

CLASSIFICATION: Administration

ADOPTED: 4/10/96

REVISED: 11/12/97

**SUBJECT: Instructional Television Productions
and Programs**

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The purpose of the educational cable access channel Instructional Television (ITV) is to provide the San Diego community with educational and informational programming. The County Superintendent of Schools is responsible for acquiring, producing, and scheduling educational programming for the San Diego County Office of Education and local school districts. The County Superintendent is responsible for the allocation of access and ensuring fair distribution on a non-discriminatory basis of channel resources for educational programming on ITV.

This administrative regulation is established to ensure compliance with Educational Access Rules and Regulations for Cable Television Franchise License Holders established by the County of San Diego Cable Television Review Commission and other applicable laws.

ITV PROGRAMMING/PRODUCTIONS AND SUPERINTENDENT'S ITV
COMMUNITY ADVISORY COMMITTEES

The County Superintendent of Schools designates that educationally-based and community-based programming shall be the responsibility of the appropriate assistant superintendent. The ITV Programming/Productions Committee of representative staff will regularly review proposed programs, productions, scheduling, procurement, and other issues related to ITV programming. A superintendent's ITV Community Advisory Committee of representatives from local educational and media organizations appointed to two-year terms will meet two or three times annually to develop recommendations on ITV programs and operations.

ITV PROGRAMMING

Requests for programming that originate from the County Superintendent of Schools, any educational institution in San Diego County, or from the County shall be accommodated if there is time on the channel and program and productions standards are met. Use of the educational access channel shall be scheduled in a nondiscriminatory basis, based

SAN DIEGO COUNTY OFFICE OF EDUCATION

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on existing programming schedules. The County Superintendent of Schools is constitutionally prohibited from censorship or regulating or rejecting program content except according to defined standards in the Educational Access Rules and Regulations for Cable Television Franchise License Holders established by the County of San Diego Cable Television Review Commission.

San Diego County Office of Education sponsored ITV programs shall avoid the appearance of partisanship on political issues. No public funds shall be expended to disseminate information which, based upon its style, tenor, and timing, has the effect of promoting a particular partisan point of view.

AGREEMENTS AND CONSORTIA FOR ITV PROGRAMMING

The County Superintendent may enter into agreements with other governmental agencies in order to provide programs of public service through the ITV facilities. The County Superintendent may enter into contracts for the purpose of participating in or the procuring of television broadcasts for use in the educational programs of the schools

Derivation: Administrative Regulation, Process for Review of Instructional Television Productions Adopted 4/10/96 Repealed by County Superintendent of Schools Action on 1/8/97. See now this administrative regulation 11/12/97.

Board Policy No.: 2304

**Legal Reference: Education Code
1041, 1260, 1836**