

## COMMUNITY RELATIONS

### Television Channel Use

#### General Rules

1. Information is updated during the workday, Monday through Friday, as needed.
2. The Cable Channel equipment is only available for use by those who coordinate through the Office of Community Relations or its designee.
3. No information shall be transmitted which involves any advertising by or on behalf of candidates for public offices, lottery information, ballot measures, or obscene or indecent matter.
4. When requests for message space exceed availability, priority shall be given to users from the geographic area served by the cable system.
5. Announcements of events must indicate whether they are free or there is an admission charge. Exact admission fees shall not be provided. An information telephone number should be provided.
6. All applicable FCC and PDC rules apply to use of all equipment. These rules are on file and available for review at the clerk's office for the City of Shoreline.

#### Procedures for Preparing Information for Telecast

1. The Telecast Request Form must be used when submitting messages for display. All of the required information at the top of the form must be completed, and the form signed by the administrator of the requesting school/department before the message can be displayed. Forms are available from the School District's Office of Community Relations and on-line at [www.shorelineschools.org](http://www.shorelineschools.org) under the staff resources link.
2. Message information of 20 words or less should be attached to the Telecast Request Form and e-mailed directly to the Office of Community Relations at [community.relations@shorelineschools.org](mailto:community.relations@shorelineschools.org). Each message should be attached to a single Telecast Request Form and clearly marked for the scheduled beginning and ending display.
3. Each message should contain a headline that briefly conveys the main idea of the message. It should attract attention and encourage the viewer to read the message.
4. The following example may help in designing your message:

**FREE CONCERT**  
Kellogg Jazz Band  
Kellogg Activity Center  
March 6, 2001 - 7:00 p.m.  
Questions? Call 206.361.4264

## COMMUNITY RELATIONS

### Television Channel Use (continued)

#### Procedures for Preparing Information for Telecast (continued)

5. The Office of Community Relations will, when necessary, edit your message to accommodate page format and style.
6. The Telecast Request Form must be received by the Office of Community Relations at least five (5) working days before the display date.
7. All information will be screened for inappropriate bias, discrimination, or other detrimental considerations regarding race, creed, color, national origin, sex, marital status, or disabilities.
8. All information will be screened for inappropriate bias, discrimination, or other detrimental considerations regarding race, creed, color, national origin, sex/gender, marital status, sexual orientation, or disabilities.

### Procedures for Submission of Video Tapes to be Telecast

#### General Rules

1. The Telecast Request Form must be used when submitting videotapes for display. All of the required information at the top of the form must be completed, and the form signed by the administrator of the requesting school/department before the message can be displayed on Channel 26. Forms are available from the Office of Community Relations of the Shoreline School District and on-line at [www.shorelineschools.org](http://www.shorelineschools.org) under the staff resources link.
2. Programming shall comply with FCC and PDC rules regulating cable-casting.
3. All users shall permit the Office of Community Relations to preview the programs they wish to present on the education channel so that a determination may be made as to whether the program material or any part thereof is prohibited by the rules set forth.
4. If it is determined that any program does not comply with the rules, the user will be given the opportunity to revise the program to delete the objectionable portion and comply with rules. If the user chooses not to do so, she/he may do one of the following:
  - a. Withdraw the program.
  - b. Appeal the staff decision to the superintendent/designee.
5. No live programming should be cable-cast on the channel in the absence of prior approval of format by the Office of Community Relations.
6. Channel use operating policies, application forms, licenses, facilities, and equipment are subject to change at any time.

## COMMUNITY RELATIONS

### Television Channel Use (continued)

#### Procedures for Submission of Videotapes to be Telecast (continued)

##### Use of Pre-Recorded Material

1. A completed Telecast Request Form shall be submitted with the video tape recording at least two (2) weeks prior to the date requested for cable-cast.
2. All material shall be delivered to the Office of Community Relations and shall be subject to preview to assure conformity with rules and procedures adopted by the district.
3. At the discretion of the Community Relations Director, the two (2) week submission rule may be waived to provide the airing of coverage of newsworthy events in a timely manner.
4. The district requires producers to sign a waiver indemnifying the cities of Shoreline and Lake Forest Park and the cable operator from liability or potential copyright infringement.

##### Quality Standards

1. **Program Airing Procedures** – All videotapes for airing on the cable channel will be evaluated according to the following criteria:
  - a. Technical Standards – Videotapes must be of a quality suitable for cable-cast. Staff from Community Relations will screen the submitted tape to see whether the tape meets minimum quality standards when telecast over the cable system. For example, problems with chroma, contrast, etc. which may be cause for rejection by a broadcast TV station will not usually be rejected by the staff. However, those tapes which, in staff's opinion, will consistently tear or otherwise not carry a stable signal over the cable system will not be aired.

All videotapes supplies for telecasting will be on professional quality VHS videocassettes. Audio quality of all videotapes will be constant throughout the videotapes and of sufficient level to permit adequate reproduction on the cable station's transmission equipment.

## COMMUNITY RELATIONS

### Television Channel Use

#### Procedures for Submission of Videotapes to be Telecast (continued)

##### Access Priorities

1. Availability of the channel.
2. Shoreline School District shall oversee the use of district information and events exclusively. This shall include support/collaboration with the Shoreline Public School Foundation, parent teacher organizations, associated student bodies, and other related entities.
3. When requests for telecasting exceed availability, priority shall be given to the telecast of district programming. The district reserves the right to preempt any programming scheduled to be telecast and replace it with programming of local interest or higher priority.
4. All professionally produced video content must be submitted to the Office of Community Relations, with the appropriate signed forms required by the district. A signed statement releasing the cable operator and the cities of Shoreline and Lake Forest Park from liability and holding the same harmless from claims of third parties will be required.

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Cross Reference:	Policy	2020	Curriculum Development & Adoption of Instructional Materials
		2312	Copyright Compliance
		2314	Student Access/Use of Network
		3210	Nondiscrimination