



BECON MOVING FORWARD

OFFICE OF COMMUNICATIONS
March 10, 2020







Providing quality multi-media content and support to enhance educational experiences for the District and community.

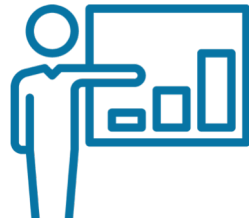
BECON Market



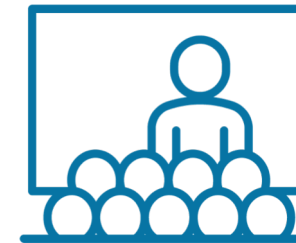
270,000
students



175,000
adult students



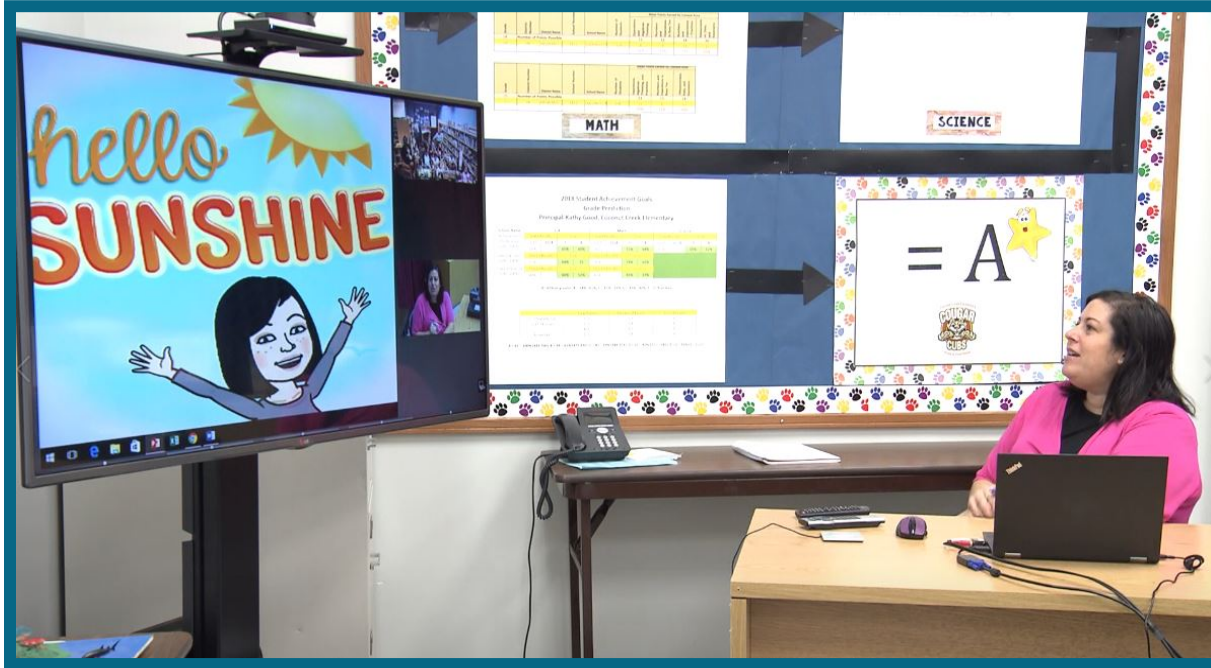
30,000
teachers and staff



13,400
classrooms

Target Customers: Students, Families and Community

AUDIENCE



- Educational opportunities
- Innovative programming
- Increased viewership on BECON TV

- Listeners to BECON radio
- Traffic to website

BECON Services



- Science and math programs
- 24/7 – provides around the clock education and entertainment
- Daily instructional programming
- Distance Learning
- Video conferencing

- Master Teacher series
- Student-produced programs
- Student-focused programs
- School Board meetings and workshops
- Press conferences
- Districtwide and school events

Goal

Create a new communications model for BECON that will enhance the educational opportunities and success for our students by providing new experiences and learning opportunities.



