

**Wayne County Public Schools
Wayne Community College
Seymour Johnson AFB**

WCEA Channel

***The “Wayne County Education
Alliance” Channel***

Guidelines & Procedures

Vision Statement

The “Wayne County Education Alliance” Channel will provide non-commercial, non-political, and uninterrupted educational programming to the Time Warner cable subscribers of Goldsboro/Wayne County... In the process, promoting educational programs, events, and achievements going on at Wayne County Public Schools, Wayne Community College, and Seymour Johnson Air Force Base through the Military Child Education Coalition.

Regulations and Procedures

General Information

The purpose of the WCEA Channel has a three-part mission...

- 1) **To offer Goldsboro/Wayne County cable subscribers information about the Wayne County Public School system; to provide noncommercial and nonpolitical programming that highlights educational events and achievements happening in the school system; and to offer educational programming that is geared towards boosting student achievement across Wayne County.**
- 2) **To offer Goldsboro/Wayne County cable subscribers information about Wayne Community College; to provide noncommercial and nonpolitical programming that highlights educational events and achievements happening at the college; and to offer educational programming that is geared towards boosting student achievement across Wayne County.**
- 3) **To offer Goldsboro/Wayne County cable subscribers information about the Seymour Johnson Air Force Base “Military Child Education Coalition,” to provide noncommercial and nonpolitical programming that highlights MCEC sponsored educational events or programs; and to offer programming that addresses education issues common to military children.**

The Wayne County Public School district operates the Educational Access Channel under authority given to it by the City of Goldsboro and Time Warner Cable. Wayne County Public Schools is responsible for devising, establishing, and administering all rules, regulations, guidelines and procedures pertaining to the use of and scheduling of the educational access channel. Through the district’s educational partnerships, opportunities for educational programming are also available to Wayne Community College and Seymour Johnson Air Force Base (through the Military Child Education Coalition.)

Time Warner Cable broadcasts the educational access channel on the local cable system – Basic Channel 18.

■ **Station Name and Operation**

- Official name of the Educational Access Channel is the **WCEA Channel: The “Wayne County Education Alliance” Channel**.
- The WCPS Office of Information and Technology Services oversees the daily operations of the WCEA Channel.
- Programming is aired on the channel 24 hours per day, seven days a week.
- Office hours for the department are 8:00 a.m. to 5:00 p.m. Monday through Friday.

Announcements

■ **Education Announcements:**

Education announcements take the form of a full-screen on the WCEA Channel, and run continuously unless interrupted by programming. Screen announcements are created by the WCPS Information and Technology Services Department. They include:

Wayne County Public Schools:

- School system events and happenings
- School-sponsored events
- School menus
- Student and employee recognition— Digital pictures
- Tips for parents— English/Spanish
- Board of Education information
- Other important school system information

Wayne Community College:

- College events and happenings
- College-sponsored events
- Student and employee recognition— Digital pictures
- Tips for students— English/Spanish
- Other important college information

Seymour Johnson Air Force Base/Military Child Education Coalition:

- MCEC sponsored educational events
- Information about MCEC efforts
- Military child recognition for academic achievements— Digital pictures
- Other important MCEC education information

■ **Announcement Guidelines**

Announcements from the school district, the community college, and Seymour Johnson Air Force Base must be sent at least two weeks in advance to the **WCPS Office of Information Services**. The WCEA Channel only runs announcements for Wayne County Public Schools, Wayne Community College, and Seymour Johnson AFB through the Military Child Education Coalition. All announcement requests must be submitted to the WCPS Information and Technology Services Department.

- Principals must approve all school announcements.
- The WCPS Public Information Officer or Executive Director of Information and Technology Services must approve all Central Level department announcements.
- The Wayne Community College Public Information Officer must approve all college announcements.
- The Seymour Johnson Air Force Base School Liaison must approve all base educational announcements.
- Announcements should be e-mailed with a contact person's name, location and phone number listed (see attached form.) Last minute announcement requests will be handled on a case-by-case basis.
- The WCPS Information and Technology Services Department is responsible for ensuring submitted school and department announcements run on the channel.
- Air dates and end dates for announcements may be requested, but are not guaranteed.
- **Announcements from businesses or organizations not sponsored by the school district are prohibited.**

■ **Authority to Reject**

The WCPS Information and Technology Services Department has the right to reject inappropriate or untimely announcements.

