



### Educational Cable Television Channel

The Blue Springs School District authorizes and operates an educational channel through the local cable television provider. The educational channel shall provide programming that fits the educational and communications needs of the school district. Such programming shall include live and taped programming and the district bulletin board.

#### 1. Objectives:

The fundamental purposes of cable educational television are as follows:

- a. To provide and produce informational programs for students, teachers, and the community;
- b. To showcase student activities and accomplishments to the community;
- c. To provide the community with information related to education in general and district activities in particular;
- d. To provide students the opportunity to learn about video and television production;
- e. To encourage and support adopt-a-school partnerships; and
- f. To support the objectives of the district.

#### 2. Authority and Responsibility

- a. Designated cable channel programming and the accompanying facilities operate under the authority of the Blue Springs R-IV School District.
- b. Responsibility for ensuring that cable educational television procedure is followed lies with the district's Deputy Superintendent for Curriculum and Instruction or the designee(s). Front line responsibility for ensuring that educational cable policy is followed shall lie with the Coordinator(s) of videography classes.
- c. Coordinator(s) of videography classes shall periodically review the policies and operations of the cable channel and make recommendations to the Deputy Superintendent for Curriculum and Instruction or the designee(s).
- d. The Deputy Superintendent for Curriculum and Instruction or the designee(s) shall be available upon request of the Coordinator(s) of videography classes to assist in resolving conflicts relating to educational cable channel procedures or operations.

#### 3. Authorized Users

- a. The cable channel shall be reserved solely for educational, informational and activity programming created by or authorized by the district.
- b. The cable channel shall be for the use of district schools and departments or other authorized public educational entities.
- c. Non-district agencies, organizations or individuals may participate in programming only at the invitation of the district. Invitations shall be extended only to those whose programming affect district students, employees, or the educational community, if programming time and resources are available, and should the programming be consistent with all other district policies.

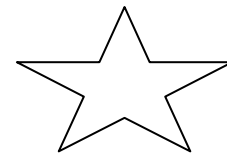
#### 4. Program Sources

Programming for cable channel shall come from the following sources:

- a. Live productions - Broadcast of district/school events such as athletic competitions, theatrical performances, concerts, or other programs.
- b. Taped productions - Cable-produced programs or programs submitted to the Deputy Superintendent for Curriculum and Instruction or the designee(s) and approved may be taped and edited for subsequent cablecast.
- c. Program replays - Taped programming may be replayed on the cable channel at various times.
- d. District bulletin board - The primary source of information for the district 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 Deputy Superintendent for Curriculum and Instruction or the designee(s).

#### 5. Program Priorities and Scheduling

- a. Selection and scheduling of all programming on the cable channel shall be the responsibility of the Coordinator(s) of videography classes. Any concerns or questions regarding programming shall be directed to the Deputy Superintendent for Curriculum and Instruction or the designee(s) for final determination.
- b. If it is determined by the Coordinator(s) of videography classes that any program does not comply with district policy, the submitting party shall be given the opportunity to revise the program to delete the objectionable part to comply with the procedure. If the submitting party chooses not to do so, he/she may do one of the following:
  - 1.) Withdraw the program; or
  - 2.) Appeal the decision to the Deputy Superintendent for Curriculum and Instruction or the designee(s) for final determination. The decision of the Deputy Superintendent of Curriculum and Instruction is final.



6. Use of District's Technology Resources

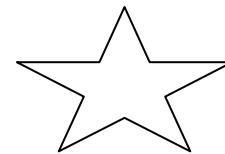
- a. Staff use of the cable channel technology equipment and programming resources shall be consistent with the Technology Resources Policy found in Section 3A.26. Staff must execute the form found in **Appendix 3A(20)** prior to using the cable channel technology equipment.
- b. Student use of the cable channel technology equipment and programming resources shall be consistent with the Technology Resources Policy found in Section 5.14. Students must execute the form found in **Appendix 5(20)** prior to using cable channel technology equipment.
- c. Staff or students must also execute the Cable Channel Technology Resources Acceptable Use Procedure; see staff **Appendix 3A(27)** or student **Appendix 5(22)**, prior to using the cable channel technology equipment.
- d. Students and unauthorized staff shall not access the cable channel studio or use its technology equipment or programming resources without supervision and/or permission from the Coordinator(s) of videography classes or another authorized district employee.
- e. Students and staff using technology equipment or programming resources both on or off school grounds, both during or outside of school hours, shall do so consistent with the objectives set forth in this policy.

