

Oklahoma State University Policy and Procedures

EDUCATIONAL TELEVISION SERVICES

**2-0401
ACADEMIC AFFAIRS
SEPTEMBER 1, 1972**

INTRODUCTION AND GENERAL STATEMENT

1.01 The Educational Television Services is responsible for the production, utilization, and distribution of instructional television programs for use on campus. The presentations may be either live or video-taped segments, demonstrations, or complete presentations. The service is available to all divisions, colleges, departments, and agencies of the University. The Educational Television Services also works with faculty and staff members who are involved in either commercial or educational television activities not confined to the campus.

1.02 The Head of the Educational Television Services is responsible to and reports to the Vice President for Academic Affairs. The Head works with on-campus deans, directors, and department heads as well as agencies off campus for television activities which are not intended for use on campus.

1.03 The Head of the Educational Television Services serves as OSU's "Course Coordinator" for the Oklahoma Higher Educational Televised Instruction System (referred to here as the State Network). As such, he reports to the Vice President for Academic Affairs, who is a member of the State Network's Academic Policy Advisory Committee, and to the Office of the State Regents for Higher Education for the implementation of programs and for the daily operation of the OSU State Network studio/classroom.

PURPOSE AND SCOPE

2.01 The broad, overall purpose of the Educational Television Services is to provide the necessary facilities, personnel, and expertise for the production, distribution and utilization of televised instruction. Its primary responsibility is to work with the faculty in an effort to upgrade the level of instruction on campus, and its service is intended to supplement and enrich the classroom efforts of the teacher.

2.02 ETS works with all the commercial and educational television stations in the state. All television activities requiring the use of a television studio and its associated equipment are the responsibility of ETS.

2.03 ETS provides portable video tape recorders and cameras for use by University personnel and students.

2.04 ETS provides assistance to faculty, department heads, and other administrators in technical matters concerning the purchase of television equipment and supplies for specialized uses in specific areas. All requisitions are reviewed by ETS to ensure that the purchase and development of portable television equipment is handled in a manner which will encourage uniformity and compatibility of equipment for the entire University.

2.05 ETS consults with the University Architects and other departments and areas of the University in: renovation of existing facilities for reception of television, new facilities to incorporate the latest design for the reception or transmission of television programs.

2.06 ETS is responsible for and supervises the expansion and maintenance of the closed-circuit television system on campus.

2.07 ETS furnishes and maintains TV receivers in television classrooms.

2.08 ETS originates and distributes instructional presentations on a schedule to classrooms arranged by the Registrar's Office.

2.09 The Head of the Educational Television Services, in concert with the Vice President for Academic Affairs and the heads of the academic departments involved, submits a list of tentative courses to be offered for future semesters to the Office of the State Regents for Higher Education. The State Regents, after communication with the participating industries and the other colleges or University Course Coordinators, will finalize the course offerings for the next semester. It is then the responsibility of the "Course Coordinator" to provide assistance for the staff of the Televised Instruction System in the coordination and implementation of the programs at OSU in accordance with the State Network's established policies and procedures.

PROCEDURES

3.01 Charges based on use of facilities, materials, and labor are assessed by those departments which contract with ETS for its services or equipment. In the production, video tape recording, and eventual distribution of recorded presentations, the following procedure is followed:

- a. The interested faculty member, department head, or dean contacts ETS and discusses the possibility or feasibility of presenting a given

course, demonstration, or course segment over television. At this time an "estimate" of production charges for the activity under discussion is drawn up. In some instances all of this is preceded by a meeting between a representative of ETS and the faculty of the area in question.

b. Once it has been decided to utilize television and the budget has been approved by the appropriate dean or department head, the Educational Television Services will then assign a Producer/Director to the project.

c. It is then the responsibility of the department head and/or dean, in concert with the assigned Producer/Director, to determine which faculty member or members will be responsible for the development of the presentations.

3.02 In addition to a Producer/Director, the Educational Television Services furnishes all engineering and support personnel necessary for the production and distribution of the presentations. They will furnish or produce all art work, slides, film, and printed visuals which can be prepared in their art department. The instructor furnishes all printed materials, such as course outlines, bibliographies, etc., used in the course, and all visual aids or equipment furnished by the instructor must be of a type and quality acceptable for use on television.

3.03 ETS does not charge for the distribution of programs which it has produced. Individuals who bring tapes to ETS, which have been produced elsewhere, will be assessed a nominal pro rata charge for use of the distribution facilities.

3.04 ETS maintains free-of-charge all equipment which it has purchased or is held responsible for on its equipment inventory. ETS will also maintain all television equipment purchased by other divisions, colleges, departments, and agencies of the University, with the understanding that they will be billed for parts and labor.

3.05 ETS provides portable video tape recorders and cameras for use by any area of the University. Requests for use of this equipment are submitted to ETS to determine availability. The ETS secretary maintains a schedule of when the equipment is to be checked out, where it is to be returned. Departments are discouraged from scheduling this equipment for long periods of time, as the demand far exceeds the amount of equipment available. The equipment will be delivered by ETS personnel who will explain to the persons responsible how it works. Any malfunction of the equipment is to be reported immediately to the Chief Engineer for ETS. Departments requesting this equipment will be assessed a rental fee. This fee will offset the costs of: labor involved in the delivery and return of the equipment, parts and routine maintenance, and replacement of work out video tape. Video tape will be furnished with the

equipment; however, it is to be returned with the equipment. Departments wishing to keep any video tape for long-term retention will be expected to pay ETS for the tape.

3.06 ETS will periodically review all video taped programs to determine whether or not they are technically acceptable for playback and distribution. Upon discovery of a technically defective tape, all parties involved in the initial production will be notified. These persons will then make a decision whether to attempt to salvage the presentation, revise it, or eliminate it completely.

Vice President for Academic Affairs, September 1, 1972