

Agenda Request Form

Cherokee County School District

Meeting Date
May 18, 2017

Agenda Item Number
A-11

Title
Partnership Agreement with Tri-State Communications
Requested Action
School Board Consideration of Superintendent's Recommendation to Approve Partnership Agreement with Tri-State Communications
Summary Explanation and Background
<p>One of the School Board's Major System Priorities is increasing parental and community involvement through public engagement policies and practices that treat parents, businesses, community-based organizations and agencies, local institutions of higher learning and other public entities as true partners in the educational process.</p> <p>The School Board is requested to consider the Superintendent's recommendation to approve a Partnership Agreement with Tri-State Communications.</p>
Major System Priority
Increasing parental and community involvement
Financial Impact
N/A
Exhibits: (List)
Draft Agreement Attached

Board Action
<i>(For Official School Board Records Only)</i>

Source of Additional Information	
Dr. Brian V. Hightower	770.704.4202
Barbara Jacoby	770.704.4228

OFFICE OF THE SUPERINTENDENT OF SCHOOLS

Approved in Open Board Meeting on: _____ (Date)

By: _____ (School Board Chairman)

PARTNERSHIP AGREEMENT

BETWEEN

THE CHEROKEE COUNTY BOARD OF EDUCATION

AND

TRI-STATE COMMUNICATIONS

This agreement entered into on this 18th day of May, 2017 by and between The Cherokee County Board of Education, hereinafter referred to as the "School Board"

And

Tri-State Communications

WHEREAS, the School Board's mission is to educate the emerging generation through learning environments designed to increase the performance of all students; and,

WHEREAS, one of the School Board's Major System Priorities is to increase parental and community involvement through public engagement policies and practices that treat parents, businesses, community-based organizations and agencies, local institutions of higher learning and other public entities as true partners in the educational process; and,

WHEREAS, Tri-State Communications is a radio, magazine and digital company that provides local news and entertainment to its listeners and readers in Georgia, Tennessee and North Carolina, and is committed to its community; and,

Now therefore in consideration of the covenants and conditions set forth herein the parties agree as follows:

ARTICLE I

The parties agree that the foregoing recitals are true and correct and incorporated herein by reference:

ARTICLE II

The School Board will:

1. Provide Student of the Day nominees to Tri-State Communications for each day CCSD schools are in session beginning with the 2017-18 School Year.
2. Grant Tri-State Communications the non-exclusive right, license and privilege to broadcast and stream CCSD high school athletic events including, but not limited to, high school football games beginning with the 2017-18 School Year.
3. Assist Tri-State Communications in facilitating coverage of a high school football "Game of the Week" beginning with the 2017-18 School Year.
4. Assist Tri-State Communications in facilitating the granting of the non-exclusive right, license and privilege to broadcast and stream CCSD high school teams participating in Georgia High School Athletic Association playoff and championship events.
5. Assist Tri-State Communications in a public service campaign promoting stopped school bus traffic laws and safely sharing the roads with school buses.
6. Explore/pursue joint grant opportunities in both parties' best interest.

ARTICLE III

Tri-State Communications will:

1. Promote a CCSD Student of the Day on WLJA 101.1 FM radio station and social media platforms for each day CCSD schools are in session beginning with the 2017-18 School Year. The students also will receive a recognition certificate provided by WLJA at their school end-of-year awards day.
2. Promote the CCSD "Game of the Week" football game, as well as other CCSD news and information, on WLJA 101.1 FM radio station, Enjoy! Cherokee magazine and social media platforms.
3. Promote stopped school bus traffic laws and safely sharing the roads with school buses through a public service campaign on WLJA 101.1 FM radio station and social media platforms.
4. Explore/pursue joint grant opportunities in both parties' best interest.
5. Accept all children/interested participants for participation within its programs without regard to their gender, race, political affiliation, age, national origin or handicapping condition or any other discrimination recognized and prohibited by State or Federal Law. Children/participants with handicaps must be provided all necessary levels of supervision and must be included within the activities of the partnering organization. As a result of

this partnership agreement, Tri-State Communications must adhere to all local, State or Federal laws regarding education.

6. Agree to hold harmless and indemnify the School Board against any claims, demands, losses or damages, including reasonable attorney's fees, which may arise as a result of this contract.

ARTICLE IV

The term of this contract is May 18, 2017 through May 18, 2018. This contract shall automatically renew for additional terms not to exceed five years unless either party notifies the other at least 60 days prior to renewal date.

ARTICLE V

This contract may be terminated by either party upon thirty (30) days written notice to the other party with or without cause. All notice of this contract shall be given to the Superintendent of Cherokee County Schools at 110 Academy Street, Canton, Georgia 30114, and to Tri-State Communications, 134 South Main St., Jasper, Georgia 30143.

IN WITNESS WHEREOF the parties have executed this document the first date referred to herein.

TRI-STATE COMMUNICATIONS

THE CHEROKEE COUNTY BOARD
OF EDUCATION

Randy D. Gravley, President & CEO

By: Kyla Cromer, Chairman

By: Dr. Brian V. Hightower
Superintendent of Schools

Approved as to form:

Tom Roach, Esquire