Distance Learning



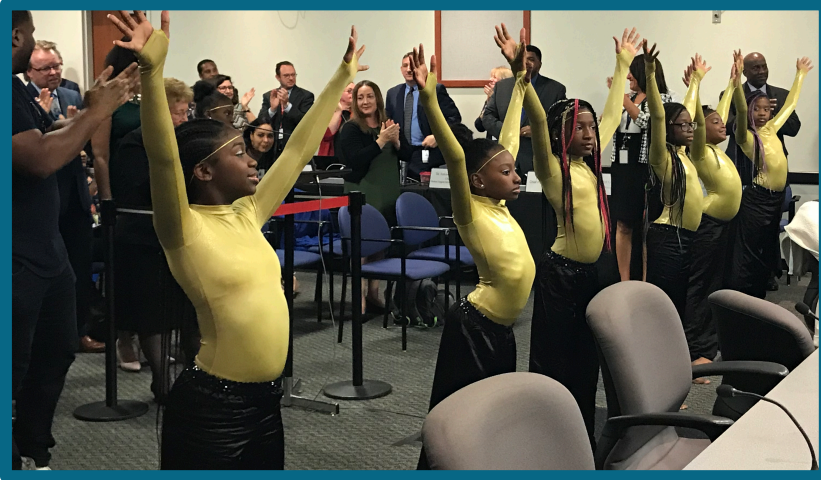
Equitable access and unique opportunities
Homebound students • Academics • Mindfulness
Professional development for teachers

All About Communications



Create hands-on opportunities, internships and career experiences at BECON

Programming to Engage



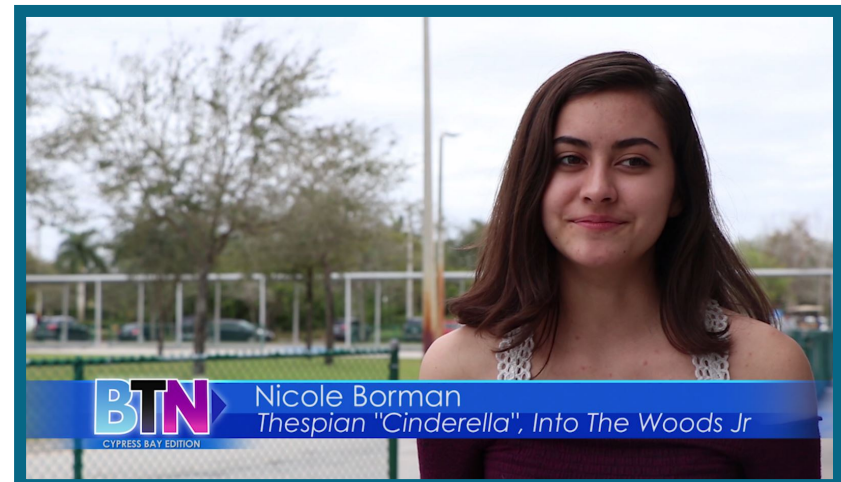
SCHOOL BOARD PRESENTATIONS



LIVE SPORTS



STUDENT PERFORMANCES



NEWSROOM

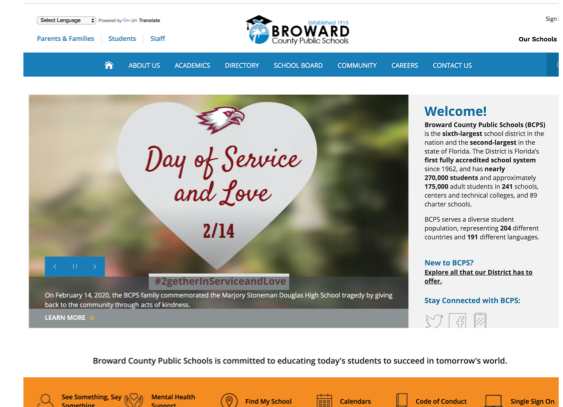
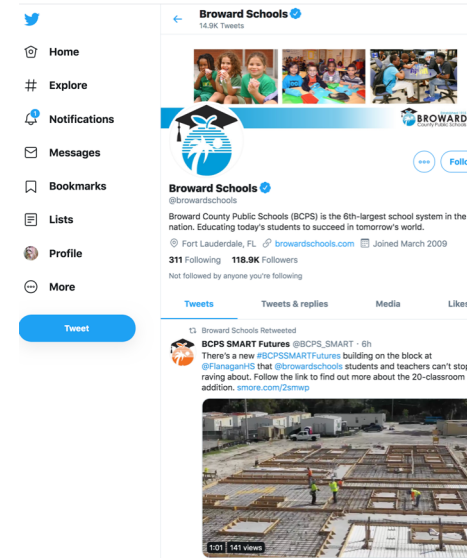
BECON Multi-Media Education Center



