

# Allegany County Education Television

## OPERATING PROCEDURES MANUAL

### 1. Introduction and Definitions

PEG TV is made available by the Franchisees to the Franchising Authorities (Allegany County Government, City of Cumberland), for the purpose of transmitting non-commercial programming by public schools, non-public schools, higher education, government, public safety, and other public organizations.

Access Channels – Channels set aside by the cable operator for use by the public, educational institutions, or municipal government on a nondiscriminatory basis

Broadcast – For the purposes of this document broadcasting is the distribution of media to a dispersed audience via any mass communications medium

Cable Television System – A broadband communications system, capable of delivering programming and information services from a set of centralized antennas, generally by coaxial cable, to a community; other integration includes fiber optics and satellite and microwave communications

PEG Access - A single channel on the cable television system made available by the Franchisee (Atlantic Broadband Penn, LLC) delegated to Allegany County Education Television (ACETV) by the Franchising Authorities via the Educational Cable Channel Agreement between The Board of Commissioners of Allegany County, Maryland, The Mayor and City Council of Cumberland and The Allegany County Board of Education to present non-commercial educational programming and/or information to Atlantic Broadband subscribers. Additionally, ACETV provides a means of emergency communications for school and community safety.

### 2. Purpose and Mission Statement

The purpose of ACETV is to communicate educational information to community members and organizations through the medium of the Public-Education-Government (PEG) access television channels. This document guides ACETV operations and management.

### 3. Oversight of ACETV

The channel is operated under the direction of the Public Information Office of the Allegany County Board of Education to inform, highlight, and educate citizens of programs and events, as well as to provide educational opportunities for students that support educational goals, in compliance with Federal Communications Commission

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(FCC) regulations. In the absence of policy or procedure concerning the operation and administration of ACETV, the Public Information Officer shall make any decision until such time that the Board of Education can address the issue through an amendment to its policies or these procedures.

### 4. Content Contributors

All content is to be submitted through the office of Public Information of the Allegany County Board of Education. Content contributors may include public schools, non-public schools, higher education agencies, and government agencies upon request.

### 5. Emergency Override/Emergency Management

ACETV programming may be interrupted at any time for the purpose of communicating emergency service bulletins and programs by government public service agencies and departments, in the interest of public health and safety.

### 6. Program Production and Scheduling

#### A. Types of Programming – Eligibility Standards

##### 1. Bulletin Board

- a. Messages may be submitted by any content contributor that serves the residents of Allegany County. Information for inclusion may consist of program schedules, meeting schedules, meeting agendas, descriptions of programs offered by schools. Messages may not consist of commercial content.
- b. Emergency announcements are always given priority using a predetermined format for immediate release when needed.
- c. Bulletin Board submissions must be noncommercial and non-discriminatory based on age, sex, race, religion, national origin or physical impairment. Submissions shall be made through the Allegany County Board of Education Office of Public Information at the following address: [acetv@acps.k12.md.us](mailto:acetv@acps.k12.md.us)

##### 2. Crawl Bar

- a. Special events or announcements will be displayed on the Crawl Bar. These will consist of system wide notifications requiring immediate attention, reserved for emergencies.

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- b. Posting to the crawl bar is limited to personnel to be designated by supplemental procedures when this feature is acquired.

### 3. Video

- a. Videos produced for media broadcast will be reviewed for educational appropriateness by the Office of Public Information. If not educationally appropriate, the recordings will not be aired.
- b. Requests to reserve a timeslot to cablecast a pre-recorded program should be made by contacting the Office of Public Information.
- c. The Office of Public Information reserves the right to refuse to broadcast any externally produced program if it is not in compliance with Educational Channel (ACETV) production guidelines, video and audio quality standards. Please refer to <http://acetv.acps.k12.md.us> to review these standards.
- d. It is the responsibility of those that submit the video for broadcast to obtain and retain written permission for the use of copyrighted or trademarked materials by the material's owner. The content contributor shall give appropriate credits during broadcasts.

### B. Program Production and Editing

1. Live broadcast services will not be provided.
2. Content provided for broadcast on ACETV by institutions other than ACPS will be subject to review by the office of Public Information for educational appropriateness. Such office will not provide any editing services for submitted content.

### C. Use of Production Equipment

ACPS currently does not have and will not provide recording and production equipment or media facilities for shared use.

### D. Production Broadcast/Scheduling

1. Scheduling Responsibility - program scheduling shall be under the purview of the Office of Public Information.

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2. Conflicts - any scheduling or broadcast conflicts shall be resolved between the Office of Public Information and with the requestors with the Office of Public Information making the final determination.
3. Program Schedule Changes - Any changes (cancellation, postponement) to the scheduled cablecast to include posting of a bulletin board item and externally produced programs, shall be provided to the Office of Public Information.
4. Duplication – Duplication services are not provided.
5. Grievances - all grievances will initially be handled per ACPS Policy File:KE *Responding to Inquires and Complaints from the General Public*. Appeals to any decision by the Allegany County Board of Education shall be made to the Maryland State Board of Education in accordance with policy File:BEE *Board Hearings - Appeal Proceedings*. A further administrative appeal subsequent to an MSBE decision is permitted pursuant to the Educational Cable Channel Agreement between the Board of Commissioners of Allegany County, Maryland, The Mayor and City Council of Cumberland and the Allegany County Board Of Education.

### E. Program Restrictions

Programs that contain, in whole or in part, any of the following subject matter will not be produced or broadcast:

1. Program material that constitutes libel, slander, violation of trademark or copyright, or which might violate any federal, state, or local laws, including regulations of the Federal Communications Commission.
2. Commercial messages or materials promoting a product or service, with the primary objective of producing a monetary profit for a specific for-profit organization or individual. NOTE: This is not to preclude incidental mention of a business or product where the primary purpose is to disseminate information of public benefit. Businesses, individuals and organizations may be acknowledged for assistance in the production of a program.
3. Any political promotional or political advertising activities, including, but not limited to, broadcasting recommendations for or against any political candidate or issue or promoting any events or activities relative to partisan political interests, including non-partisan political debates or forums relative to elected positions.
4. Messages or materials endorsing specific products, businesses, or service providers.

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### 7. Disclaimer

The Allegany County Board of Education does not warrant the accuracy, completeness, timeliness, suitability, or validity of any information broadcast. The views, opinions, or positions expressed by a broadcast do not necessarily reflect the views, opinions, endorsements or positions of ACPS or ACETV.

Approved by The Allegany County Board of Education pursuant to the minutes of its Business Meeting on the 13<sup>th</sup> day of November, 2013.



David A. Cox, Ed.D  
Superintendent