



Channel 18 Policy Information

These policies have been developed by practice and practicality in accordance with federal rules and regulations, ordinance requirements, and FCC guidelines for educational access television. The Oklahoma City Educational Television Consortium administers and operates Cox Channel 18.

Mission Statement

- To create community participation and provide education through local access to educational programming, forums and information.

Authority

- Oklahoma City Educational Television Consortium, OKC-ETC, is a group of educational entities working together to provide programming for Cox Cable Channel 18. Colleges, vocational schools, and public schools are providing educational programming for patrons within Cox Cable's Oklahoma City viewing area. This agreement is pursuant to the rules established by the City of Oklahoma City, referred to as CITY and COX in Article VIII, Section 3 (a) and (b) of the franchise agreement.
- Cox Communications, Inc. has designated Channel 18 as the educational access channel. Oklahoma City's Broadband Telecommunications Ordinance required that a consortium of local educational agencies provide the programming and administration of the channel. OKC-ETC was formed with that charge.

Programming Criteria

Active OKC-ETC members have first choice and top priority of content and timeslots; with all programming decisions being based on available resources and content guidelines. All programs aired on OKC-ETC Channel 18 must support the channel's mission and be approved by a majority vote of OKC-ETC. Only active OKC-ETC members can regularly schedule airtime on the channel; have regular programming on the broadcast schedule; and have first choice and top priority of content and timeslots.

Programming decisions will be based on available resources and content guidelines. Non-commercial educational programming on the channel is divided into three categories: instructional, presentational and informational.

- Instructional Programming: Training, workshops, seminars and OKC-ETC member institution classes.
- Presentational Programming: School activities and events and student produced programs.
- Informational Programming: Bulletin Board Information and OKC-ETC member promotional programs.

Programming Priorities

If scheduling conflicts arise, priority will be given in the following order:

1. OKC-ETC Pathways to Success Show.
2. Videotaped college, vocational and K-12 courses.
3. Videotaped/pre-produced informational shows.
4. Bulletin Board Information.
5. Power Point Slideshows.
6. Third Party OKC-ETC approved programming.

Prohibited Programming

1. Programming that does not comply with OKC-ETC Channel 18's mission or programming criteria.
2. Advertising is not allowed. Sponsorship and credits are permitted and subject to approval by OKC-ETC members.
3. Programming which violates FCC guidelines for educational access television including: obscene, indecent, libelous or slanderous speech.
4. Political programming that promotes political candidates or viewpoints.
5. Programming which does not meet professional broadcast production standards for pictures, sound, and technical quality or does not meet content guidelines.
6. Copyrighted material without appropriate releases or permissions.
7. Personal programming produced strictly for personal use by any OKC-ETC member or their organization.

Third Party Programming

Interested parties may submit educational programming produced by third party sources for airing on OKC-ETC Channel 18. Third party programmers, including non-member educational institutions, cannot regularly schedule airtime, nor have regular programming on the channel's broadcast schedule. Those interested in having a program aired on Channel 18 must provide a proposal of the program for review by the OKC-ETC programming committee. The OKC-ETC programming committee will review the proposal and decide whether to air based on the following:

- Meets Channel 18 programming criteria and content guidelines.
- Of local interest and relevant to education in the Oklahoma City metro area.
- Meets broadcast quality standards.
- Supports OKC-ETC Channel 18 mission.
- Available airtime.

All third party proposals should include a typed transcript of the program, video copy of the program, and a written explanation as to why the subject is relevant to education in the Oklahoma City metro area.

If approved, the third party must deliver the DVD to the OKC-ETC Chair-Elect 7 days prior to airing.

In the event a proposal is not approved for broadcast, the third party may re-submit the request for review by the OKC-ETC body. The issue will be taken to a vote, with the majority win. In the event of a tie, OKC-ETC chair will have the final say.

Public Service Announcements

OKC-ETC Channel 18 will accept Public Service Announcements (PSAs) that meet the content and quality programming criteria and do not violate any other policies.

Bulletin Board

The electronic bulletin is for information concerning the Oklahoma City Educational Consortium. Since it is not a community bulletin board, messages aired must related to educational services, policies, initiatives, partnerships or concerns. Requests to add third party information to the bulletin board should be submitted to the OKC-ETC Chairman for review. The OKC-ETC will review the information and decide whether to approve the addition based on the consortiums policies, mission, and guidelines.

Technical Quality

Programming aired on OKC-ETC Channel 18 is expected to achieve the highest level of professional production quality considering the resources available. The OKC-ETC programming committee will monitor industry and government access television developments and trends; advances in equipment, technology and standards, make equipment needs known and provide for professional development.

Programming requests may be rejected based on the OKC-ETC programming committee's inability to achieve acceptable production quality.

Training Programs

OKC-ETC Channel 18 may air training videos or other in house programs based on prior scheduling in accordance with priority criteria. Content of training material must be suitable for viewing by the general public and approved by active members of the OKC-ETC.

-END-