Internships • Summer camp • Workshops • Meeting venue

Community Outreach

- Social media
- BECON, District and school websites
- WKPX radio
- Mobile app
- ParentLink
- BECON Updates
- Public relations
- Newsletters
- Partners: DAC/PTA/SAC, community groups
- Vehicle wraps



Groundwork

- Modernize BECON's staffing and operational structure
- Create new internships for students
- Invest in new Distance Learning equipment in schools







The School Board of Broward County, Florida

Donna P. Korn, *Chair*
Dr. Rosalind Osgood, *Vice Chair*

Lori Alhadeff
Robin Bartleman
Heather P. Brinkworth
Patricia Good
Laurie Rich Levinson
Ann Murray
Nora Rupert

Robert W. Runcie, *Superintendent of Schools*

The School Board of Broward County, Florida, prohibits any policy or procedure which results in discrimination on the basis of age, color, disability, gender identity, gender expression, genetic information, marital status, national origin, race, religion, sex or sexual orientation. The School Board also provides equal access to the Boy Scouts and other designated youth groups. Individuals who wish to file a discrimination and/or harassment complaint may call the Director, Equal Educational Opportunities/ADA Compliance Department & District's Equity Coordinator/Title IX Coordinator at 754-321-2150 or Teletype Machine (TTY) 754-321-2158. Individuals with disabilities requesting accommodations under the Americans with Disabilities Act Amendments Act of 2008, (ADAAA) may call Equal Educational Opportunities/ADA Compliance Department at 754-321-2150 or Teletype Machine (TTY) 754-321-2158.

browardschools.com

SUPPLEMENTAL INFORMATION

BECON DISTANCE LEARNING TEAM

5 Staff

SCHEDULE AND SUPPORT

- Schedule and support 2,500 master teacher sessions to multiple classrooms with live interactive capabilities

SCHEDULE AND PRODUCE

- Schedule and produce more than 200 virtual field trips, connecting students in multiple classrooms to live, interactive demonstrations from museums, zoos, and historical sites

SUPPORT

- Support more than 1,500 ad hoc videoconferencing sessions for District staff, saving travel time and expense

BECON PRODUCTION TEAM

18 Staff

PRODUCE

- Produce more than 150 video reports on student and teacher accomplishments

PRODUCE AND AIR

- Produce and air *Broward Teen News (BTN)* and *Short Cuts*, featuring the work of over 750 student journalists and producers
- Produce and air *School Duel* academic competition involving over 750 student participants (100 students in televised rounds)
- Produce and air dozens of community service programs (*Future First, County Line*)

SUPPORT AND RECORD

- Support and record all School Board meetings, workshops and committee meetings
- Support and record numerous town hall and community meetings
- Support and record District live events, superintendent's messages, and news conferences

PROVIDE

- Provide student internship programs to work directly with media career-focused students

BECON ENGINEERING TEAM

11 Staff

MANAGE AND SUPPORT

- Manage and support all District broadcast and streaming operations
- Manage and support the IPTV system, which provides all schools and District locations with video-on-demand and internal recording and broadcasting capabilities
- Manage and support all video capture, archiving, and live captioning for the District

MANAGE

- Manage the KCW Control Room to support School Board meetings and other functions, including recording, streaming, and closed captioning

