

EDUCATIONAL CABLE TELEVISION CHANNEL

The educational access channel shall operate on the authorized cable provider system of Loveland as Thompson Schools Television. The goal of the educational access channel shall be to provide programming that fits the educational and communications needs of the school district. Such programming shall include live and taped programming and a character generated bulletin board.

Objectives

The fundamental purposes of the educational access channel are to:

1. Provide and produce instructional materials for students, teachers and the community
2. Provide opportunities for students to learn about video and television production
3. Support the current objectives of the Board of Education and the school district
4. Provide the community with information related to education in general and Thompson School District activities in particular
5. Encourage and support school-community partnerships
6. Encourage the professional development of district staff

Authority and Responsibility

The district educational access channel, facilities and programming operate under the jurisdiction of the Thompson School District Board of Education as expressed in Board policy KDC/KDCA.

Responsibility for ensuring that this policy is followed lies with the Television and Video Services Manager or designee(s).

The Communications Team shall periodically review the policies and operations of Thompson Schools Television and make recommendations to the Television and Video Services Manager or the designee(s).

The Communications Team will be available upon request of the superintendent or Board of Education to help resolve conflicts involving Thompson Schools Television policies or operations, based on Board policy.

Authorized Users

The educational access channel shall be reserved solely for educational, information and activity programming created by or authorized by the school district.

Thompson Schools Television shall be for the use of district schools and departments or other authorized public educational entities.

School district entities may apply for the use of the educational access channel; permission may be granted if the activity or information affects district employees, students or educational community and if channel time and resources are available.

Non-school district agencies, organizations or individuals may participate in programming only at the invitation of the district. Invitations shall be extended only to those whose information or activities affect Thompson district employees, students or the educational community, is consistent with district policy, and only if channel time is available.

Use of District Equipment

District video production equipment may be used under the guidelines of Policy EDC, Authorized Use of School-Owned Materials and Equipment.

Program Sources

Programming for Thompson Schools Television shall come from the following sources:

1. Live coverage - Broadcast of district/school presentations will be provided.
2. Tape delay cable casting - Some public meetings, school functions and special events will be taped for subsequent cablecast.
3. Program replays - Taped programming of any type may be replayed at various times.
4. Character generated bulletin board - The primary source of information for the Thompson Schools Television character generated bulletin board shall be district schools and departments. Information from other non-profit or public entities may be included on the bulletin board if approved by the Television and Video Services Manager or the designee(s).
5. Ownership - Any materials developed by the district or that use any district resources in their development become the property of the district and not the property of any individual contributors to such projects.
6. District-produced programming - Any school or department within the district may submit requests for programming or for broadcast of self-produced programming. Such programming must be consistent with the intent of district policy and any associated legal requirements and meet production standards determined by the designee(s) of the Television and Video Services Manager.
7. Programming not produced by Thompson School District - Some cable television programs will come from sources outside the district. Such programming must be consistent with the intent of district policy and procedures and be approved by the Director of Media Services, the Director of Technology Services or their designee(s).

Program Priorities and Scheduling

Selection and scheduling of all programming on Thompson Schools Television shall be the responsibility of the Television and Video Services Manager or the designee(s). Scheduling will be in accordance with Thompson Schools Television use priorities, as listed below, and the availability of equipment and resources.

1. Emergency notification - To provide citizens with information in the case of emergency or for notification of school cancellations, late starts, early dismissals or activity changes.
2. Direct instructional programming - To provide training for students and staff; educational programming will have highest priority for production and cable casting.
3. General educational programming - General educational and special event programming will be rebroadcast when deemed appropriate by the Television and Video Services Manager or the designee(s) and when time and resources permit.
4. Re-broadcasting of satellite programming - To provide educational opportunities to students and the community, legally obtained satellite broadcasts may be shown over Thompson Schools Television at the discretion of the Television and Video Services Manager.
5. Video bulletin board - To provide informational messages to the community about programs and services offered by the district and other non-profit organizational information that benefits district students.

Prohibitions

Any advocacy on behalf of or against a political candidate or ballot measure is prohibited, EXCEPT THAT this shall not preclude factual presentation of official ballot materials or of reasonably balanced educational channel-produced programming that provides opportunity for all candidates for a particular elective position or for proponents of all sides of an issue to appear. Any discussion of issues must conform with the legal restrictions placed upon school districts.

Any advocacy on behalf of or opposing any measure proposed by the Board of Education or under consideration by the Board of Education is prohibited, EXCEPT THAT this does not preclude factual presentation of information derived from the Board of Education agenda or notes taken at its meeting, or educational channel-produced programming related to such measures, so long as adequate and relevant background information on the various sides of such a measure is presented.

Any promotional material for commercial products or services presented for the purpose of soliciting of funds or other things of value is prohibited, EXCEPT THAT this does not prevent the educational channel from seeking sponsors to offset the production costs associated with its programming. Such sponsorship shall be acknowledged both before and after the program is aired.

Any information concerning any lottery, gift enterprise or similar promotion offering prizes based upon lot or chance is prohibited except in the case of appropriately licensed school fund raising efforts.

Also prohibited is any material which promotes the use of alcohol, tobacco or drugs, and any material which constitutes obscenity, libel, slander, invasion of privacy, violation of trademark or copyright or which might violate any local, state or federal law including FCC regulations.

Adopted April 1, 1998
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