■ **Emergency Announcements**

The WCPS Information and Technology Services Department may create and air announcements during emergency school closings or class cancellations. The WCEA Channel will not air emergency announcements from any other source than Wayne County Public Schools.

- **Limits to Education Announcements**

- All non-educational and political announcements are prohibited.
- The WCEA Channel may recognize, thank or highlight, businesses or non-profits on the messaging billboard who have contributed to the school system, college, base, or individual school through a partnership or by sponsoring an event or some other educational endeavor.

Video Tape Programming

- **Educational Tapes Submitted for Cablecast**

Educational tapes that are submitted for cablecast must be on Sony DV, DVC Pro, DVD, or standard SVHS format recorded in SP 2-hour mode (8mm tapes cannot be accepted). These educational tapes must be in good condition and clearly labeled with the name, address, and phone number of the person, school, school group, college, base, or department requesting that the tape be presented on the access channel. In addition, the exact length of the program in time code must be included on the tape label. Educational tapes submitted without this information will require special handling and may delay the cablecast of the program. The Wayne County Public School System will not be held liable for lost or damaged tapes.

- **Quality Standards for Videos**

The WCEA Channel will maintain the highest possible technical and aesthetic standards for programming. In order to maintain such standards, no videos with improper lighting or color quality (due to improper camera setup), poor audio (low level or distorted), or unstable control track (due to editing or recording method) will be cablecast.

- **Videotape Program Schedule**

The WCPS Communications Department will set the cablecast videotape program schedule.

- **Live Video Production**

Unless deemed necessary by the WCPS Information and Technology Services Department, the WCEA Channel will not cablecast live video productions to ensure a greater fluency between video programming and announcements.

- **Use of Copyright Protected Materials**

The legal holder of the copyright prohibits use of copyright protected materials on the educational access channel unless the user or producer has written permission to use the material. This documentation must be submitted to the WCPS Information and Technology Services Department along with the request for airtime.

- **Library Copy of Videotapes**

For legal purposes, all videotapes which are aired on the educational access channel will become the property of the WCPS Video Library.

- **Limitations:**

- No obscene, indecent or defamatory materials in a program and/or presentation which might subject the Wayne County Public School system, Wayne Community College, or Seymour Johnson Air Force Base to prosecution under local, state, or federal laws will be allowed to be cablecast, nor will material which might subject these three entities to civil liability. For purposes of this channel, a WCEA Channel Communications Committee will decide what is considered “obscene” or “indecent”.
- Advertising or material designed to promote the sale of commercial products or services, including advertising spots or “commercials” produced by or on behalf of a legally qualified candidate for public office, is prohibited.
- No program which contains a lottery, bingo, or information promoting any device, scheme, plan, promotion, contest or other program and/or presentation which involves directly or indirectly the elements of a prize, chance, and/or consideration of money or a thing of value, will be broadcast over the education access channel.
- All non-educational tapes are prohibited.

- **Authority to Reject**

The WCPS Information and Technology Services Department reserves the right to reject a program not technically compatible with standard cablecasting equipment; not meeting quality standards; not considered by the WCEA Channel Communications Committee to be educational in nature; which violates federal, state, or local laws and regulations governing cable programming; or which might tend to subject Wayne County Public Schools, Wayne Community College, or Seymour Johnson Air Force Base to any civil liability.

- **Right to Preempt Programming**

The WCPS Information and Technology Services Department reserves the right to preempt messages or programs at any time.

- **Right to Preview**

The WCPS Information and Technology Services Department reserves the right to preview fully all programs and programming materials submitted by applicants to determine compliance with the standards set forth in the Operational Rules and Guidelines and Limitations sections, and refer items of non-compliance to the applicant for correction.

Comments and Suggestions

The WCEA Channel welcomes comments from the community. We encourage our viewers to contact us with feedback and suggestions on how we might improve programming or our messaging billboard.

E-mail your comments to: *kenderksen@wcps.org* or fax your comments to 919-736-5064.