

**District Cable Channel**

Cable Channel 98 is owned and operated by McKinney ISD and should be utilized by the District as a whole. Kindergarten-grade 12, school organizations, clubs and parent/teacher groups are encouraged to utilize this medium in accordance with the guidelines below.

Purpose

The purpose of the District's cable channel is to:

1. Disseminate information to the community regarding the students and staff, and events directly sponsored by the District.
2. Cablecast programming to the McKinney community for the purpose of informing and educating the public on topics deemed relevant by the District's administrative personnel.

Character-Generated Messages

Guidelines regarding character-generated messages for the cable channel are as follows:

1. Messages submitted for display on the District cable channel are limited to information, activities and services of the District.
2. All messages will be reviewed by District personnel, and may be denied transmission if deemed inappropriate, irrelevant or unnecessary.
3. District personnel reserve the right to edit any message as long as the intent and meaning stay the same.

Suggested examples of character-generated messages include:

Report card information	Graduation information
Art shows	Tryout
School dances	Bus schedules
Tryouts	Honor rolls
Bus schedules	Exam schedules
Outstanding achievements	Club meetings
Registration schedules	Carnivals
Ag shows	Channel schedules
Break information	Sports calendar
District calendar	Athletic event results
Yearbook sales	Community education
School closings	PAT/POT meetings
Lunch menus	Science fair winners
Scholarship information	

Programming

Guidelines regarding cable channel programming are as follows:

1. Educational/and or instructional programming for cablecasting by the District must have written permission from the copy-right holder or clearinghouse, in order to be transmitted over Cable Channel 98.
2. Programming for cablecasting must be of sound value to the educational development of persons in the community.
3. Programs produced locally by students and/or class organizations may be submitted for transmission over Cable Channel 98 by submitting an outline or script of the program giving evidence of informational or educational value to the community or to display creative and artistic talents of students and/or classes.
4. Locally-produced programs must be previewed and approved by appropriate District personnel prior to transmission.

Every effort will be made to provide access service to all areas of the District based upon available personnel, facilities and equipment. These guidelines are meant to be a foundation upon which to build. From time to time, it may prove necessary to install updates, revisions, and modifications in order to maintain the most efficient use of the school cable access channel.

Final decisions regarding programming and messages transmitted will be made by the public information specialist or Superintendent.