



LOS ANGELES UNIFIED SCHOOL DISTRICT REFERENCE GUIDE

TITLE: Guidelines for Requesting KLCS Services

NUMBER: REF-6509

ISSUER: Sabrina Fair Thomas, General Manager
KLCS-TV

DATE: June 15, 2015

ROUTING

All Schools and Offices

PURPOSE: The purpose of this Reference Guide is to set forth procedures regarding how District staff can request KLCS video production and broadcast services. KLCS is the Los Angeles Unified School District’s noncommercial, educational digital public television station and production facility. KLCS broadcasts instructional, educational and public affairs programming for the LAUSD, and provides creative support to all District offices desiring to develop customized content to educate, inform, train and promote initiatives for the students, parents, staff and stakeholders of the LAUSD.

The following outlines services that are provided by KLCS:

1. Broadcasting Original and Acquired Content on 4 Digital Channels carried on local cable systems. KLCS broadcasts original programming produced by KLCS and also acquires programs from other content creators, producers and distributors.

Types of programs aired on KLCS:

- K-12 Instructional
- Adult Education
- Professional Development
- Special Initiatives
- Public Service Announcements (PSA’s)
- Community Calendar Announcements
- Informational “crawl” announcements

Types of programs produced by KLCS:

- Training/professional development videos produced for LAUSD
- Instructional videos for students in the classroom or at-home viewing
- Public Service Announcements/Community Calendar event announcements.
- Content for websites and social media distribution
- Public Affairs programs for the community
- Special Events (remote meetings, presentations, press conferences)
- School News/Events (NewsBriefs)



LOS ANGELES UNIFIED SCHOOL DISTRICT REFERENCE GUIDE

MAJOR CHANGES: This is a new document.

GUIDELINES: The following provides guidelines for requesting KLCS services:

Contact KLCS General Manager, Sabrina Fair Thomas by email (preferred): sabrina.thomas@lausd.net; or by telephone (213) 241-4003; or Director of Instructional Programming, Jorge Briseno by email (preferred): jorge.briseno@lausd.net; or by telephone at (213) 241-4004.

The general office telephone number is (213) 241-4000; the station website is www.klcs.org.

Upon receiving requests for services by internal or external clients, KLCS staff will require clients to provide a scope of work, including, but not limited to the following:

- a. Type of distribution: Broadcast or other distribution
- b. Goal: Instruction, training, professional development or other
- c. DVD or other media (online, mobile device, etc.) distribution
- d. Target Audience(s)
- e. Format (interviews, magazine style, etc.)
- f. Remote location or studio-based
- g. Scripted
- h. Timeline
- i. Purpose of video
- j. Live or videotaped
- k. Audience participation (phone calls, online/web/social media interactive)
- l. Promotional strategies

After collecting required information, a KLCS producer will be assigned to schedule an initial pre-production meeting. The project format and budget required for production (if applicable) will be determined. (The LAUSD funds most KLCS positions, including salaries and benefits. Clients, grants and other KLCS-generated revenue funds production, operational expenses, and supplemental personnel).

Once the project outline is completed, a production schedule will be developed and KLCS will work closely with content specialists to fulfill project objectives.

Upon completion and approval, the program will be scheduled for distribution to meet the specific objectives of the video.

Tips:

- Remember to include KLCS broadcast and production services in grant proposals
- Please provide adequate time for appropriate planning, production and post-production for project completion



LOS ANGELES UNIFIED SCHOOL DISTRICT REFERENCE GUIDE

**RELATED
RESOURCES:** KLCS Website: www.klcs.org

ASSISTANCE: For assistance or further information please contact:

Sabrina Thomas, (213) 241-4050/ sabrina.thomas@lausd.net
or Jorge Briseno (213) 241-4004/ jorge.briseno@lausd.net