

MEDIA: DEFINITION, UTILIZATION PRINCIPLES, RESPONSIBILITIES, and CHALLENGES

POLICY

Educational Media refers to all forms of communication and their accompanying technology selected and utilized by district personnel as part of or supplemental to the instructional program.

The Board of Education asserts its support of the following principles for media utilization in the district instructional program:

Media should enrich and support the curriculum, taking into consideration the varied interests, abilities and maturity levels of the pupils served.

Media should stimulate growth in factual knowledge, literary appreciation, aesthetic values and ethical standards.

Media should provide a background of information to assist pupils in learning to make knowledgeable judgments in their daily life.

Media should provide opposing sides of controversial issues, so that pupils may develop, under guidance, the practice of critical evaluation and thinking.

Media should be representative of man's many religious, political, ethnic, and cultural groups.

Media dealing with sex, profanity and morality must be approved by the teacher's administrative supervisor prior to use.

To place principle above personal opinion and reason above prejudice in the selection of media.

The Board of Education has the legal responsibility and final authority for the choice of media to be used in the schools.

PROCEDURE

I. Responsibilities

- A. The Superintendent of Schools, through his staff, is charged with the responsibility for developing and maintaining any and all regulations and/or procedures necessary to implement the intent of these policies.

- B. Teachers shall be consulted in the selection and use of media since items must be judged in terms of meeting specific instructional goals.
- C. Teachers are responsible for the media they utilize and are to preview all items prior to use with students.
- D. If in the teacher's judgment, media contains inappropriate reference to religious bias, one-sided political or social views or any other potentially controversial matter, he/she shall bring such matter to the attention of his/her administrative supervisor for approval prior to use.

II. General Guidelines

- A. The media utilized in the district instructional program will be selected systematically so that they are well-balanced and well-rounded in coverage of subjects, types of materials and variety of content.
- B. Media selected is expected to meet the various interests, maturity and ability levels of pupils, to meet district standards, state requirements and accreditation standards.

- III. The primary objective in educational media selection must be to locate and make available to students and teachers the best obtainable media which will enable them to reach approved instructional goals. In evaluating any item, administrators should apply the following two (2) sets of questions:

Curriculum Considerations

- A. Is the item useful in direct relation to an instructional unit?
- B. Is the content to be communicated by the item useful and important to the students? to the community?
- C. Is the item's content accurate, typical and up to date?
- D. Is this item the best medium to promote achievement of the desired teaching objective?
- E. Is the content of the item in good taste?
- F. Is the content of the item sufficiently rich in number of examples to warrant sound conclusions? That is, are both sides of an issue explored? If not, is the insufficiency pointed out?

- G. Are the activities and contributions of all racial groups accurately represented? If not, will supplementary material be used to make up the deficiency?
- H. If the item duplicates content in media already owned, is it sufficiently superior to warrant supplanting the older item(s)?
- I. Will the media that is used in instruction be utilized with appropriate preparation and follow-up and be made available to all pupils in the instructional group?

Technical Considerations

- A. Is the technical quality of the item artistic?
 - B. Are physical size, format and color satisfactory?
 - C. Is workmanship in the construction of the item adequate?
 - D. Was careful planning by the producer obvious in the content and structure of the item?
- IV. Should the local administrator feel the nature of an item of media warrants greater consideration than is possible at his/her level, he/she should bring it to the attention of his/her supervisor.

ADMINISTRATIVE PROCEDURES & REGULATIONS CONCERNING CHALLENGES TO SCHOOL MEDIA

The building principal shall have primary responsibility for handling all challenges to school media.

Step I

The person or persons challenging any school media must satisfactorily identify him/herself to the school principal. The principal will at this point attempt to provide an oral explanation of the materials and their use, etc.

Step II

If after the initial contact with the school principal and/or teachers, the complainant remains dissatisfied, then he/she will be required to complete the appropriate form, entitled "Request for Reconsideration of School Media" (see pp. 5 & 6) if he/she desires further action.

Step III

When the form has been returned, the school principal will schedule a conference which will include the school principal, the involved teacher, the department or building chairperson, media specialist (if central collection item) and the complainant.

Step IV

If the issues raised by the complainant are not resolved at Step III, the complainant shall have the right to request a meeting with the superintendent. This meeting may include the principal and other school staff outlined in Step III at the will of the superintendent.

Step V

If the issues are still not resolved and the complainant wishes to proceed, then the superintendent will have the item placed on the agenda for the next regularly-scheduled meeting of the Board of Education. The Board of Education shall hear the issues raised by the complainant and the response by the staff.

Step VI

The decision of the Board of Education shall be communicated in writing to all involved parties.

Adopted 03/07/74; Reviewed 04/21/94, 03/20/08

REQUEST FOR RECONSIDERATION OF SCHOOL MEDIA

Fitzgerald Public Schools

Warren, Michigan 48091

Building _____ Teacher _____ Grade _____

Classroom Item _____

Media Center Item _____

Type of Media _____ Producer or Publisher _____

Author _____ Title _____

Request Initiated By _____ Phone _____

Address & City _____

Complainant Represents Him / Herself or Organization _____

1. Did you read, view or hear entire item? _____ If not, then to what parts have you been exposed? _____
2. What do you believe is the theme of this item? _____
3. What are your specific objections to the use of this media? Please cite page or portion. _____
4. What do you feel might be the result of exposing students to this item? _____

5. For what age group would you recommend this item? _____
6. Are you aware of judgments of this item by educators and critics? _____
7. What item of equal quality would you recommend in its place? _____

8. What course of action would you like the school to take regarding this item? _____

9. Despite your own objections, do you think that there is merit in this item? _____

10. Please use this additional space to elaborate upon any of the above questions.

Complainant's Signature _____

Date _____