TOWN OF HILLSBOROUGH
PERSONNEL POLICY

POLICY 413 LAST REVISED 7/27/01

SUBJECT: GOVERNMENT AND EDUCATION CHANNEL

PURPOSE: Outline parameters for use of the government and education cable channel.

STATEMENT OF POLICY:

The Town of Hillsborough has authorized a non-exclusive franchise to a cable television provider. As part of the franchise agreement, a government and education programming (GEP) channel was established, that has the capacity to display text messages and videos.

The City Manager and School District Superintendent are responsible for overseeing all programming on the channel. The City Manager acts as liaison to the cable franchisee to ensure compliance with the franchise agreement.

Text Messages

Static text messages may include general information to benefit residents and announcements concerning public meetings, special events and educational programs to benefit Hillsborough residents.

Organizations that may display static messages include all departments, boards, commissions, and committees of the Town and the Hillsborough School District, and the Hillsborough Recreation Department. All messages are subject to the approval of the City Manager. Town staff shall ensure the timely display of messages on the television.

Messages cannot promote a product or service offered by commercial businesses.

Unless otherwise requested, messages shall be posted for three weeks. All messages concerning special events and meetings will be removed promptly after the event has occurred.

Videos

Videos may include films of Town and School District special events, general safety information to benefit residents and educational programs to facilitate learning at

local schools.

All videos telecasted from Town Hall are subject to the approval of the City Manager.

The School District Superintendent is responsible for educational programming telecasted from Crocker School.