

**SCHOOL DISTRICT OF PITTSVILLE
BOARD POLICY**

INSTRUCTION

INSTRUCTIONAL MEDIA AND TECHNOLOGY

VIDEO AND RECORDING PRODUCTION GUIDELINES

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The following are policies and procedures governing the creation, production, and distribution of television programs, videos, and other recordings (analog, digital, or otherwise) (“Programs”) by students or staff of the School District of Pittsville (“District”).

GENERAL

1. Only Programs which are consistent with educational purposes and supportive of the policies and goals of the District’s Board of Education will be permitted. Programs that are exploitative of students or staff, violate copyright or royalty laws, present a one-sided political viewpoint, or are otherwise of value only to an individual or small group of individuals will not be permitted under any circumstances.
2. Proposals for all Programs must be submitted to and approved by the District Administrator or his/her designee prior to creation, productions, or distribution. This includes Programs created as part of classroom projects and extra-curricular activities.
3. Federal, state, and local broadcasting regulations will be adhered to at all times, unless District regulations and guidelines are more stringent, in which case the District’s regulations and guidelines shall prevail.
4. All Programs related to District sponsored activities and events shall remain property of the District and may not be copied or reproduced without prior written consent of the District Administrator.
5. When appropriate notification procedure (e.g., student handbooks) have been followed, and the parent or guardian ad litem does not object to their child(ren)’s participation in the Pittsville School District video production programs, prior parental permission for students to appear in production programs shall not be required for any activity which the public is normally expected or is encouraged to attend. (e.g., concerts, plays, athletic events, graduation programs, etc.) For all other Programs, the need for parental permission or other releases shall be determined by the District Administrator prior to production. Prior parental permission and releases shall always be required if the Program in any way identified students as being part of a special education program or group. (e.g., Special Education, Title I, etc.)
6. Programs may not contain advertising or sponsorships of any kind without prior written consent of the District Administrator.

BROADCASTING

1. Programs may be broadcast (via television, radio, worldwide web, or otherwise) only with the prior consent of the District Administrator.
2. Programs scheduled for broadcast must be viewed and approved by the District Administrator or his/her designee prior to broadcast.

3. All Programs may be analyzed by the District Administrator or his/her designee, prior to broadcast, to ensure that the Program presents a balanced presentation of the District's total educational program. All levels and departments will be taken into consideration in making this determination.

EQUIPMENT

1. The District will at all times supervise the maintenance and operation of all District owned production equipment and facilities ("Equipment and Facilities").
2. Only persons who have had proper training and instruction by the District's Technology Director may use the Equipment and Facilities. Those persons will be issued a "Certified User Card" which will entitle those persons to use and check out the Equipment and Facilities. Certified User Cards shall remain the property of the District and may be evoked at any time and for any reason by either the District's Technology Director or the District Administrator.
3. Requests for use of the Equipment and Facilities by qualified users will be filled by the District's Technology Director on a first-come first-served basis.
4. Persons using the Equipment and Facilities will be held responsible for any damage to the Equipment and Facilities. All persons shall exercise sound and careful judgment when operating, or supervising the operation of, the Equipment and Facilities. Any person who does not so comply will forfeit their Certified User Card and may be further excluded from use of the Equipment and Facilities by the District Administrator.
5. The Equipment and Facilities may only be used for the production of Programs of an educational nature and which otherwise promote the policies and goals of the District's Board of Education. Athletics and co-curricular activities are included in the promotion of the policies and goals of the school district.

Variations of the guidelines stated in this document will be permitted only in extraordinary situations and with prior written consent of the District Administrator.

Reference: Student Handbooks

First Reading: July 10, 2006
Second Reading: August 14, 2006