

KBCCB-R COBB edTV Educational Access Channel

10/25/12

GSBA Reference: KBCCB (Broadcasting and Taping)

RATIONALE/OBJECTIVE:

Cobb County School District (District) recognizes that a cable television channel can assist the District in its goal to communicate timely and accurate information to its stakeholders.

RULE:

The Cobb County Board of Education (Board) has received the authority from the Cobb County Board of Commissioners to broadcast educational content on the educational access channel as operated by the local cable franchisee.

The District intends to operate an educational access channel using the local cable provider within Cobb County. The channel will be called COBB edTV.

The District recognizes that the use of COBB edTV enhances the quality and delivery of education in our schools. Consistent with this recognition, COBB edTV will serve as an information resource for the stakeholders of the District. COBB edTV is to broadcast timely educational content of interest to students, parents/guardians and taxpayers, and will reflect a positive, professional image of the District and its Board.

The District will provide access to COBB edTV to partnering organizations and/or any other third party approved by the COBB edTV advisory committee, and to certain District employees, including school and Central Office staff, and students, to carry out the mission of COBB edTV and this Rule. Content provided for broadcast on COBB edTV must always serve a clear and definite educational purpose.

Use of COBB edTV will be governed by this Rule, as well as other applicable Board Policies, District Administrative Rules and implementing regulations. COBB edTV will broadcast in a responsible, safe, ethical and legal manner. Any unauthorized use, failure to comply with Board Policies, District Administrative Rules or implementing regulations, or violation of federal, state or local laws will be grounds to discontinue a user's use of COBB edTV and may result in other disciplinary and/or legal action, or the suspension of the operations and broadcasts of COBB edTV.

The administration is authorized to implement this Administrative Rule by appropriate regulations. Such regulations must comply with all applicable federal, state and local laws and regulations, including those cable broadcast regulations as enunciated by the Federal Communications Commission, the State of Georgia, and Cobb County.

Adopted: 6/26/03

Reclassified as Administrative Rule: 9/1/04

Revised: 10/10/07

Revised and re-coded: 10/25/12 (Previously coded as Administrative Rule KDDC)

Legal Reference

O.C.G.A. 50-18-0072

20 USC 1232g

When public disclosure is not required

Family Educational Rights and Privacy Act of 1974 (FERPA)