to determine any supplies required, including tables, chairs, director chairs and audio/visual setups. If the services of an outside vendor are anticipated, associated costs should be included in the initial proposal.

The PGA maintains some materials for use in PGA events, including: banners, step & repeat background, pens, markers, clipboards, name tags and other supplies. Email the Member Services Department for a complete list of supplies.

Storage of any items to be used again for future events should be boxed, labeled with the event name and brought to the PGA. All boxes should include a complete inventory and contact number, taped to the outside of the box. Items should not be placed in the storage room without the direction of the Member Services or Operations Departments.

- *INSURANCE*

Requests for Certificates of Insurance should be submitted to the Legal Affairs Department. Be sure to include the name of the vendor, mailing address, phone, fax, email and contact name (if possible), as well as what the COI is for. This request should be submitted no less than 5 business days before COI is required.

Any events requiring physical activity that carries a risk of injury are required to have attendees sign a liability release before entering the event. Releases can be obtained from the Director of Legal Affairs at the PGA and photocopies should be made before the event. All releases should be collected and submitted.

- *A/V RECORDING*

If a committee wishes for an event to be video/audio recorded, the Chair or Event Organizer should first contact the venue to see what equipment might be available and (if applicable) at what cost. Following this determination, the Chair or Event Organizer should contact the Communications or Member Services Department for a referral to a videographer and the arrangement of any further details.

Speaker releases are available from the Legal Affairs or Member Services Department. The Event Organizer is responsible for obtaining signed releases when appropriate and submitting them.

Responsibility for recruiting a designated still photographer falls to the Committee Chair(s) and/or Event Organizer. All photos should be uploaded to the Guild's Drop Box account as soon as possible following the event. (Login info can be obtained from the Communications Department.) Chairs and Event Organizers should make every effort to ensure that photos are ID'd and captioned, and provide a list of captions to the Guild's Communications Department.

Video recordings of events should be provided to the Communications Department, which will work with the Online Video Committee to arrange for editing and post-production. Following post-production and at the discretion of the Communications Department (in consultation with the Committee Chair or Event Organizer), the footage will be either: 1) Uploaded to the Guild's public YouTube channel; 2) uploaded to the Guild's members-only video library; or 3) maintained for archival purposes.

- *POST MORTEM*

Following any Committee event, the Guild recommends that Committees conduct a post mortem meeting to discuss the strengths and weaknesses of the event, though such meetings are not required as a matter of policy.

## **INITIATIVES**

Every year, numerous initiatives are brought to the Guild for consideration and, ideally, endorsement. The Guild will only endorse a third-party initiative once the following steps have been taken:

- A member brings the initiative to the attention of a PGA delegate or committee chair.

- With the support of that delegate or committee chair, the member presents the initiative to the relevant council chair or regional chair.
- Simultaneously, the member, delegate or committee chair presents the initiative to a senior PGA staff member.
- At the next available opportunity (typically the next quarterly meeting), the council or regional chair presents the initiative to the National Board of Directors. After necessary discussion and consideration, the National Board may vote to approve participation in or sponsorship of the initiative.

## **LOGO**

The vast majority of improper logo usage arises from an innocent desire to promote the user's membership in the Guild. Obviously, we want our members to be proud of their PGA membership and to advertise themselves as members, but the unregulated use of the PGA logo—especially in the digital age—carries risks. As such, the Guild expects its members to abide by the following policies:

- Although we encourage and approve members' listing their PGA membership within the body of their resumes, the PGA logo may not be used or inscribed on member resumes.
- The PGA logo may not be included on members' business cards, except as set forth under Business Cards.
- Members may not append the PGA logo to personal correspondence, particularly e-mail correspondence. (Exception: Officers serving on the National Board of Directors—PGA President(s), Council and Regional Vice Presidents, Treasurer and Secretary of Record—are permitted to utilize the PGA logo on correspondence.)
- The use of the PGA logo on Guild-related promotional materials is permitted, but only when so authorized by the Member Services or Communications Departments.

## PERSONNEL

Departments and positions within the PGA staff are as follows:

NATIONAL EXECUTIVE DIRECTOR Vance Van Petten

ASSOCIATE NATIONAL EXECUTIVE DIRECTOR Susan Sprung

	<u>Los Angeles</u>	<u>New York</u>
MEMBER SERVICES	Kyle Katz Meera Jogani	Patrick Gerety
OPERATIONS	Jo-Ann West	Mitzie Rothzeit*
COMMUNICATIONS	Chris Green Andrew Mahlmann	Kevyn Fairchild
MEMBERSHIP	Bryce Averitt	Kevyn Fairchild
LEGAL AFFAIRS & ARBITRATIONS	Susie Casero [arbitration coordinator]	n/a
BUSINESS SERVICES	Scott Bengtson	n/a

## THE PRODUCERS MARK

The Producers Mark (p.g.a.) appears only in motion pictures, following “Produced By” credits that have been certified by the PGA. Use of the Mark is strictly licensed and regulated by the Producers Guild.

The Producers Mark is authorized to appear only within the credits of motion pictures and in publicity and media materials advertising those motion pictures. Appearing after a “Produced By” credit, it certifies that the credited producer performed a major part of the producing duties on the film.

Each instance of the Producers Mark is specific to that film alone. A producer who receives the Mark on one film does *not* automatically receive it on her/his next credit. Each instance of the Mark must be applied for and certified separately.

---

\* Operations for PGA East are currently conducted via the office of Director, PGA East.

