

School District of Clay County
Green Cove Springs, Florida

Ben H. Wortham
Superintendent of Schools

**Instructional Television /
Distance Learning
Procedures Manual**



Clay County School Board

Carol Vallencourt	District 1
Carol Studdard	District 2
Charles Van Zant, Jr.	District 3
Frank Farrell	District 4
Lisa Graham	District 5

July 2010

Instructional Television/Distance Learning refers to videoconferencing and programming provided on the local access cable channel. The School District of Clay County (SDCC) bulletin board providing information about each school and educational programs falls under Instructional Television/Distance Learning.

Online Virtual Education is not included in this Procedures Manual.

OPERATIONS

Operation of equipment providing access to instructional television and/or distance learning shall be limited to the service provider and **authorized employees** of The School District of Clay County (SDCC) under the direction of the Instructional Division Department of Instructional Resources. Student access to this equipment shall be limited to **certified operators** under direct supervision of an authorized SDCC employee. At no time shall student operators be given operational codes. At no time shall student operators be given access to equipment without the supervisor present.

The following employees shall be designated as authorized SDCC employees and will remain as such by attending a yearly operations meeting and signing an employee contract for operations of electronic distribution of educational information:

Instructional Resources Staff	Middleburg High School Media & CTE Staff
Fleming Island High School Media Staff	Oakleaf High School Media Staff
Keystone Heights High School Media & CTE Staff	

Other employees may be designated as authorized SDCC employees upon completion of official training concerning electronic distribution of educational information.

Certified operators, under direct supervision of an authorized SDCC employee, shall also be trained each year and sign a student contract for operations of electronic distribution of educational information.

BULLETIN BOARD SERVICES

Priority Messages

The Bulletin Board system is provided for the School District of Clay County and shall be limited to school information and local non-profit organizations that benefit schools or provide community services that benefit students in the community. At no time will the following be considered:

- Political messages
- Religious messages and/or schedules for regular church services or activities
- Any message which may be controversial or inflammatory
- Commercial messages, unless the business organization is sponsoring a community project that benefits the schools or students in the community

The following organizations have been approved to air messages on the Bulletin Board system:

Clay County Government:	4H
Animal Control	Boy Scouts
Clerk of the Court	Challenge Enterprises/Lighthouse Learning Center
Health Department	Child Abuse Prevention
Public Libraries	Children's Haven
Public Safety	City Rescue Mission's Christmas Dinner
Sheriff's Office	Girls House
Supervisor of Elections	J. P. Hall Charities
Waste Management	Quigley House
Clay County Agricultural Fair	St. Johns River Community College
Clay County Children's Charities	Special Olympics
Clay County Education Foundation	UF Clay County Extension Services
Clay County Food Bank	

In addition, priority will be given to any messages that address the public safety, including requests from other local municipalities and governmental agencies.

GUIDELINES FOR CHANNEL 29

The bulletin board computer system and employee who maintains the messages shall be under the direct supervision of the Instructional Media Services Specialist. To submit messages for the system, the following guidelines should be considered:

1. Information must be submitted as a Powerpoint file via email to the address:
channel29@mail.clay.k12.fl.us
2. The presentation must be of a size and appearance to be easily read on television.
3. Font size should be 28 or larger. 32 is the recommended size.
4. Use a medium to dark background for large areas. White and light colors cause a washout effect when transmitting over cable lines.
5. Use animation on FIRST SLIDE ONLY. Transitions are acceptable.
6. Do not crowd your slides; however, there must be at least two events on each slide. Ten slides maximum per submission.
7. Updates must be received no later than Tuesday morning at 7:30 to be updated for that week. Updates may be sent weekly.
8. Slides with outdated information will be deleted.
9. Assign a slide transition time of 10-12 seconds. Play your presentation and make sure your slide can be read in that time span. If not, you may need to move some of your information to another slide. Failure to put a time transition on a slide may result in deletion of that slide.
10. Keep graphics to a minimum. We are using a regular PC and it freezes up whenever there are too many graphics.
11. Abide by all copyright regulations.
12. If you are allowing students to create your slides, it is imperative that you preview the slides before sending them for downloading. We do not proofread your slides.
13. Save your Master and Title slides to a disk so you will have them in the event your computer crashes.
14. Your presentations should include your school name, address, phone number, website and administrators' names.
15. Make use of the slide master when there is anything you want on multiple slides. It is more efficient.
16. If you have any questions or see any problems with your presentation, please call Kathy O'Brien at 529-4992 or Karen Robinson at 529-4991.

School District of Clay County

Instructional Television/Distance Learning

Sponsorship Agreement

The School District of Clay County does not sell advertising space. However, to support the development of programming, institutional advertisers may be linked specifically with identified programming. Presentations of their messages will be in the form similar to such messages as currently shown on PBS programming and may include text, audio, and company logo only. (i.e. – “The School District of Clay County wishes to thank the following companies for their sponsorship of this program.”)

Sponsor’s Name: _____

Address: _____

Contact Person: _____

Phone Number(s): _____ **Fax:** _____

Email Address: _____

Contract program(s) date(s), time(s), and sponsorship agreement:

Note: There is no guarantee that any specific program will air. The School District of Clay County assumes no liability for failure to air programs. Sponsors may be recompensed if a program fails to air.

Instructions from the sponsor:

Sponsor Contact Signature

Date

For additional information, contact _____

Phone: _____ Fax: _____

Email: _____

Programming and Broadcast Content

Material and content of broadcasts shall not violate any city, county, state or federal law, rule, regulation or ordinance including, but not limited to, those prohibitions against lotteries or the dissemination of lottery or gambling information.

