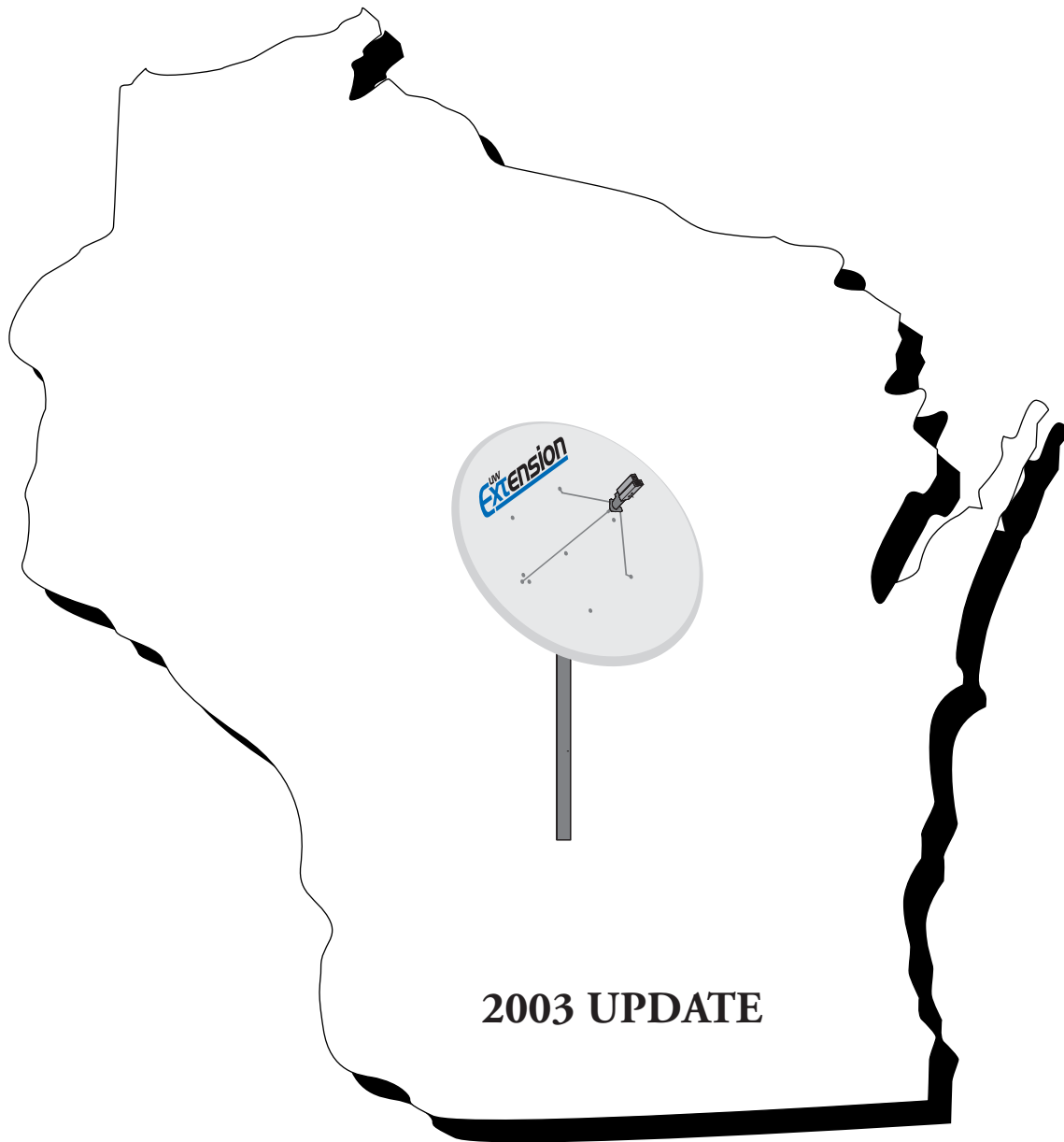


**UWEX COOPERATIVE EXTENSION  
POLICY GUIDELINES  
FOR THE  
WisSat SATELLITE DOWNLINK SYSTEM**



**<sup>UW</sup>Extension**

Distance Education/Digital Media Unit  
University of Wisconsin-Extension  
Cooperative Extension

