

POLICY 1220  
CABLE TELEVISION

The cable television channel provided by the local cable television company shall be utilized by the District to provide educational and informational programming to the community and schools. All programs cablecast shall be consistent with the mission of the District and supportive of the goals approved by the School Board.

The Interactive Communications Specialist is responsible for the operating and programming of the District's subscriber cable channel.

LEGAL REF.: Wisconsin Statutes

Sections 120.13 [Board power to do all things reasonable for the cause of education]  
120.13(22) [Board power; cable television]

CROSS REF.: 1200, Public Information Program

1210, Communication - School Sponsored (Including Crisis)

1213, Web Publication

1510, Advertising/Promotions

3220, Funding Proposals and Grants

3643, Emergency School Closings (Inclement Weather)

6100, Mission, Principles, Goals, Results

8860, Citizen Advisory Committees

ADMINISTRATIVE REGULATIONS: None

AFFIRMED: December 28, 1990

REVISED: February 9, 1999  
February 25, 2003  
December 19, 2006  
June 25, 2013

RULE 1220  
CABLE TELEVISION

1. Students may elect to be involved in production of cable television programs under the supervision of qualified staff members.
2. Diverse programming will be provided to avoid overemphasis upon any one portion of the District's curriculum-activities or personnel.
3. No student, staff member or anyone else appearing on a program will be exploited for private commercial purposes. Each individual's right to privacy will be protected at all times. The acquisition of signed release forms, where required, will be the responsibility of the program producer.
4. Obtaining the necessary royalty and/or copyright clearances, prior to scheduling of a broadcast, will be the responsibility of the program producer.
5. Program sponsorships will be permitted, except that no sponsorship promoting the use of alcohol, drugs, tobacco or other harmful substances will be permitted. Any sponsorship inferring or endorsing any other product, process or activity that is inconsistent with the District mission or educational objectives of the District is prohibited. Acknowledgment of acceptable sponsorship will be limited to the "Kenosha Community Television Commission" guidelines, "This program was made possible through funding provided by appropriate sponsors." No slogans or other descriptions of a commercial nature will be used.
6. Funding for District programs may be sought from outside sources, including grants, trusts and funding from governmental and other sources. Acceptance of such funding shall require approval of the Superintendent of Schools.
7. Live cable casting of District activities that may have an impact upon participation, spectatorship or revenues will require the approval of the Superintendent.
8. Federal, state and local cable regulations will be honored at all times; where District policies are more restrictive, the latter will take precedence.
9. The District will be responsible for the maintenance of all District-owned equipment. All persons using District production equipment will be required to attend training sessions and/or demonstrate competency in its use. All persons using equipment will exercise sound, careful judgment when operating equipment.
10. When working on a cable production, students will be expected to abide by all school rules and are to exercise good judgment in regard to dress and behavior.
11. All program media becomes the property of the Kenosha Unified School District. The District maintains the right to apply for copyright through the U.S. Office of Copyright. Copies of media will not be made for private individual use. Exceptions to these guidelines will require the approval of the Interactive Communications Specialist.