

## **GOVERNMENT CABLE ACCESS CHANNEL 48**

### **Programming Policies and Procedures**

#### **310.1 INTRODUCTION**

The Gloucester County Government Cable Access Channel 48 is a designated government access cable channel provided to the County of Gloucester by Cox Communications. The channel belongs to the County of Gloucester and exists to inform and involve citizens in government and community affairs. Cox Communications also provides the County of Gloucester with two additional government access channels (46 & 47). Channel 47 is not active as of January 1, 2007 but is reserved for future use for governmental purposes. The use of Channel 46 has been delegated by the County to the School Board of Gloucester County. The School Board has developed policies and procedures governing the use of Channel 46 which are not applicable to Channels 47 and 48.

#### **310.2 MISSION STATEMENT**

The primary mission of the Gloucester County Government Cable Access Channel 48 (hereinafter "Government Channel 48") is to provide information concerning local county public meetings, governmental programs and services, public policy issues, general governmental announcements, and other special activities and events deemed appropriate within the programming policies and guidelines.

#### **310.3 OBJECTIVES**

- To promote citizen understanding of, and participation in, governmental decision-making by cablecasting public meetings and hearings of elected and appointed boards and commissions.
- To increase awareness and knowledge of the functions and responsibilities of local government and the services, programs, events, and activities of various departments and agencies.
- To offer informational programs that address governmental policies, procedures, actions, quality of life issues, and special events/activities as deemed appropriate.
- To provide programming of interest to the citizens that will inform, educate, and enlighten, as well as encourage participation in government and civic affairs.

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- To provide pertinent and useful information on public health, safety, and emergency services issues.

#### **310.4 ORGANIZATION**

The Gloucester County Department of Community Education, under the direction of the County Administrator, is responsible for the day-to-day oversight of the government cable television channel services and is responsible for program production and Government Channel 48 operation.

#### **310.5 EQUIPMENT AND FACILITIES**

The Gloucester County equipment and facilities assigned to Government Channel 48 are designated for use by approved staff members and volunteers only.

#### **310.6 TYPES OF PROGRAMS**

- A. Live Cablecast - This will consist of Gloucester County Board of Supervisors, Gloucester County Planning Commission, and Gloucester County School Board meetings, and other specified public meetings deemed appropriate on a case by case basis.
- B. Taped-Delayed Cablecast – Taped meetings, programs, or events recorded for cablecast at a later time. Some events will be cablecast live and will also be taped for later playback.
- C. Staff-Originated or Produced Programming - Programs produced by and for the County of Gloucester that may include programs for county departments, issues related to county government, or coverage of community events and activities that are of interest to the general public and deemed appropriate by County staff. These programs may be either live or taped-delayed cablecasts.
- D. Outside-Originated or Provided Programming - Material selected by staff that is deemed relevant to Gloucester County citizens that is related to county, regional, state, or 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 Department of Community Education.
- E. Electronic Bulletin Board Announcement Information - Character generated messages related to governmental meetings, activities, programs, services, and events that are sponsored or sanctioned by the County of Gloucester will be cablecast. Announcements for activities of local community-based, not-for-profit organizations may be considered for cablecast but will be subject to

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review, editing, and approval by the Gloucester County Department of Community Education. All announcements by community-based, not-for-profit organizations will adhere to the following guidelines:

1. Community-based, not-for-profit organizations are those groups that specifically serve Gloucester County with stated goals to serve the particular needs of the citizens of Gloucester County.
2. The subject matter of the announcements must be regarding one of the following:
  - a. Group meeting dates, times, and places to include particulars about a topic or speaker
  - b. Group fund-raising activities
  - c. Group membership drives
3. No announcement shall exceed two (2) minutes in length.
4. The Electronic Bulletin Board announcement service will operate 24 hours when other programming is not scheduled. Electronic Bulletin Board announcements should be provided to the Gloucester County Department of Community Education at least one (1) week prior to the requested "begin run" date. Each request should also include an "end run" date. The bulletin board may include community-based, not-for-profit organization's announcements of events and activities of general community interest as staff resources, time and space allocation permits, not inconsistent with the guidelines set forth in this document.

### **310.7 CABLECASTING OF PROGRAMS**

All requests for cablecast of any programs or announcements shall be submitted to the Gloucester County Department of Community Education for review 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.

Priority will be given to requests from the Gloucester County Board of Supervisors (as an entity), Gloucester County Administrator, county department directors and/or other governmental agencies.

Staff-produced, pre-broadcast, and provided programs must be delivered to the Gloucester County Department of Community Education for review at least two (2) weeks before the planned cablecast date. Those submitting programs for

cablecast consideration are responsible for obtaining proof of all necessary copyright clearances. Any program under consideration may be accepted as presented, may be turned down completely, or may be given conditional approval. In the case of conditional approval, a program may be deemed appropriate and worthy, provided that stated objectionable or offensive program portions, or portions which do not meet technical quality levels are deleted or revised. For provided programs, content shall be judged as to its appropriateness and general interest to the majority of Gloucester County citizens or to appropriate special populations.

### **310.8 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 eligious 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-governmental projects or organizations, or for any individual. Announcements by community-based, not-for-profit organizations about fundraising events or activities are not included in this prohibition.

**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.