

Policies and Procedures – Macomb Cable Network
City of Mount Clemens / Mount Clemens Community School District
Revised 2015

STATEMENT OF PURPOSE:

The Macomb Cable Network (MCN) is a shared service of the City of Mount Clemens, Michigan and the Mount Clemens Community School District. MCN serves the public interest by providing citizens, non-profit organizations and community groups with the resources to deliver non-commercial video programming to the residents of the City of Mount Clemens, via local cable providers and online venues.

MISSION STATEMENT:

The mission of the MCN is to provide the residents of Mount Clemens, with non-commercial television programming; so that individuals, community groups and non-profit organizations can be participants in what they watch and produce. MCN is used to inform and educate the community about local issues, events, services, businesses and industries.

OPERATIONAL RESPONSIBILITIES

- A. MCN is host and operator of the Government, Education and Public Access (PEG) channels, designated as:
 - 1. Government Access: AT&T Uverse 99, Comcast 5, Wide Open West (WOW) 10.
 - 2. Educational Access: Comcast 20, WOW 15
 - 3. Public Access: Comcast 22, WOW 18
- B. MCN is host and operator of an electronic bulletin board, referred to as the Mount Clemens Message Center and designated as: 64.88.13.200 (www.mcntv.com).
- C. MCN will operate in such a manner as to minimize capital and operating costs while maximizing service(s) to the public.

ORGANIZATIONAL STRUCTURE

MCN staff is comprised of a Senior Producer, staff producer and student producer(s). MCN staff members operate under the direct supervision of, and report to, the Mount Clemens Cable Communications Commission.

Pursuant to the City of Mount Clemens Ordinance 25.420 section 20, the Mount Clemens Cable Communications Commission is comprised of seven members:

3 members appointed by the Mayor, with consent of the Mount Clemens City Commission.

3 members are appointed by the Mount Clemens Community School District, Board of Education.

1 member is appointed by the Mount Clemens Cable Communications Commission as an at-large appointee.

Members of the Mount Clemens Cable Communications Commission serve three (3) year terms.

FINANCIAL STRUCTURE

Pursuant to the City of Mount Clemens Ordinance 25.420 and agreement of the City and the School District, the following has been established:

- A. The financing of MCN is shared equally by the City of Mount Clemens and the Mount Clemens Community School District.
- B. The City of Mount Clemens receives revenue from cable television subscribers. This revenue is used to finance the City's half of the MCN budget.
- C. The City also receives funds from cable providers, known as Public, Education and Government Access fees, or PEG fees. These fees are paid to the City and can only be used to purchase cable television equipment.
- D. The Mount Clemens Community School District matches the funding amount provided by the City on behalf of the cable television subscribers.
- E. The Mount Clemens Community School District acts as the fiscal agent for MCN.

ORGANIZATIONAL RESPONSIBILITIES

- A. Senior Producer:
 - 1. Serve as liaison between the Mount Clemens Cable Commission, the City of Mount Clemens and the Mount Clemens Community School District.
 - 2. Serve as liaison between the Mount Clemens Cable Commission and cable television providers.
 - 3. Report station activities and finances to the Mount Clemens Cable Commission.
 - 4. Oversee day to day operation of station staff and equipment.
 - 5. Administrate and maintain the electronic bulletin board.
 - 6. Administrate and execute playback schedules of PEG channels.
 - 7. Senior Producer and director of MCN productions.
 - 8. Other duties designated by the Cable Commission.
- B. Staff Producer:
 - 1. Principal photographer and editor of MCN productions.
 - 2. Supervise and direct student staff.
 - 3. Other duties designated by the Senior Producer and/or Cable Commission.
- C. Student Producer(s):
 - 1. Any duties directed by the Senior Producer, Staff Producer and/or Cable Commission.

PRODUCTION OBLIGATIONS

- A. MCN will record and replay 24-Regular City Commission Meetings, whose dates and times are determined by the Mount Clemens City Commission.
- B. MCN will record and replay 12-Regular Board of Education Meetings, whose dates and times are determined by the Mount Clemens Community School District, Board of Education.
- C. MCN will record and replay Mount Clemens High School Commencement Exercises, whose date and time is determined by school district administration.
- D. Any other programs designated by the Cable Commission.

PROGRAMMING POLICIES

- A. MCN will retain archives of public meetings for a period of two years.
- B. MCN will make public meetings available at the Mount Clemens Public Library.
- C. MCN will make public meetings available online.
- D. Electronic bulletin board requests made by non-profit organizations will be honored.
- E. Online access to the electronic bulletin board will be limited to:
 - 1. City Administration designees.
 - 2. School District designees.
 - 3. Non-profit organization designees, approved by cable station staff or Cable Commission.
 - 4. Authorized for-profit organization designees, approved by cable station staff or Cable Commission.
- F. MCN will accept programming from third-party providers if the following conditions are met:
 - 1. Programs are provided and delivered free of charge.
 - 2. Programs do not contain for-profit, commercial advertising.
 - 3. Programs are provided in a format which is approved by cable staff.
- G. MCN will provide air time for qualified, third-party, programs.

PROGRAMMING PROCEDURES

GOVERNMENT ACCESS

- A. The intent of the programming on the Government Access channel is to provide direct, non-editorial, information to the citizens of Mount Clemens. MCN will be used to build awareness of, not support for, a particular candidate(s), policy, program, or issue.
- B. Tape-delayed cablecasting of public meetings shall be aired in their entirety.
- C. The purpose of programming on this channel will be public service in nature.
- D. Announcements for non-profit entities within the City of Mount Clemens shall be allowed.
- E. To ensure that compliance with this policy is achieved, programming may be reviewed by cable staff and/or the Cable Commission.

EDUCATIONAL ACCESS

- A. The intent of the programming on the Educational Access channel is to provide access to educational opportunities within the Mount Clemens Community School District.
- B. Tape-delayed cablecasting of public meetings shall be aired in their entirety.
- C. The purpose of programming on this channel will be educational in nature.
- D. Announcements from school administration, instructional staff, athletic department, and student and parent groups shall be allowed.
- E. To ensure that compliance with this policy is achieved, programming may be reviewed by the cable staff and/or the Cable Commission.

PUBLIC ACCESS

- A. The intent of the programming on the Public Access channel is to provide non-commercial programming to the citizens of Mount Clemens.
- B. To ensure that compliance with this policy is achieved, programming may be reviewed by the cable staff and/or the Cable Commission.