For More Information, Contact:  
Ingrid Gottfried  
Cooperative Extension Technology Services  
(608) 262-4552  
[ingrid.gottfried@ces.uwex.edu](mailto:ingrid.gottfried@ces.uwex.edu)

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University of Wisconsin-Extension  
The Pyle Center  
702 Langdon St., Rm. 126  
Madison, Wisconsin 53706-1487  
(608) 262-7376  
(608) 265-3459 (fax)  
(800) 947-3529 (TTY)  
Office www: <http://www.uwex.edu/digital>

**Cooperative Extension**  
Distance Education/Digital Media Unit

## MEMORANDUM

June, 2003

**To:** All users of the WisSat satellite downlink system

**From:** Larry Jones, Director, Program Development and Evaluation

**Re:** Updated UW-Extension Cooperative Extension policy guidelines for the WisSat satellite downlink system

Before you get started, here are the updated UW-Extension Cooperative Extension policy guidelines for the WisSat satellite downlink system dated May 2003.

Please review these policy guidelines with your county satellite program coordinator, and share them with staff who may fill in. Discard old policy guidelines. You can direct any questions about the current policy guidelines to the WisSat satellite program coordinator at [wissat.coord@uwex.edu](mailto:wissat.coord@uwex.edu).

Notice that only UW-Extension Cooperative Extension is exempt from fees. All other agencies or persons who use the WisSat satellite downlink system will be assessed a fee.

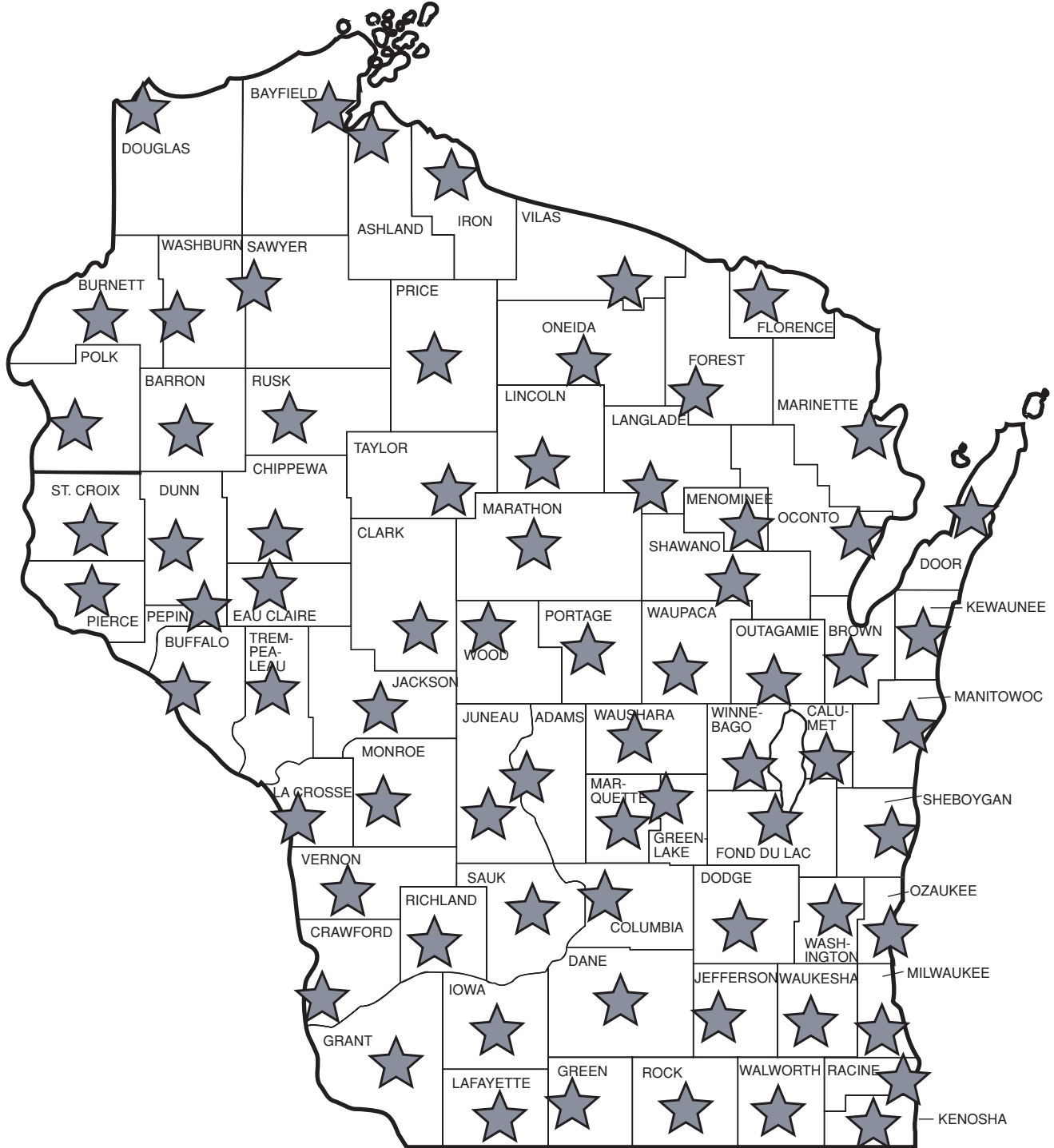
The costs of maintaining and replacing the satellite equipment make it critical that each county UW-Extension office adhere to this policy. UW-Extension Cooperative Extension covers all expenses. This includes the Instructional Communications Systems (ICS) engineer who maintains and updates your equipment and repairs them in an emergency. Site fees collected for each WisSat program are used to cover these costs.

