

REGULATION

MONTGOMERY COUNTY PUBLIC SCHOOLS

Related Entries: GKA-RA, KLA-RA
Responsible Office: Global Access Technology

Programs to be Cablecast on the MCPS Education Channels

I. PURPOSE

To establish procedures for schools and school-related organizations and departments to use for requesting that a taped or live program produced by MCPS or MCPS-related organizations and departments be cablecast on the MCPS Education Channels

II. DEFINITIONS

- A. The *MCPS Education Channels* are channels cablecasted on the public cable TV system franchised in Montgomery County.
- B. A *client* is the person who is submitting the request to cablecast a program on the MCPS Education Channels. For student-produced television shows, the teacher sponsor is considered the client. The staff in the Instruction Television Unit are not considered clients.
- C. A *client-produced live program* is a program originating live and cablecast on one of the Education Channels.
- D. A *client-produced taped program* is a program produced by an MCPS department, school or MCPS-related organization and provided to the Instructional Television Unit to be cablecast on one of the Education Channels.

III. PROCEDURES

All requests for programs to be cablecast on the Education Channels will follow the process outlined below:

- A. The client is responsible for the development and production of the taped or live program. The client must be present at the point of the origin of the program during the entire cablecasting of a live program.

- B. The client will request cablecasting of a live or taped program by using MCPS Form 495-7: *Request for Cablecasting an MCPS Client-Produced Program on the MCPS Education Channels.*
1. The client will submit the form to the Instructional Television program director after obtaining signatures from the principal/supervisor. If the program is a student-produced program, the teacher sponsor must submit the request.
 2. Incomplete forms will be returned to the client for further clarification.
 3. The client's signature on the form indicates agreement to cablecast the program as described.
- C. The Instructional Television program director will review the request with the Instructional Television coordinator and make a decision within ten working days as to whether or not the program will be cablecast. The completed form will be returned to the client indicating approval or disapproval of the request and the reasons for this decision.
- D. The decision whether or not to cablecast the program will be based on meeting technical and content standards and on the programming needs of the Education Channels.
- E. If the decision is made to cablecast the program, it will be scheduled to be cablecast on one of the Education Channels within the next month's programming schedule, provided that schedule has not already been finalized and distributed, in which case it will be scheduled in the month immediately following.
1. Requests to cablecast time sensitive programs will be considered and the program schedule adjusted to permit approved requests within the current month's programming.
 2. Program schedules are subject to preemption based on high priority requests from the Board of Education, the Superintendent, or Deputy Superintendent. Every attempt will be made whenever possible, not to pre-empt a program previously scheduled. When a change is made that preempts a previously scheduled program, the client involved will be notified immediately via telephone. If a client is not available by telephone, e-mail or FAX will be used to send information.

- F. If the submitted program is not approved, the client involved may appeal the decision in writing within ten working days following MCPS guidelines:
1. MCPS staff appeals should follow the process outlined in Regulation GKA-RA: *Administrative Complaint*.
 2. Non-MCPS clients should follow the process outlined in Regulation KLA-RA: *Responding to Inquiries and Complaints from the Public*.

Administrative History: New Regulation, February 9, 1999.