

MERRIMACK EDUCATION CHANNEL (METV) POLICIES AND PROCEDURES

MISSION AND PURPOSE:

The Merrimack Education Channel (METV) seeks to provide a specific channel on the Merrimack cable system that is made available for use by, among others, educational institutions and/or educators wishing to present non-commercial educational programming and/or information to the public.

PROGRAMMING:

Cablecasts on METV may include but not be limited to:

- Re-transmission of educationally appropriate programs down-linked via satellite;
- Programs locally produced by the students, staff or other interested persons;
- Programs sponsored by the School District which were produced by outside agencies and have been deemed to have interest or educational value to the Merrimack Community and/or Merrimack School District;
- School Board meetings and other public school meetings.

All programming shall be consistent with the [Merrimack School District's Philosophy of Education](#).
(See attached.)

All programming shall be approved by the Superintendent of Schools, the Assistant Superintendent for Curriculum, or the Director of Library Media Services-prior to submission to the Town of Merrimack's Media Coordinator for cablecasting-

Programs will be ineligible for cablecasting if they are determined by one of the individuals above to contain inappropriate material, including but not limited to:

- Commercial advertising
- Political campaigning
- Obscenity or defamation
- Unlawful use of copyrighted material
- Religious proselytizing
- Any programming otherwise prohibited by applicable laws

SUBMISSION REQUIREMENTS:

A producer or program sponsor who wishes to cablecast a program on METV must first submit the program, with a Submission Request form, to the Director of Library Media Services. By signing the Submission Request form, the producer (or the copyright holder if not the producer) grants to the Merrimack School District the right to copy, edit and re-cablecast the program.

School District administrative procedures for Photographing and Videotaping of Students extend to this medium.

All programs submitted to the Town's Media Coordinator must be pre-edited to meet the technical guidelines established by the Town's Media Division:

- One program per tape
- One minute of black lead in before program starts*
- Two minutes of black roll out at the end of the program*

Programs submitted should be clearly labeled with:

- Event title, date, school

- Name and phone number of producer or sponsor
- Exact program length excluding requested lead in and roll out screens

* Black lead in and roll out screens are a completely black screen without any audio.

Tapes which are rejected shall be returned to the producer or sponsor. All other tapes will be returned by the Town's Media Division personnel following guidelines established for the community channel.

SCHEDULING:

Programs will be scheduled by the Town's Media Coordinator according to the following guidelines:

- School Board meetings and public hearings videotaped by Town Staff or designee will be cablecast within 48 hours of their occurrence and re-cablecast at least three times each of the next two weeks during evening or weekend hours.
- School District produced or sponsored programs will be scheduled by the Town's Media Coordinator in the order in which they are received and will be re-cablecast a minimum of 6 times, at least twice during evening or weekend hours **OR** as specified by the Director of Library Media Services.
- Satellite broadcasts (including but not limited to the Annenberg Channel) will be re-transmitted as directed by the Director of Library Media Services.
- A schedule of cablecast times will be prepared by the Town's Media Coordinator and aired at regular intervals between programming. This schedule will also be posted on the Town of Merrimack website at <http://www.ci.merrimack.nh.us/departments/General/Media/index.htm>. A link to this website is also available on the School District's website at <http://www.merrimack.k12.nh.us>.

ARCHIVING:

School Board Meetings, Deliberative Sessions and Public Hearings will be automatically archived by the Town's Media Division. Other programming will be archived only if a special request is submitted to the Town's Media Coordinator by the Director of Library Media Services prior to cablecast.

BULLETIN BOARD:

Bulletin Board announcements will be submitted to the Town's Media Coordinator in accordance with his/her guidelines for content and text limitations. All announcements must be submitted by a School District administrator on an initialed Public Service Announcement form (found on the Town's Media Division web site at: <http://www.ci.merrimack.nh.us/departments/General/Media/index.htm>) or by e-mail from their school district account. Content and editing of text are the responsibilities of the submitting administrator.

- Bulletin Board materials provided to the Town's Media Coordinator by School District administrators must be received at least two (2) weeks in advance of message start date and will run until the event has occurred, or until the noted message stop date. Unless a request for an extended airing has been submitted in writing, all messages may be removed after one (1) month. Requests for extended airings shall be granted at the discretion of the Town's Media Coordinator for a period not to exceed 6 months.