

ABINGTON SCHOOL DISTRICT
ABINGTON, PENNSYLVANIA

SUPERINTENDENT'S
ADMINISTRATIVE PROCEDURE

REGARDING: **Abington School District Cable
Channel: Abington Media
Production, AMP**

Section: **Board Governance**

Effective Date: February 12, 2008

Reissued: 8/26/08, 9/14/09,
9/27/16, 10/16/19,
8/28/20, 1/23/24

See Also: Related Board Policy

The procedure for the AMP production process is in place to ensure that there is an effort to encourage the development and production of programming for broadcast on ASD Cable Channel AMP that is consistent with the mission of the cable channel and meets all of the requirements, terms, and conditions outlined in the Board Policy for AMP. Video content for airing on AMP, which also applies to video content posted on the District website or social media channels, should not conflict with any Board Policy or Superintendent's Administrative Procedure. There are two types of programs that are permitted to be aired on AMP, the processes and guidelines for which are outlined below:

School-Based Programs

There are two means by which a school-based program can be considered for broadcast on AMP.

1. Requests for the Technology Department to film an event or initiative and edit it for broadcast should be made using the Online Publicity Request (OLPR) Portal via the Intranet. The principal of the school at which the event or initiative took place, or the Communications Coordinator, will coordinate with the Technology Department to review the program prior to airing.
2. Any teacher or staff member looking to broadcast a previously filmed school-based program can submit the final, edited content to their building principal, who, upon approval, will coordinate with the Director of Information Technology and/or Communications Coordinator to review and prepare the content for airing.

Guidelines for School-Based Program Submitted by a Teacher or Staff Member (applies to video content aired on any other District platform, such as the website or District-run social media):

- Video should have broad appeal to a large portion of the Abington School District community and should advance the mission and/or values of the Abington School District.

- Content must not violate copyright or intellectual property laws and the submitter must secure the expressed consent of all involved parties for the right to distribute or publish recordings, photos, images, video, text, slideshow presentations, artwork or any other materials.

- Footage must not include the name or image of any student whose parent/guardian has notified the principal in writing that they do not wish to have their child's demographic information included.
- Footage should be filmed and edited with good judgment, and not include anything that is in bad taste or would embarrass the child, teacher, guest or the school district.
- Submitted content should be suitable for airing, meaning the video uses quality picture and audio.
- The final video should be timely, and in order to be considered for broadcast, should not have been filmed more than 12 months -- or one year -- prior to the date of submission.
- The Assistant Superintendent, Director of Information Technology, and Communications Coordinator will provide a final recommendation with regard to scheduling the program for broadcast following a final review of program footage by the Principal/Supervisor.
- The Director of Information Technology will direct any final editing, if necessary, and will place the program on the Cable Channel AMP broadcast schedule.
- The Director of Information Technology will maintain the ASD Cable Channel AMP broadcast schedule on the Abington School District Webpage.

Community Groups

The Board policy provides the opportunity for community groups and organizations to submit proposals for programs to be broadcast on the ASD Cable Channel AMP. Any community group looking to have programs broadcast on AMP-TV will film, edit and provide final footage for broadcast consideration. The Communications Coordinator, in coordination with the Assistant Superintendent, will evaluate the program to determine its suitability for airing. In addition to adhering to the relevant Abington School District Cable Channel: Abington Media Production, AMP Board Policy, submitted programs should be in accordance with the Superintendent's Administrative Procedure regarding Distribution of Fliers.

ASD Cable Channel AMP Schedule

The Director of Information Technology will be responsible for the schedule of programming for broadcast on AMP. The following guidelines will be applied as a general guide for maintaining the schedule:

1. The schedule will be created on a twelve-hour cycle and repeated in order for two complete cycles of programming to be broadcast in a 24-hour day. The daily line-up of programs will change on a day-to-day basis to ensure that repeat broadcasts of the same program will vary.
2. The broadcast of School Board meetings will be scheduled on a two-week cycle so that only the most recent Board meeting is aired.

3. Each school will be provided with an hour-long time slot for which it will be encouraged to provide updated programming for broadcast.

The official Abington School District scroll will be broadcast when other programming is not available from a school and it is needed to “fill” that portion of the hour slot not used by a school.