

POLICY

BOARD OF EDUCATION MOUNT OLIVE TOWNSHIP

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Educational and Governmental (E&G)
Television Station Policies & Procedures

Educational and Governmental (E&G) Television Station Policies & Procedures

I. Mission

The Mount Olive Township Public Schools, in cooperation with the Mount Olive Township Local Government will operate an education and government cable channel which will feature programming designed to celebrate the diversity of its residents and inform and educate them on topics of local interest in order to help them identify and bond with the community, its governing institutions and each other. This policy is only intended to govern the activities of the Mount Olive Township School District.

II. Objectives

In order to fulfill this mission, the following objectives are established for MOTV (Mount Olive Television):

- A. Develop educational and governmental programming to address the needs, concerns and interests of Mount Olive residents;
- B. Broadcast quality programs which are in conformance with community standards;
- C. Foster a cooperative effort between the Mount Olive Public Schools and community and area resources on projects serving the interests and needs of all Mount Olive Public residents;
- D. Stimulate students to be involved in the production and broadcasting of innovative community oriented programming;
- E. Provide a bulletin board, which airs notices from government agencies and non-profit organizations in the Mount Olive Public Township which may be of interest or service to Mount Olive residents;
- F. Bring into the homes of persons with disabilities or shut-ins numerous Mount Olive Public Schools and area educational and non-profit activities in order to insure that they remain an integral part of our community.



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III. Program Sources

Program material may emanate from:

- A. MOTV volunteer staff.
- B. Governmental and educational organizations.
- C. Area residents or non-profit community groups as approved by the Superintendent of Schools (or designee) for the Mount Olive Public Schools.

IV. Editorial Control

- A. The final decisions concerning the editing and broadcasting of programs produced by the Mount Olive School District rest with the Superintendent of Schools (or designee) for the Mount Olive Public Schools. The final decisions concerning the editing and broadcasting of all other programs rests with the Mayor of Mount Olive Township.
- B. MOTV is not obligated to air material submitted from any source or to air productions or bulletin board submissions in their entirety.

V. Program Content Guidelines

The Superintendent of Schools (or designee) has the right to reject any program or announcement submission deemed in violation of these guidelines or which is, for any reason, deemed not suitable to the mission of MOTV. The Superintendent of Schools (or designee) for the Mount Olive Public Schools will not knowingly allow the airing of a bulletin board announcement or a portion of a program containing material which:

- A. Is contrary to local, state or federal laws.
- B. Violates state or federal law relating to obscenity or which, when considered by an average community viewer, would be offensive to the general viewing public.
- C. Contains profanity which, when considered by an average community viewer, would be offensive to the general viewing public. This specifically includes a prohibition on the airing of those words that the FCC prohibits from being broadcast on over-the-air networks.
- D. Is a direct or indirect presentation of lottery information, gaming or games of chance.
- E. Represents a solicitation or appeal for funds other than for MOTV.
- F. Is libelous, slanderous or an unlawful invasion of privacy.



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- G. Is copyrighted or trademarked or subject to ownership or royalty rights without necessary releases, licenses or other lawful permission.
- H. Promotes any single religious belief or represents a portion or all of a religious service conducted by a church or religious organization. This shall not preclude the airing of:
 - 1. A school concert containing religious music;
 - 2. A documentary educational program explaining the beliefs or history of more than one religion;
 - 3. A concert or other musical program conducted in a church setting by a group or individual not affiliated with that church.
- I. Is an advertisement by or on behalf of officially announced candidates for public office.
- J. Constitutes advertising to promote the sale of commercial products or services.
- K. Is conducted in a private business establishment unless it is part of a governmental or non-profit event or a MOTV authorized educational program or series.
- L. Contains any inappropriate spoken or physical behavior which could improperly or unfairly injure, violate or insult other persons or groups or is contrary to generally accepted community standards.
- M. Presents demeaning or derogatory comments about, or representations of, individuals or groups based upon ethnic or racial origin, gender, religious belief or sexual orientation.

The Superintendent of Schools (or designee) for the Mount Olive Public Schools has the right to reject any program or announcement submission deemed in violation of these guidelines or which is, for any reason, deemed not suitable to the mission of MOTV.

VI. Electronic Bulletin Board

- A. The bulletin board is a mechanism for the airing of public announcements or messages that are non-commercial and deemed to be informational to Mount Olive Public Schools residents. These messages include the announcement of events or services sponsored or conducted by governmental, educational or non-profit community groups or organizations.
- B. All notices must be approved by the Superintendent of Schools (or designee) for the Mount Olive Public Schools. MOTV reserves the right to edit any such message.



