

Existing policy number 1111 adopted 3/19/12, appropriate as written, if still current practice. A sample policy and regulation follow for consideration

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Community Relations

Use of Education Television Channel

Authority

All matters regarding the use and implementation of programming for the Education Channel for educational programming will rest with the Superintendent of Schools or his/her designee(s).

Policy adopted: March 19, 2012

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A policy to consider on this topic. A sample regulation follows



Community Relations

Use of Education/Government Television Channel

Mission

It is the mission of the Education/Government Channel to provide an opportunity for public involvement in local education/government, to inform the public of education/government and community life, and to document education/government activities. The provision of educational opportunities for school children is vital to this mission.

Goals

It is the goal of the Education/Government Channel to:

1. Provide local citizens with increased access to education/government meetings through live and recorded television programming.
2. Provide television programming to inform local citizens of the operations and activities of the local education/government and its agencies.
3. Provide television programming to increase information available to citizens about political issues, candidates and elections.
4. Produce and transmit other informational television programs of interest and value to local residents which are otherwise neither available nor provided by other sources.
5. Provide opportunities for citizen involvement and interaction in the development of the local Education/Government Channel programming.
6. Provide instructional opportunities for local public school students.

Policy adopted:

cps 5/99

Sample policies are distributed for demonstration purposes only. Unless so noted, contents do not necessarily reflect official policies of the Connecticut Association of Boards of Education

Community Relations

Use of Education/Government Television Channel

Operational Guidelines Access

The use of the Education/Government Channel shall be limited to the Board of Education and Town government programming. The use of studio facilities operated by the Board of Education shall have student instruction as their primary goal.

Board of Education sponsored programs include, but are not limited to:

1. Direct instruction
2. Presentation of school programs, including political discussions or debates, provided they are sponsored, organized and controlled by school personnel (such activities must be balanced as to content)
3. Presentation of school activities, performances or ceremonies
4. Meetings and hearings (Such coverage shall be "gavel to gavel" and will depict all speakers.)
5. Other school related activities as approved by the Superintendent

Town government programs include, but are not limited to:

1. Town hearings and meetings (Such coverage shall be "gavel to gavel" and will depict all speakers.)
2. Information regarding procedures, requirements or other technical matters
3. Presentation of town activities, performances or ceremonies
4. Items of community interest. Coverage of such items will be decided on a case-by-case basis and must reflect broad community interest and be of local origin

Political Issues

Political programs will be limited to one local "candidates night" per elected body of a non-partisan format within 30 days of a town election. The appearance of an elected official, (example: the Governor, Senator) in his/her official capacity shall not be considered a political program unless the elected official is running for office and the appearance is within 60 days of that election.

Authority

All matters regarding the use and implementation of programming for the Education/Government Channel will rest with the Superintendent of Schools and First Selectperson or their designee(s). All matters related to the establishment of policy will rest with the "Ad-hoc Video Committee" or its replacement.

Advertising

Advertising will be limited to product, ticket sales, and free events sponsored or approved by the Board of Education and Town agencies only.

When local businesses provide financial/material for televised school related support or town related and approved events programming, the statement, "Sponsored by (name of agency and/or logo)" will be permitted.

Copyright

All Education/Government Channel programming must strictly abide by copyright regulations.

R1111.1(b)

Community Relations

Use of Education/Government Television Channel

Operational Guidelines (continued)

Copying

Copies of locally developed programs will be made available from time to time at an established rate of \$10 per 30 minutes or a fraction thereof. This fee can be modified at the discretion of the Superintendent of Schools and First Selectperson or their designee(s).

Facilities/Equipment

The studio and equipment located within the public schools shall be used for the production of the Education/Government Channel programming. This equipment may be used for such purpose as long as said use does not interfere with the operation of the schools' education program. The education of the public school students is the primary function of this equipment.

Personnel

The First Selectperson, Superintendent of Schools shall hire/appoint a person to be responsible for the following:

- Education/Government Channel character generator operation,
- operation of the "head end" equipment,
- coordination of all local Education/Government Channel activities,
- solicitation and training of volunteers to produce Education/Government Channel programs
- scheduling use of facilities/equipment, communication between the school instructional program and the Education/Government channel production crews,
- development of needs lists; and
- any other responsibilities as deemed appropriate.

Procedures

A "Video Proposal" form must be completed prior to the development of any program produced for the Education/Government Channel, which is not developed by school or town personnel. (See attached form.)

Regulation approved:

cps 5/99

VIDEO PROPOSAL
WOODBIDGE SCHOOL DISTRICT VIDEO TECHNOLOGY CENTER
C/O SUPERINTENDENT OF SCHOOLS

The information provided in this form will enable the video staff to determine your needs and how best to assist you. Staff review of this proposal does not obligate the Video Department of Woodbridge School District in any way.

Name: _____ Date: _____

Address _____ Telephone Work _____
Telephone Home _____

Town dept./Organization Representing: _____

Address: _____

Date Event _____ Time _____

What is the Topic of Your Program: _____

What is the Desired Completion Date _____

What is the Anticipated Length of Finished Video Program _____

Summarize the Main Ideas of Your Video Program _____

A. _____

B. _____

C. _____

D. _____

E. _____

5. What is the Purpose of Your Video Program (circle one)
to instruct to publicize to preserve local history to inform to entertain
other (specify) _____

6. What is the Format of Your Program (circle one)
interview lecture panel public service announcement debate documentary
other (specify) _____

7. Who is the Potential Audience for Your Program _____

8. Where will this Video Program be Viewed (circle one)

in house/department cable television public performance
other (specify) _____

9. Who will Appear in Your Video Program (list major participants) _____

10. Where will this Program be Videotaped? (list all locations): _____

11. Will your Video Program Include any (circle one) charts graphs pictures
Video cassettes other graphics (specify) _____

12. Explain why this Video Program should be Produced (this question must be answered) _____

Signature _____ Date _____

Building Administrator _____

Library use only Action Taken: Approved Not approved

COMMENTS _____

Superintendent of Schools/First Selectperson

AV/Video Coordinator