

# POLICY

## BOARD OF EDUCATION OF MONTGOMERY COUNTY

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**Related Entries:** IIB  
**Responsible Office:** Global Access Technology

### **Selection and Airing of Programs on MCPS Education Channels**

#### **A. PURPOSE**

To affirm the Board of Education's commitment to air live and taped programs on the Education Channels the content of which supports the educational goals of MCPS and/or provides information regarding the school system to the community, consistent with MCPS policies and regulations

To ensure that a clear, consistent process is used as the basis for selecting programs to be aired on the MCPS Education Channels

#### **B. ISSUES**

In the age of communication and information technologies, there is an increasing demand for airing programs on the MCPS Education Channels. Decisions made by MCPS as to whether or not to air a program need to be made based on a clearly articulated set of guidelines following a consistent process.

#### **C. POSITION**

1. The content of programs aired on the Education Channels will support the educational goals of MCPS and/or provide information regarding the school system to the community.
2. The Board of Education affirms that the superintendent has the responsibility for and the authority over the content, quality, and timing of the educational curriculum including programs that air on the MCPS Education Channels.
3. Decisions on what to broadcast on the MCPS Education Channels will be based on a set of guidelines that will include:

- a) A review of the content of the program including the programming format
  - b) A review of the technical quality of the program or technical capacity of the site
4. The individual who develops the program will be held accountable for the content of the program and for airing the program as approved.

**D. DESIRED OUTCOMES**

A consistent process is used as the basis for selecting programs to be aired live or on tape on the MCPS Education Channels.

**E. IMPLEMENTATION STRATEGIES**

1. The superintendent will establish a process that includes:
  - a) Procedures for requesting that a program be aired on the MCPS Education Channels, including acknowledgment for responsibility of the program
  - b) Guidelines for evaluating whether a program will be aired, including whether it will be aired live or on tape
2. The procedures and guidelines will be made available to schools and organizations.
3. Regulations to implement this policy, including the guidelines referred to above, will be developed as needed subject to approval of the Board.

**F. REVIEW AND REPORTING**

This policy will be reviewed on an ongoing basis in accordance with the Board of Education policy review process.

*Policy History:* Adopted by Resolution No. 759-97, December 9, 1997.