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- C. Personal ads will not be accepted.
- D. Ads for political campaigns will not be accepted.
- E. Announcements may not contain references to:
 - 1. Lotteries or bingo games; or
 - 2. Alcoholic beverages or cash or open bars.
- F. Meetings of non-profit, non-governmental groups may be announced; however, announcements of internal organization meetings (ex. a finance committee of XYZ Club) will not be carried.
- G. The starting times and locations of religious services conducted by religious organizations within the Mount Olive Public Schools may be posted on a religious services page.
- H. All messages should include the name of the event (ex.- a spring bazaar and luncheon) or service (ex.-flu shots), the name of the sponsoring organization, date, time, location, costs and contact person, phone number and website.
- I. The design of the screen including the colors, character fonts, style and layout of the Announcement will be decided by MOTV.
- J. Requests must be dropped off at or mailed to the MOTV, 18 Corey Rd, Mount Olive, N.J. 07836. Announcements may be transmitted electronically for approval by MOTV through aroberts@mtoliveboe.org.
- K. All requests must be received at least two weeks prior to the requested air start date. Acceptance is solely at the discretion of the Superintendent of Schools (or designee) for the Mount Olive Public Schools
- L. The Superintendent of Schools (or designee) for the Mount Olive Public Schools has the right to reject any message deemed not to be in conformance with these policies and procedures or the mission of MOTV.

VII. Cable Productions

- A. Air time is available solely for the purpose of educational or community programming that is non-commercial and is in conformance with these policies and procedures.
 - 1. Educational programming is a program from any governmental, educational or non-profit source designed to inform or instruct viewers about matters which fall within the purview of the MOTV mission and objectives.



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2. Community programming is a program featuring an activity of a unit of Mount Olive Public Schools government or an event sponsored by an element of Mount Olive Public Schools government or a product which is requested for airing by a unit of Mount Olive Public Schools to inform, educate or entertain Mount Olive residents on matters which may be of local interest.
 - B. All programming shall be reviewed by the Superintendent of Schools (or designee) for the Mount Olive Public Schools or his designee and is subject to editing to insure that it is in conformance with these policies and procedures and scheduling requirements.
 - C. Liability for an unauthorized use of copyrighted material shall rest solely with the producer.
 - D. The Superintendent of Schools (or designee) has the right to reject any program submission if it is deemed not suitable to the MOTV mission or not in compliance with these policies and procedures.
 - E. All media submissions must be properly labeled and contain program title and length, name of producer and sponsoring organization and the home and work telephone numbers of the producer.
 - F. MOTV is not responsible for any lost, stolen or damaged video tapes or other media submissions.
 - G. All media must be picked up by the sender within 21 days of airing. After such time has elapsed, the media will be discarded by MOTV.
 - H. A broadcast of a meeting of any governmental policy making or advisory body or committee will only be edited to the extent that formal breaks in the meeting or any profanities or obscenities are deleted.

Requests to delete comments or other portions of the meeting will not be honored.

VIII. Program Scheduling

- A. All program scheduling will be approved by the Superintendent of Schools (or designee) for the Mount Olive Public Schools.
- B. Whenever possible, an attempt to honor specific requests for broadcast dates and times will be made.



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- C. Subject to adjustments made by the Superintendent of Schools (or designee), broadcast priorities will be as follows:
 - 1. School events (ex.- school sports or musical programs).
 - 2. Mount Olive Township Council meetings.
 - 3. Mount Olive Public Schools sponsored events.
 - 4. Other programs of specific community interest approved for broadcast by the Committee.
- D. Emergency Management announcements made by Mount Olive Public Schools Emergency Management officials will, equipment permitting, be broadcast on a priority basis overriding all other scheduling decisions.

IX. Facilities and Equipment

- A. MOTV is a local, non-profit cable access television production and broadcast operation wholly owned by the Mount Olive Township Public Schools.
- B. MOTV broadcasting will emanate from the Mount Olive Mount Olive High School.
- C. Access to MOTV editing or storage areas in Mount Olive Township Public Schools facilities will be subject to Mount Olive Public Schools policies and procedures.
- D. Access to Mount Olive Township Public Schools facilities for the purpose of taping or producing activities or events will be in accordance with Mount Olive Public Schools policies and procedures.
- E. Equipment and supplies purchased by or donated to the Mount Olive School District will remain the property of the Mount Olive School District regardless of its location.
- F. Access to the broadcast equipment located at the cable insertion point in the Mount Olive Mount Olive Public Schools Hall will be strictly limited to persons updating programming and scheduling or performing maintenance on such equipment as approved by the Superintendent of Schools (or designee) for the Mount Olive Public Schools.
- G. MOTV equipment may only be used for the production or taping of events or activities approved by the Superintendent of Schools (or designee). Access to this equipment should be available to:
 - 1. MOTV production team members



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X. Production Team

- A. The Superintendent of Schools (or designee) for the Mount Olive Public Schools may establish a group, the MOTV Production Team, to assist in the production and broadcasting of MOTV programming.
- B. Production team members may be involved in activities such as filming, editing, writing, narrating, interviewing, bulletin board creation, program development and scheduling.
- C. Training and/or certification processes for the use of equipment by production team members or others will be determined by the Superintendent of Schools (or designee) for the Mount Olive Public Schools
- D. Production team members may only tape or perform other services for activities or events approved by the Superintendent of Schools (or designee) for the Mount Olive Public Schools.
- E. Production costs related to the broadcasting of programs approved by the Mayor of Mount Olive Township shall be paid at rates established by the MOTV Production Team and a Certificate of Insurance shall be provided by the requesting party prior to any production activities.

Adopted: 22 March 2010

Revised: 16 April 2012