The Producers Mark may not appear the following venues: business cards, resumes, email signatures, office nameplates, etc.

At this time, the Producers Mark is not authorized for television usage.

The Producers Mark is a certification mark; it does not indicate membership in the Guild. (Many similar three-initial designations, like those of the A.S.C. and the A.C.E., do indicate membership in those organizations.) Non-PGA members may apply for and have their credits certified by the Producers Mark. Active membership in the Guild plays no role in determining the applicability of the Producers Mark to an individual credit.

A member may never give her/himself the Producers Mark on a credit. Only the PGA may authorize usage of the Producers Mark. If you encounter what you believe is an unauthorized use of the Producers Mark, please refer it to the Communications Department.

### **POLITICAL ISSUES**

The Producers Guild is fundamentally a non-political, non-partisan organization. It does not support (or oppose) any specific political candidates, office holders, legislation or causes, except in rare cases where the issue is one that relates directly and specifically to the producing profession, and where the Guild's position has been reviewed and endorsed by the Guild's National Board of Directors.

Accordingly, it is not appropriate for the Guild's Councils or Committees to promote, via PGA websites or social media activity, positions or imagery supporting or denigrating specific candidates, office holders, legislation or ballot initiatives. PGA Councils and Committees are permitted to voice support for general political principles or policy goals (e.g., equal pay for equal work; environmentally sustainable production practices) in accordance with the Guild's or Committee's mission. We strongly support and encourage individual PGA members to voice their political convictions through their personal speech and online outreach. But members are expected to respect the Guild's non-partisan status by refraining from any reference to specific political figures or initiatives in any official communications on behalf of the Guild and its Councils or Committees, unless explicitly authorized by the National Board.

### **PUBLIC STATEMENTS**

PGA members, delegates, directors and officers are welcome to speak publically about the Producers Guild and their work within it, provided they observe the following distinction:

If speaking on behalf of the Guild, any statement or quote provided to the public or press must be approved by the PGA communications department, PR Counsel, or the (associate) national executive director. Example: You provide a quote for a press release about the Guild's support of an industry

initiative. The release also includes quotes from the DGA, WGA, SAG, Women in Film, etc. In this case, you are speaking on behalf of the Guild, and any quotes require approval.

Similarly, if a member is solicited for an interview or comment in which s/he is asked to respond in her/his capacity as a Guild, council or committee leader, their participation must be approved prior to any on-the-record conversation with a journalist.

However, if a member is speaking on behalf of him/herself about their individual service within the Guild and their personal involvement in committee work, events, initiatives, etc., statements or quotes provided do not need to be reviewed or approved by the Guild. However, the Guild will request that any quotes which contain misinformation or inaccuracies be promptly withdrawn or revised.

## **SOCIAL MEDIA**

The Guild's full-time staff maintains the social media accounts for the Guild and the Produced By conference events. Councils and Committees are permitted to create and maintain social media accounts provided that the request is approved by the PGA Communications Department and one or more full-time staff members is granted full admin privileges for the account.

Committees should not establish social media accounts for the purpose of internal communication; the PGA website's committee pages serve this function.

Any social media account created for the purpose of representing the PGA (or a sub-group therein) and serving its members is the property of the Guild, regardless of which individual may have initiated the account. To the degree that members volunteer their time to maintain PGA social media accounts, they are acting as stewards of such accounts, and not as proprietors.

If a social media account is not regularly utilized or maintained for a period of 90 days, the Guild reserves the right to close down the account.

The Guild reserves the sole right to terminate (or request the termination of) Guild-based social media accounts.

## **VOLUNTEERS**

Volunteers are the lifeblood of our Guild. In ways both large and small, our member-volunteers make possible the benefits, services and programming so highly valued by our members.

At the risk of stating the obvious, PGA members who volunteer for committee, council or Guild events are not entitled to any monetary or material compensation for their service.

## **WEBSITE**

[www.producersguild.org](http://www.producersguild.org) is the Guild's website, and the sole online domain. The Committee pages within Producersguild.org should serve as the "home base" for organization or administration of PGA committees. PGA committees and councils do not maintain their own websites or domains, though occasionally committees may generate content (such as the Green Production Guide) that "lives" outside of Producersguild.org.

## **WEEKLY NEWSLETTER**

Announcements promoting PGA events or initiatives, or offering member discounts, may appear in the PGA's weekly newsletter, The Week, which is published each Wednesday. Items must be submitted to the Member Services Department by 10:00 am Wednesday morning to be included in that week's newsletter. The PGA reserves the right to edit submissions for clarity and accuracy.

Items promoting events should not appear more than 4 weeks prior to the event. Non-PGA events are not promoted via the newsletter, except in cases in which the host/vendor provides PGA members a significant discount (at least 20%) to registration/admission fees, or offers members a similar benefit of commensurate value.

## APPENDIX

PGA committees fall under the jurisdiction of the following Councils:

### PRODUCERS COUNCIL

- Benefits
- Constitution
- Credits
- Diversity
- Documentary/Non-Fiction
- Education (includes Seminars, Master Classes, Safety Task Force)
- Independent Features
- International
- Membership
- Motion Picture Tech
- Awards
- PGA Green
- Produced By Conference

### AP COUNCIL

- Employment
- Events
- FilmUSA
- Mentoring
- New Member Breakfast/Orientation
- Thirsty Thursdays

### NEW MEDIA COUNCIL

- Online Video
- Website