Submit your WisSat program requests promptly. Requests are filled on a first-come, first-served basis. The Distance Education/Digital Media Unit maintains a calendar of all programs produced and supported by UW-Extension Cooperative Extension. This ensures that program dates and times will not conflict with any local requests..

The policy guidelines can help you answer your clients' questions about using the WisSat satellite downlink system.

Thank you for your support of the WisSat satellite downlink system.

# University of Wisconsin-Extension Cooperative Extension Satellite Downlink Sites



*If you need this material in an alternative format, please contact the program coordinator or the UWEX Affirmative Action office. An EEO/Affirmative Action employer, University of Wisconsin-Extension provides equal opportunities in employment and programming, including Title IX and ADA requirements.*

UWEX COOPERATIVE EXTENSION  
POLICY GUIDELINES  
FOR THE  
WisSAT SATELLITE DOWNLINK SYSTEM

I. Introduction

The purpose of satellite-delivered educational programs is to support the mission of University of Wisconsin-Extension/Cooperative Extension and fulfill the philosophy of the “Wisconsin Idea.” This policy statement provides guidelines for using the University of Wisconsin-Extension/Cooperative Extension WisSat Satellite Downlink System.

II. Access to the WisSat System Will Be Provided to the Following Program Providers

A. University of Wisconsin-Extension/Cooperative Extension

- (1) “High Priority” programs produced by Cooperative Extension that support Cooperative Extension major program efforts
- (2) “Optional” programs produced by Cooperative Extension that support Cooperative Extension program efforts
- (3) Programs produced by Cooperative Extension in other states that support Cooperative Extension program efforts
- (4) Professional development for Cooperative Extension faculty and staff
- (5) Program Support and Administration

B. University of Wisconsin-Extension/Divisions other than Cooperative Extension

- (1) Programs produced by UWEX/Divisions other than Cooperative Extension
- (2) Programs produced by a UW Campus as part of a UWEX funded outreach program
- (3) Programs produced by other providers (e.g., NUTN, National Technological University) and offered by UWEX or a UW Institution as a regional or statewide outreach program

C. UW System Administration and UW Institutions

D. Other Educational Agencies

E. County, State, and Federal Agencies

F. Nonprofit Agencies/Organizations

G. Other

The Cooperative Extension WisSat Satellite Downlink System is not available for commercial, political or religious programming. (Commercial programming is defined as programming with the primary objective of selling or exclusively demonstrating the features of a specific product or group of products.) WisSat sites may be available to further community economic development through the training of personnel in business and industry, including the training of personnel affiliated with a specific company. In such circumstances, WisSat county downlink sites will be available only when the business entity has determined that a local “private enterprise” site is not available and the UWEX County Office Chairperson/Local Program Administrator has ascertained that the use of the Cooperative Extension WisSat county downlink facility will not adversely impact ongoing UWEX Cooperative Extension program efforts.

