PURPOSE

The purpose of this policy is to establish TV Services’ operational guidelines.

POLICY

Definition:

Television Services is a unit of the College of Education and Professional Studies. Television Services utilizes state-of-the-art video hardware and software, and two remote television production trucks to produce television programs and events for educational and/or broadcast purposes.

Mission:

The mission of Television Services is twofold: 1) to support the instructional process by providing laboratory experiences through which department of Communication students develop and enhance operational/technical skills in television production. 2) to serve the video production needs of Jacksonville State University, which includes academic and non-academic departments, university wide engineering support, and public service to Jacksonville and the surrounding area.

Areas of Service:

- Provide promotional videos, commercials (in collaboration with the JSU Marketing Department), and weekly television shows that promote Jacksonville State University.
- Provide laboratory experiences for Department of Communication students.
- Provide technical support to the department of Communication, WLJS Radio, and the Jacksonville State University Sports Network.
- Provide and maintain remote production trucks to broadcast live and tape delayed sporting events, commencement exercises, and other Jacksonville State University activities/programs.
Provide production services to external entities for a fee, if doing so does not violate Alabama state law.

Criteria for Television Production Requests:
The following criteria are used to determine the suitability of production requests:

1) Provides support to academic and/or non-academic programs at Jacksonville State University
2) Promotes a positive public image for Jacksonville State University
3) Provides a public service that is consistent with the goals and objectives of TV Services, the College of Education and Professional Studies, and Jacksonville State University.

Charges for TV Production Services:
Costs for production services shall be determined by the director of TV Services, and are subject to the approval of the Dean of the College of Education and Professional Studies, the Provost, and the President of Jacksonville State University.

Intellectual Property:
It is the policy of Television Services to adhere to the Intellectual Property Policy as set forth in the JSU Policies and Procedures Manual, policy number II:05:03.

RESPONSIBILITY
This policy is the responsibility of the Provost & Vice President for Academic and Student Affairs.

EVALUATION OF THE POLICY
The policy will be reviewed biannually by the Dean of the College of Education and Professional Studies.