7. Prohibited Uses

- a. The cable channel shall not broadcast programming that promotes any unlawful acts whether such acts be in violation of civil or criminal laws and regulations or in violation of district policies.
- b. The cable channel shall not broadcast programming that contains profane, vulgar, or pornographic content or programming that advocates violence or discrimination towards others as determined by authorized district staff.
- c. The cable channel shall not broadcast programming that advocates on behalf of or opposes a ballot measure or a political candidate, except this shall not preclude factual presentation of official ballot materials or reasonably balanced cable 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.
- d. The cable channel shall not broadcast programming that advocates on behalf of or opposes any measure proposed or under consideration by the Board of Education, except this shall not preclude factual presentation of information derived from the Board of Education agenda or notes taken at its meeting, or the cable 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.
- e. The cable channel shall not broadcast programming that contains any promotional material for commercial products or services presented for the purpose of soliciting of funds or other things of value, except this does not prevent the cable 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. It shall be the responsibility of the Deputy Superintendent for Curriculum and Instruction or the designee(s) to procure sponsors and said individual has the authority to deny prospective sponsors.
- f. The designated cable channel shall not broadcast any programming which promotes alcohol, tobacco, or illegal drug use, or participation in unauthorized inherently dangerous activities.
- g. The designated cable channel shall not broadcast any programming that contains libel, slander, invasion of privacy, violation of trademark or copyright or which might violate any local, state or federal law including FCC regulations.
- h. The designated cable channel shall not broadcast any programming which otherwise fails to comply with district policy.

8. Violation of Procedures

- a. Discipline Procedure for Staff: Any staff member found not in compliance with the Educational Cable Channel Procedures or the Technology Resources Policy may encounter disciplinary action by the district. The district reserves the right to discipline noncompliant staff members in the following manners:
  - 1.) Termination of staff member's access to designated cable channel programming and its technology resources; and/or restitution
  - 2.) Suspension of staff member; and/or restitution
  - 3.) Termination of staff member; and/or restitution
- b. Discipline Procedure for Students: Any student found not in compliance with the Acceptable Use Procedure or Technology Resources Policy may encounter disciplinary action by the district. The district reserves the right to discipline noncompliant students in the following manners:
  - 1.) Termination of student's access to designated cable channel programming and its technology resources; and/or restitution
  - 2.) Suspension of student; and/or restitution
  - 3.) Expulsion of student; and/or restitution
- c. Civil Liability: Non-compliant staff members and students may be liable for restitution to the district for any damages to designated cable channel technology equipment and programming resources or any other claim for damages resulting from said violation of district policy.
- d. Criminal Liability: Non-compliant staff members and students may be referred to local, state or federal authorities should the district deem their non-compliance violates local, state or federal law.



9. Student Privacy Rights  
Consent shall be obtained from the parent/guardian or student 18 years or older before knowingly broadcasting the student's audio or video image on the designated cable channel. By executing the Cable Access Consent Form; **see Appendix 5(23)**, the student relinquishes all monetary claims or royalties upon the district or the local cable television.
  
10. Ownership of Programs  
Any materials developed or which use any district resources in their development become the property of the district and not the property of any individual contributors to such programming or individuals featured therein.
  
11. Purchase of Videotapes  
Because all cable access programming is the property of the district, copies of videotaped programs may be made available for purchase by the general public. The price of the videotapes shall be established by the Deputy Superintendent of Curriculum and Instruction or the designee(s). All proceeds from purchases shall be first used to offset the costs of the production of the videotape itself and shall then be applied to the production and operating costs associated with the designated cable channel. No students, staff, or other individuals may receive any proceeds from the sale of said videotapes.

**Blue Springs School District**  
**Student Educational Channel Technology Resources Acceptable Use Procedure Form**  
**Appendix 5(22)**

I have reviewed and fully understand the contents of the Educational Cable Television Channel Procedure. I understand and accept all conditions, restrictions, regulations, and requirements featured in the procedure. I understand that access to District technology resources is a privilege that may be withdrawn at any time, should I violate any aspect of the procedure. By executing below, I hereby acknowledge reading and understanding the procedure and accept all responsibilities associated with access to district technology resources.

\_\_\_\_\_

Date

\_\_\_\_\_

Student (Print)

\_\_\_\_\_

Student Signature