



EDUCATIONAL CABLE TELEVISION CHANNEL

The educational access channel shall operate on the authorized cable provider system of the City of Mount Vernon known as TV10. The goal of the educational access channel shall be to provide programming that enhances the educational and communications needs of the school district. Such programming shall include taped and live programming, and a character generated bulletin board.

Objectives

The fundamental purposes of the educational access channel are to:

1. Provide cable-casting opportunities for the video productions student program and produce instructional materials for students, teachers, and the community.
2. Support the Strategic Plan of the Board of Directors as well as the District School Improvement Plan.
3. Provide the community with information related to education in general and the Mount Vernon School District activities in particular.
4. Encourage and support school-community partnerships.
5. Encourage the professional development of district staff.
6. Increase communication within the Mount Vernon School District and its constituents.

Authority and Responsibility

The district educational access channel and facilities operate under the jurisdiction of the City of Mount Vernon with programming under the jurisdiction of the Mount Vernon School District Board of Directors and the responsibility for ensuring that this policy is followed lies with the Superintendent or designee(s).

In keeping with the district's interest in developing community partnerships, the board may grant limited programming opportunities on the instructional television channel to others outside of the TV10 student video production class. Access to the district programming facilities will be only at the invitation of the district.

Should a disagreement arise regarding the use of district cable facilities, the superintendent or designee will make the final determination.

The Career and Technical Education Director shall periodically review the policies and operations of the TV10 cable system and make recommendations to the appropriate video instructional staff as needed. The Career and Technical Educational Advisory Committee for TV10 will be available upon request of the CTE Director to provide a review of the program based on Board policy.

Authorized Users

The educational access channel shall be reserved solely for educational, information, and activity programming created by or authorized by the school district. TV10 shall be for the use of the administration, district schools, and departments.

School district entities may apply for the use of the educational access channel; permission may be granted if the activity or information affects district employees, students, or educational community and if channel time and resources are available.

Non-school district agencies, organizations, or individuals may participate in programming only at the invitation of the district. Invitations shall be extended only to those whose information or activities affect Mount Vernon district employees, students, or the educational community, is consistent with district policy, and only if channel time is available.

Use of District Equipment

District video production equipment may be used under the guidelines of district policy.

Program Sources

Programming for TV10 may come from the following sources:

1. Tape delay cable-casting. Some public meetings, school functions, and special events will be taped for subsequent cablecast.
2. Program replays. Taped programming of any type may be replayed at various times.
3. Character-generated bulletin board. The primary source of information for the TV10 character-generated bulletin board shall be district schools and departments. Information from other non-profit or public entities may be included on the bulletin board if approved by the Principal or designee.
4. Ownership. Any materials developed or which use any district resources in their development, become the property of the district and not the property of any individual contributors to such projects.
5. District produced programming. Any school or department within the district may submit requests for programming or for broadcast of self-produced programming. Such programming must be consistent with the intent of district policy and any associated legal requirements and meet production standards determined by the Instructor, Building Principal, CTE Director, Information Coordinator for School and Community Relations, or Superintendent.
6. Programming not produced by TV10. Some cable television programs may come from educational/instructional sources outside the district. Such programming must be consistent with the intent of district policy and procedures.

7. Live coverage. Broadcast of district/school presentations will be provided with prior notification and approval of the Principal, CTE Director, Information Coordinator for School and Community Relations, or Superintendent.

Program Priorities and Scheduling

Scheduling of all programming on TV10 shall be the responsibility of the Information Coordinator for School and Community Relations in coordination with the Television Production Instructor or CTE Director.

Scheduling will be in accordance with TV10 use priorities as listed below and the availability of students, staff, equipment, and resources.

1. Emergency notification. To provide citizens with information in the case of emergency or for notification of school cancellations, late starts, early dismissals, or activity changes.
2. Direct instructional programming. To provide training for students and staff; educational programming will have highest priority for production and cable-casting.
3. General educational programming. General educational and special event programming will be rebroadcast when time and resources permit.
4. Rebroadcast of satellite programming. To provide educational opportunities to students and the community, legally obtained satellite broadcasts may be shown over TV10.
5. Video bulletin board. To provide informational messages to the community about programs and services offered by the district and other non-profit organizational information that benefits district students.

Prohibitions

Any advocacy on behalf of or against a political candidate or ballot measure is **prohibited**. **Except that** this shall not preclude factual presentation of official Mount Vernon School District ballot materials. Guidelines of the Public Disclosure Commission also apply.

Any advocacy on behalf of or opposing any measure proposed by the Mount Vernon School District or under consideration by the Board is **prohibited**.

Any promotional material for commercial products or services presented for the purpose of soliciting funds or other things of value is **prohibited**.

Any information concerning any lottery, gift enterprise, or similar promotion offering prizes based upon lot or chance is **prohibited** except in the case of appropriately licensed school fundraising efforts.

Any information or material that violates local, state, or federal educational regulations, or policies is ***prohibited***.

Information or programming that does not comply with district policy on Advertising is ***prohibited***.

Also ***prohibited*** is any material which promotes the use of alcohol, tobacco or drugs, and any material which constitutes obscenity, libel, slander, invasion of privacy, dress code violation, disrespect of others, violation of MVHS code of conduct, violation of trademark or copyright, or which violate any local, state, or federal law including FCC regulations.

Program Guidelines

Scheduling:

Pre-scheduled program has priority.

Programming will be aired for one week or as appropriate.

Public Service Announcements may be used to fill time between programs.

Technical Standards

Videotapes shall be on high quality, one-half inch videocassettes, preferably Super-VHS (S-SVH) format or higher quality.

Material submittals

Two weeks prior to the target date for airing.

All material must conform to the Mount Vernon School District policy and City procedures for submission.