MAINTAIN AND SUPPORT

- Maintain and support all equipment and operations for WBEC-TV, WKPX-FM, and the District's EBS broadcast frequencies
- Maintain and support over \$21 million in media equipment throughout the District

MAINTAIN

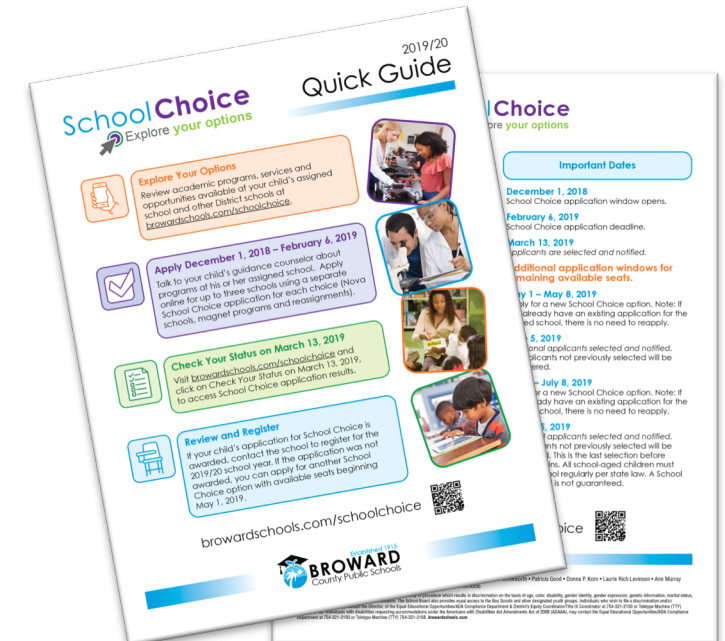
- Maintain terms of frequency lease agreement with Sprint which brings the District \$2.4 million annually

BECON PRINT GRAPHICS TEAM

5 Staff

COMPLETE MORE THAN 1,100 PRINT PROJECTS FOR SCHOOLS AND DEPARTMENTS ANNUALLY

- Design and print banners, flyers, buttons, magnetic signs, and weatherproof signs
- Create and maintain school logos and recurring design elements for all applications



BECON PROGRAMMING TEAM

5 Staff

RESEARCH AND SECURE

- Research and secure broadcast rights for thousands of educational programs for use in classrooms as a teaching resource

SCHEDULE

- Schedule hundreds of episodes of BECON-produced educational programs for delivery via IPTV and internal broadcast

PROVIDE

- Provide closed captioning file creation and editing to meet requirements for broadcast and streaming programs

MAINTAIN

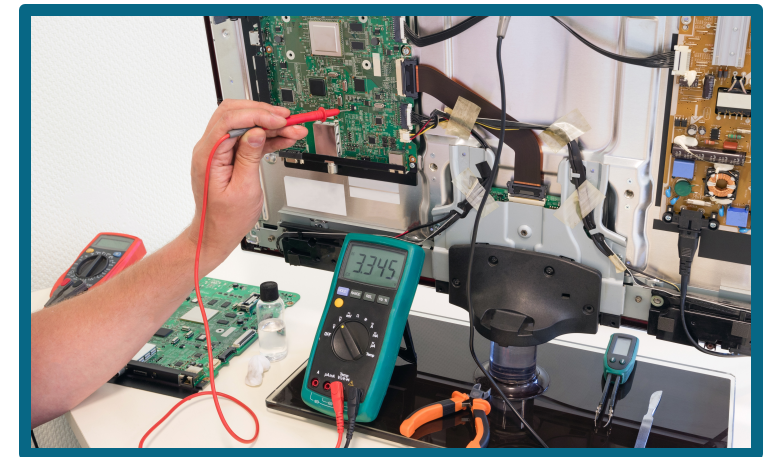
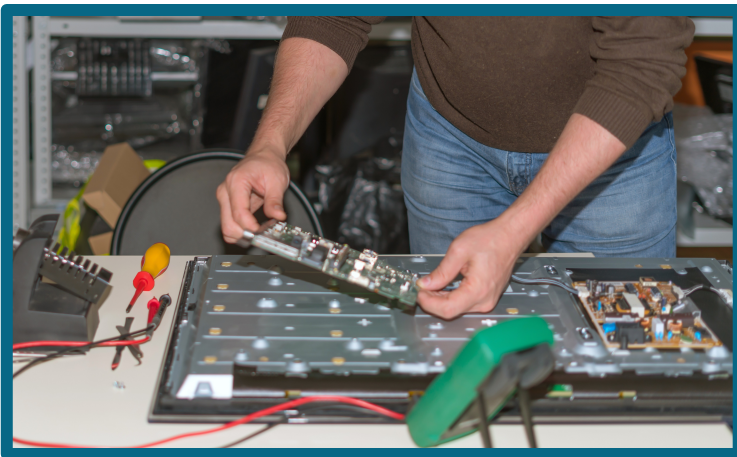
- Maintain FCC-required public files to meet compliance requirements and keep District broadcast licenses in good standing