### III. Advance Approval of Program Offerings

Video satellite program offerings are available from many different program providers. The fees and licensing arrangements for receiving such programs must be carefully negotiated. As a consequence, any program received and/or videotaped at any Cooperative Extension WisSat county downlink site must have advance approval.

### IV. Site Availability

The WisSat Satellite Downlink System was established as a means of providing equitable access to educational programs for clientele located throughout the state. As a general policy, any authorized program provided on the Cooperative Extension WisSat Satellite Downlink System should be available at all determined downlink sites in the WisSat System.

The Cooperative Extension Dean's Office in consultation with Program Leaders may request participation of all Cooperative Extension WisSat satellite downlink sites on any satellite program by designating it as a "High Priority" program. Such programs would be provided with the expectation that all Cooperative Extension WisSat county downlink sites will provide the program and related educational activities. Examples would include programs that focus on statewide issues or major program efforts that have statewide impact. Under such circumstances, local faculty and staff would play an integral role in the delivery of a total educational program that includes additional educational activities at the local level.

Cooperative Extension satellite programs designated as "Optional" and all programs provided by other producers will be offered first to each Cooperative Extension WisSat satellite downlink site with the option to accept or reject participation. Programs may be rejected if the Cooperative Extension Local Program Administrator and/or the County Office Chairperson has ascertained that the use of the Cooperative Extension WisSat county downlink facility will adversely impact ongoing Cooperative Extension program efforts (for example, if space is not available or program content may not be compatible with CE program efforts).

Occasionally, programs may be offered only to selected WisSat sites for a variety of audiences and program delivery reasons, including limited targeted audiences or budget constraints by outside users. An example of this situation would be a program purchased from outside UWEX Cooperative Extension for which the copyright/participation site fees are too expensive to build a statewide audience. Another situation may involve providers who want to downlink in only a few locations where they know they can reach a specialized audience.

If a county office is asked by local interests to use its WisSat Satellite Downlink System to view a program, or make a videotape recording off the air, the UWEX County Office Chairperson or Local Program Administrator should make a decision subject to the conditions of access, copyright, licensing, and videotaping noted on pages 3-5 of this document. Under such circumstances, the local users would be billed access fees as stated.

### V. Advance Booking of Cooperative Extension WisSat Satellite System

Cooperative Extension as well as other program providers may reserve time on the Cooperative Extension WisSat Satellite Downlink System by contacting Ingrid Gottfried at 608-262-4552 or [ingrid.gottfried@ces.uwex.edu](mailto:ingrid.gottfried@ces.uwex.edu). Sites will be reserved on a "first come, first served" basis. To avoid conflicts with UWEX/CE satellite programs, the county will notify the Ingrid of any bookings the county office plans to make for use of their WisSat satellite facility. This is for verification that there are no other satellite programs scheduled and for billing purposes. All bookings are subject to the availability of requested local sites. It is imperative that county sites send in a request form every time the WisSat satellite equipment is used to prevent double bookings.

VI. Access Fees

Agencies or individuals who request the use of the Cooperative Extension WisSat Satellite Downlink System to provide a program and who are not affiliated with Cooperative Extension will be assessed fees as stated in this section. (In counties where county policy requires a fee for facility use and county-owned equipment use, those fees will also be assessed and reimbursed to the county treasurer.) The program provider will cover expenses for their employees or other designated individuals who attend the specified program.