The primary objective of instructional television/distance learning programming is to enrich, extend and support the instructional program of The School District of Clay County. In this regard, the following considerations shall be given to programming:

- Programming shall be appropriate for the subject area and for the age, emotional development, ability level and social development of the students for whom the programming is selected.
- When designating appropriate programming, the treatment of religion, ideologies, sex education, sex, profanity and violence shall generally be considered as inappropriate unless previewed for appropriate authority and objectivity and matched with curriculum objectives.
- Original programming shall be under the direct supervision of authorized employees. The School District of Clay County assumes no liability for individual acts of intentional malicious programming. Deliberate attempts to degrade instructional programming/distance learning will be subject to School District of Clay County rules and/or criminal activity under applicable state and federal laws.
- Selection of programming shall be the responsibility of a district committee with first priority given to requests from teachers and other instructional leaders.

Scheduling of programming other than videoconferencing shall be the responsibility of the Instructional Resources Department and shall be approved by an administrator of Instructional Resources. A calendar of the broadcast schedule shall be published regularly during the school year. Consideration for interrupting the broadcast calendar shall be given for late-breaking teleconferences and other unforeseen broadcasts that are of district-wide interest.

Ten (10) hours of educational programming as required by the Florida Department of Education will air daily over the local access channel. (Reference: Florida House Bill 529, Consumer Choice Act of 2007)

Bill Number: House Bill 529

Bill Title: Consumer Choice Act of 2007

Effective Date: Upon becoming law

DOE Contact: Linda Champion
Deputy Commissioner
Finance and Operations
(850)245-0406

Executive Summary:

- ❖ This act establishes the authority to issue statewide cable and video franchises within the Department of State (DOS) and designates DOS as the state franchising authority. The act removes local government authority to negotiate cable service franchises.
- ❖ Upon request of a municipality or county, the non-incumbent company will provide within a reasonable period of time comparable, complementary basic cable or video service offerings to public K-12 schools, public libraries, or government buildings as required in the incumbent's existing franchise.
- ❖ Public, educational, or governmental (PEG) access channels must provide an average of 10 hours of programming per day. Five of the 10 hours of programming may not be repeated that day. Static information screens or bulletin-boards will not count toward the 10 hours. If school districts or community colleges do not have sufficient programming material, they may rebroadcast programming from the Florida Knowledge Network at no cost. This method of programming is current practice and will meet the requirements of this act.
- ❖ PEGs are required to send digital signals, but the equipment for conversion from analog to digital is inexpensive.
- ❖ Franchise fees will no longer go to the county and local governments. Therefore, PEG channels will no longer receive any funds from franchise fees. The impact will vary by municipality.
- ❖ The act makes no change to copyright issues.
- ❖ PEGs will continue to be assigned a lower channel number and will continue to be available in the basic cable package. A cable company will not relocate a PEG channel as long as the programming meets the requirements in the law. If a PEG does not meet these programming requirements and the cable company wants to relocate the channel, the cable company must notify its customers and the applicable municipality or county at least 120 days prior to relocating it.
- ❖ Each state agency that provides benefits to persons eligible for Lifeline service shall undertake, in cooperation with the Department of Children and Family Services, the Department of Education, the Public Service Commission, the Office of Public Counsel, and telecommunications companies providing Lifeline services, the development of procedures to promote Lifeline participation.

General Implementation Timeline:

December 31, 2007 or earlier

The Public Service Commission and the Department of Children and Family Services must adopt rules creating procedures to automatically enroll eligible customers in Lifeline service

SCHOOL DISTRICT OF CLAY COUNTY

**EMPLOYEE RESPONSIBILITY CONTRACT FOR ELECTRONIC DISTRIBUTION
OF EDUCATIONAL INFORMATION**

I have read the School District of Clay County Instructional Television/Distance Learning Procedures Manual and agree to the proper operation and programming of electronic distribution of educational information. I accept full responsibility for copyright adherence and recognize and accept my responsibilities to train and be present when certified student operators have access to the electronic equipment.

EMPLOYEE'S NAME: (Please Print) _____

SIGNATURE: _____

DATE: _____

ADMINISTRATOR'S NAME: (Please Print) _____

SIGNATURE: _____

DATE: _____

SCHOOL DISTRICT OF CLAY COUNTY

**STUDENT/PARENT-GUARDIAN RESPONSIBILITY CONTRACT FOR
ELECTRONIC DISTRIBUTION OF EDUCATIONAL INFORMATION**

Please print all information

User's Full Name: _____

Home Address: _____

Home Phone: _____ **Work Phone:** _____

School: _____ **Grade:** _____

STUDENT AGREEMENT

I have received training and understand my responsibilities as a certified operator for Instructional Television/Distance Learning for the School District of Clay County. I agree to the proper operation and programming of educational information and recognize my responsibility for copyright adherence. Unacceptable violations will result in loss of certified operator status and deliberate attempts of intentional malicious operation or programming may result in school disciplinary action and/or legal or criminal action being initiated against me.

Student Signature: _____ **Date:** _____

PARENT OR GUARDIAN

(Also required if student is under Age 18)

As the parent or guardian of this student, I hereby give permission for my child to be designated and trained as a certified operator for Instructional Television/Distance Learning for the School District of Clay County. I understand that the operation and programming of instructional television/distance learning is designed solely for educational purposes and the School District of Clay County will provide reasonable training and supervision concerning use of equipment.

Parent/Guardian Signature: _____ **Date:** _____