BECON SCHOOL SERVICES TEAM

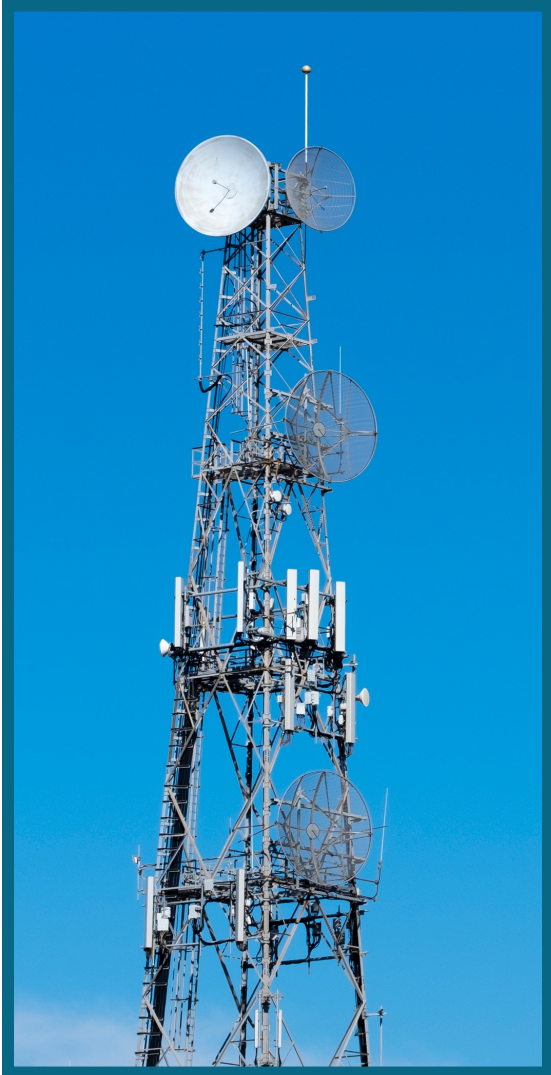
12 Staff

COMPLETE OVER 2,200 MEDIA EQUIPMENT SERVICE CALLS IN SCHOOLS AND DISTRICT FACILITIES

- 200+ security camera systems
- 1,800 preventive maintenance checks
- 350 hurricane-related damage repairs
- Installation of television monitors and projectors
- Assist schools in creating and maintaining school-based production studios



BECON Engineering/Financial Impact Projects



Sprint Revenue Agreement

- District receives \$2.4 million annually
\$80 million over 30 years

FCC-Mandated Repack

- District received \$2.5 million in new digital equipment
- BECON renegotiated lease saving District \$200,000 annually
- T-Mobile agreement paid for non-reimbursable costs
- \$250,000 net back to District

BECON Operational Review

- Conducted by Carr, Riggs & Ingram, CPAs and Advisors
- Covered all aspects of BECON's operations
- Cost/benefit analysis affirmed BECON's value to District

Conclusion: BECON's services provide considerably more value to our students, teachers, and staff than could be achieved in any other way.

Thank You



Office of Communications