

GLOUCESTER COUNTY PUBLIC SCHOOLS CABLE ACCESS CHANNEL 47

I. Introduction

Gloucester County Public Schools Cable Access Channel 47 is a designated government access cable channel provided to the School Board of Gloucester County by the County of Gloucester through Cox Communications. The channel belongs to the County of Gloucester, along with two additional government access channels (46 & 48). The use of Channel 47 was delegated by the County of Gloucester to the Gloucester County School Board in 2007. The Gloucester County School Board has developed policies and procedures governing the use of Channel 47 which are not applicable to the County of Gloucester's channels 46 and 48.

II. Mission Statement

The primary mission of Gloucester County Public Schools Cable Access Channel 47 (hereinafter "GCPS Channel 47") is to provide information concerning local county public school division meetings, programs, services, initiatives, announcements, and other activities and events deemed appropriate within the Gloucester County School Board's programming policies and guidelines.

III. Objectives

- To promote citizen understanding of public school division decision-making by cablecasting public meetings and hearings.
- To increase awareness and knowledge of the functions and responsibilities of public school division services, programs, events, initiatives, and activities of various schools and departments.
- To offer student-directed, student-produced, student-edited, and student-recorded programming.
- To provide other School Board programming of interest to the citizens that will inform, educate, and enlighten, as well as encourage participation in local public school division events, initiatives and activities.
- To provide pertinent and useful information on public health, safety, and emergency services issues.

IV. Organization

The Division Superintendent, or his/her designee, under the direction of the Gloucester County School Board, shall be responsible for the day-to-day oversight of the public school division cable television channel services, program production, and GCPS Channel 47 operations.

V. Equipment and Facilities

The Gloucester County Public Schools' equipment and facilities assigned to GCPS Channel 47 are designated for use by approved school division staff members.

VI. Types of Programs

A. Live Cablecast

This may consist of joint Gloucester County Board of Supervisors/Gloucester County School Board meetings, and other specified public meetings approved by the School Board on a case by case basis.

B. Taped-Delayed Cablecast

This may include taped meetings, programs, or events recorded for cablecast at a later time.

C. Staff-Originated or Student-Produced Programming

This may consist of programs produced by and for the Gloucester County School Board that may include programs for schools, school division departments, issues related to the local public school division, local county government, or coverage of community events and activities that are of interest to the general public and deemed appropriate by the Gloucester County School Board, or designated staff. These programs may be either live or taped-delayed cablecasts.

D. Outside-Originated or Provided Programming

This may consist of material selected by school division staff that is deemed relevant to Gloucester County Public Schools and Gloucester County citizens, related to county, regional, state, or the federal government and that is produced by an approved outside source. All programs must have all necessary copyright clearances provided by the originator and must be approved for cablecast by the Gloucester County School Board or designated staff.

E. Electronic Bulletin Board Announcement Information

This may consist of character generated messages related to school division meetings, activities, programs, services, and events that are sponsored or sanctioned by the Gloucester County School Board.

The Electronic Bulletin Board announcement service will operate 24 hours when other programming is not scheduled.

Electronic Bulletin Board announcements will be consistent with the guidelines set forth in this document and all Gloucester County School Board policy.

VII. Cablecasting of Programs

All requests for cablecast of any programs or announcements shall be reviewed and must adhere to all cable policies and procedures. All requests will be reviewed for:

- adherence to all stated policies and guidelines set forth in this document;
- appropriateness and relevancy;
- available staff resources and time;
- channel and equipment availability, and
- other considerations consistent with the stated objectives set forth in this document.

Program content shall be judged as to its appropriateness and general interest to the policies and procedures of the Gloucester County School Board.

VIII. Programs/Announcements That Will Not Be Cablecast

Commercial or For-Profit – Material which has as the primary or sole purpose to promote commercial/profit-making services, products, trade, or business.

Religious – Messages and information produced under the auspices of a religious organization or institution that focus on religious or sectarian subject matter.

Fund Solicitation - Programs whose primary purpose is to solicit support or raise funds for non-school-division projects or organizations, or for any individual.

Obscene, Offensive, Defamatory, or Violent Material – Material which is obscene, offensive, defamatory, or violent in nature.

Copyrighted Materials – Copyrighted material will not be cablecast without lawful copyright authorization. Those submitting programs for cablecast consideration are responsible for obtaining proof of all necessary copyright clearances.

Political/Partisan –The station does not adhere to equal time guidelines as stated by the rules of the Federal Communications Commission (FCC) for programming of political/partisan issues. The channel is not intended to be used by individuals or any political/partisan group as a mechanism for building support for a particular person or issue.

ADOPTED: November 10, 2009

CROSS REFERENCES:

KB	Public Information Program
KBC	Media and Public Relations
KGA	Sales and Solicitations in Schools
KQ	Commercial Promotional and Corporate Sponsorships and Partnerships