

**FILE: IIBEA**

**MEDFORD AREA PUBLIC SCHOOL DISTRICT**

<b>DATE ADOPTED:</b>	<b>February 15, 1996</b>	<b>FILE SECTOR:</b>	<b>INSTRUCTION</b>
<b>DATE REVISED:</b>	<b>December 20, 2001</b>	<b>POLICY TITLE:</b>	<b>DIGITAL</b>
<b>DATE REVISED:</b>	<b>May 17, 2007</b>		<b>TELEVISION</b>
<b>DATE REVISED:</b>	<b>December 19, 2013</b>		

The Medford Area Public School District Board of Education recognizes the educational and communications potential that digital television and the designated educational channel, specifically, make possible.

In all cases, access to school district digital programming capabilities will be limited to school educational purposes. Individuals, groups and/or organizations, both school and community, whose stated purposes are consistent with board of education policy and administrative rules may be granted limited access provided both their organization's purpose and their media contents are in accordance with the parameters established by board policy.

Should a disagreement arise respecting use of school district digital facilities, the board of education will make the final determination. The board of education will, however, involve itself only after all administrative remedies have concluded.

**CROSS REFERENCE: IIBEA-R, IIBGA, IIBGAB, IIBGC & JO**  
**LEGAL REFERENCE: §120.13(22) Wis. Stats.**

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The following guidelines are intended to provide direction in the creation and distribution of locally produced/provided digital television programs by students and staff of the Medford Area Public School District.

I. General

1. Only those programs which are consistent with and supportive of the policies and goals of the board of education will be permitted.
2. Federal, state, and local broadcasting regulations will be honored at all times. Where the board of education/administrative guidelines are more restrictive, the latter will take precedence.
3. All school program tapes become the property of the Medford Area Public School District and may not be copied; however, off-air viewing and copying rights may be granted. No tapes or live telecasts of school district activities or functions may be used for commercial broadcast or reproduction unless previously approved by the district administrator.
4. Deviations from the established procedures will only be permitted in extraordinary situations.
5. Parental/guardian permission for students to be televised shall not be required for any activity which the public is normally expected or is encouraged to attend (concerts, athletic events, graduation programs and similar activities
6. Active parent/guardian consent shall be obtained prior to taping or televising a class or activity which in any way identifies a student(s) as being part of a special program (Special Education, Title I, etc.).

II. Administration

1. The local educational access digital channel is to be used solely by the Medford Area Public School District for educational and information programs created or acquired by the staff and students with the following exceptions, if approved by the district administrator:
  - a. tapes of community activities such as parades, county fair activities, and other events of a non-profit nature.
  - b. non-school educational programs provided by community agencies and organizations.
  - c. notices of community activities sponsored by non-profit agencies and organizations.

- d. other programs of school and community interest as may be approved by the district administrator if the programs:
  1. do not conflict with the philosophy and policies of the Medford Area Public School District.
  2. serve to benefit the community as opposed to being of value only to an individual or small group of individuals.
  3. do not violate any copyright or royalty laws.
  4. are not single-sided and/or promotional political programs.
  5. are consistent with federal, state and local broadcasting regulations.
  6. do not contain any paid advertising; however, brief graphic acknowledgments may be telecast to indicate appreciation for assistance in the production of the program.
2. All programs to be scheduled on the local educational access digital channel will be viewed and approved by the district media specialist prior to distribution to the community.
3. There will be no non-school advertising allowed on the local educational access digital channel.
4. There will be no sponsorships relating to such products such as drugs, liquor, tobacco, or other controlled substances. Sponsorship that is not consistent with good educational purpose and/or that results in the exploitation of students is inappropriate to any school related programming.
5. The programming plan will strive to achieve as balanced a presentation of the total educational program as is possible. All levels and departments will be taken into consideration.
6. Implementation Guidelines
  - a. All programming proposals will be submitted to the district media technician for review and submitted to the building principal for approval.
  - b. All classroom production will be submitted by the instructor following the above format.
  - c. All program content, format and sponsorship will be subject to the approval of the district administrator or his/her designee.
7. Should a disagreement arise due to programming purpose, content, timing, or for any other reason, the individual(s) affected by the disagreement shall pursue the administrative remedies in the order set forth below:

Step I	building principal
Step II	district administrator
Step III	board of education

III. Student Involvement

1. The need for, and acquisition of written releases will be determined prior to taping and airing of programs involving minors.
2. Confidentiality shall be maintained consistent with law and board policy.
3. All program content and format will be subject to administrative approval.
4. When working on a digital production, students will be expected to abide by all school rules and are to exercise good judgment in regard to dress and behavior.

IV. Copyright

Royalty and copyright laws and the implementing rules will be observed in all cases.