



**ADMINISTRATIVE GUIDELINES  
POLICY 2115  
CONTENT ON CABLE ACCESS CHANNELS**

**I. Introduction**

The Blue Valley School District has been granted access by Time Warner Cable and Comcast Cable to one or more cable channels (“cable access channels”), for use by the District in producing and broadcasting programming of interest to patrons of the District. These guidelines, along with any applicable guidelines promulgated by Time Warner Cable and/or Comcast Cable, shall govern the content of programming carried during the time allotted to the District for broadcasts over the cable access channels.

**II. Statement of Intent**

The primary purpose of BVTV is to promote positive communications with patrons regarding the activities of the school district, while providing students, to the greatest extent consistent with this objective, with learning opportunities in the field of broadcasting. It is also the intent of the District that the cable access channels shall provide timely and accurate content that will educate and inform the patrons of the District regarding (a) educational and support services offered by the District; (b) current issues affecting the operations of the District; (c) activities of students as they pertain to the students’ participation in the school sponsored activities; (d) activities of District personnel to the extent those activities pertain to the duties of those personnel; and (e) any other matters that, in the judgment of the Executive Producers, promote the mission and activities of the District.

Programming on the cable access channels may include student-produced BVTV programming, district-produced BVTV programming, or building-produced programming solicited by BVTV staff for airing as long as all programming conforms to the guidelines set forth herein, and is consistent with the statement of intent. Efforts will be made by BVTV staff to leverage the district’s investment in BVTV by featuring student work to the greatest extent possible and in accordance with the standards set in these guidelines.

These guidelines are intended to govern the content of programming on those cable channels to which the District has or will be given access, and to ensure that the content of that programming is consistent with this Statement of Intent.

**III. Guidelines**

- A. **No public Forum** – The District’s use of cable access channels shall not be construed to create on those channels a public forum or a limited public forum.
- B. **Staffing**
1. **Executive Producers** - The Assistant Superintendent and the Director of Communications shall be the Executive Producers of all programming broadcast over the cable access channels. His or her decision as to the propriety of content shall be final, subject to review only under the procedures specified by Board of Education Policy 2115.
  2. **Managing Producers** – Managing Producers shall be District personnel designated by the Executive Producers as having responsibility for particular broadcasts on the cable access channels. They shall have responsibility for ensuring that any programming submitted for broadcast on the cable access channels is consistent with the Statement of Intent, and is otherwise suitable for broadcast under applicable standards of journalism. Questions regarding the propriety of content for broadcast on the cable access channels shall first be resolved by the Managing Producer, whose decisions are subject to review by the Executive Producers.
  3. **Other Personnel**
    - (a) **On-Air Talent** – Reporters of news segments for broadcasts (including anchors of news-type shows) and hosts of regular programs (“On-Air Talent”) shall be responsible for formulating and creating segments or programs that are consistent with the Statement of Intent.
    - (b) **Student Producers** – Student Producers may be appointed at the discretion of, and shall serve under the supervision of, the Managing Producers. Student Producers shall have the initial responsibility for ensuring that material submitted for broadcast is consistent with the Statement of Intent and with generally understood principles of broadcast journalism, e.g., fair, balanced and accurate.
    - (c) **Technical Personnel** – Personnel who perform technical services, such as camera operators, shall work under the direction of Managing Producers and Student Producers.
- C. **Regulation of Content** – The Executive Producers, Managing Producers(s) and Student Producers may reasonably regulate the content of programming to ensure that programming is consistent with the objectives set forth in the Statement of Intent, provided, however, that programming may not be suppressed merely because of disagreement

with the views expressed by the person seeking to broadcast particular content.

- D. **Depictions of Students** – All depictions of students on broadcasts aired on the cable access channels shall be subject to Board Policy 2110 pertaining to Media Permission and the Administrative Guidelines promulgated there under, which may be found on the district’s Web site.
- E. **No Commercial Programming** – No programming of a commercial nature shall be permitted in the time allotted to the District for broadcasts over the cable access channels. “Programming of a commercial nature” shall mean programming, the primary purpose of which is to benefit a for-profit person or entity, and which is inconsistent with the Statement of Intent.
- F. **Required Disclaimer** – At the conclusion of any program in which either On-Air Talent or a guest on a show expresses an opinion on any matter of public or private concern, the following disclaimer shall be displayed: “The views and opinions expressed on this show are not necessarily those of the Board of Education of the Blue Valley School District, its administrators or staff.”

#### **IV. Program Outline**

The following programs shall be produced by the District for broadcast on the cable access channels. Additional programs may be produced at the discretion of the Executive Producers, provided that the additional programs are consistent with the Statement of Intent.

- A. **Good Morning, Blue Valley**
  - 1. Format: Live news show with Student Producers and On-Air Talent.
  - 2. Purpose: To inform viewing public about current issues affecting the operations of the District and the activities of students and staff.
- B. **Blueprints**
  - 1. Format: High school, middle school and elementary school newsmagazine (taped in studio and edited), with Student Producers and On-Air Talent.
  - 2. Purpose: To inform viewing public about Blue Valley students and staff and District sponsored activities.
- C. **It’s Game Time!**
  - 1. Format: Monthly sports news show, with Student Producers and On-Air Talent.
  - 2. Purpose: To showcase varsity athletics in the Blue Valley School District.