Access fees will be based on the following priority of use categories:

Category I

University of Wisconsin-Extension/Cooperative Extension

Category II

County Governmental Units  
County-based USDA Agencies

Category III

University of Wisconsin-Extension/Divisions other than Cooperative Extension  
UW System Administration and UW Institutions

Category IV

Other Educational Institutions  
City, State, and Other Federal Agencies  
Nonprofit Agencies

Category V

Other

---

ACCESS FEES

Category	I	II	III	IV	V
A. <u>WisSat Equipment Fee</u> (Per Day of Use)					
Per Site	N/C	N/C	\$ 30.	\$ 30.	\$ 150.
B. <u>Technical Support Service Fee</u> (Per Day of Use)					
Per Site	N/C	\$ 20.	\$ 30.	\$ 30.	\$ 30.
C. <u>Personnel Fee for Local Satellite Coordinator (Per Hour of Use)</u> <i>OPTIONAL for Categories II-V</i>					
First hour and one hour pre- and post-program support	N/C	\$ 20.	\$ 20.	\$ 20.	\$ 20.
Each Additional Hour	N/C	\$ 10.	\$ 10.	\$ 10.	\$ 10.

All access fees will be billed by Cooperative Extension. All personnel fees, facility fees and county-owned equipment fees collected for WisSat county downlink site use will be returned to the county treasurer's office to offset expenses incurred. **The WisSat “equipment fee” access charge is the only means available to provide for the maintenance, repair, and replacement of the WisSat satellite equipment at Cooperative Extension county sites. The technical support service fee supports costs of converting the satellite coordinates and sending the appropriate information to the WisSat site, troubleshooting during the program, and electronically monitoring the visual and audio components of the satellite program.**

Access Fees (Continued)

EXAMPLE #1:

Category I - University of Wisconsin-Cooperative Ext./or UWEX/CE Sponsored Programs

2 Hours - 1 Site

WisSat Equipment Fee (no charge)	\$	00.00
Technical Support Service Fee (no charge)	\$	00.00
Personnel Fee (no charge)	\$	00.00
TOTAL	\$	00.00

EXAMPLE #2:

Category II - County Health Department/or Farm Service Agency

2 Hours - 1 Site

WisSat Equipment Fee (no charge)	\$	00.00
Technical Support Service Fee (1 @ \$20 each)	\$	20.00
Personnel Fee (optional)	\$	00.00*
TOTAL	\$	20.00

EXAMPLE #3:

Category III - UWEX/Divisions other than Cooperative Ext./or other UW Institutions

2 Hours - 1 Site

WisSat Equipment Fee (1 @ \$30 each)	\$	30.00
Technical Support Service Fee (1 @ \$30 each)	\$	30.00
Personnel Fees (optional – 1 @ \$30 each)	\$	30.00
TOTAL	\$	90.00

EXAMPLE #4

Category IV - Local School District/or Non Profit Agencies

2 Hours - 1 Site

WisSat Equipment Fee (1 @ \$30 each)	\$	30.00
Technical Support Service Fee (1 @ \$30 each)	\$	30.00
Personnel Fee (optional – 1 @ \$30 each)	\$	30.00
TOTAL	\$	90.00

EXAMPLE #5:

Category V - Private Business and Industry

2 Hours - 1 Site

WisSat Equipment Fee (1 @ \$150 each)	\$	150.00
Technical Support Service Fee (1 @ \$30 each)	\$	30.00
Personnel Fees (optional – 1 @ \$30.00 each)	\$	30.00
TOTAL	\$	210.00

## VII. Local Support and Involvement

Three critical roles are involved at the local level to accommodate WisSat satellite program downlink needs. They include:

- A. Local Satellite Coordinator (LSC)—The designated UWEX county faculty/staff member who assumes administrative responsibility for the local downlink site. This individual also assumes coordination, technical and hosting responsibilities at the local downlink site for satellite. Specific responsibilities include the following:
- (1) Provides access to building and viewing room at least 30 minutes prior to the start of the program.
  - (2) Arranges viewing room table(s), chairs, monitor, and other necessary equipment.
  - (3) Sets equipment to receive, view, and record desired satellite programs 30 minutes prior to start of video satellite program.
  - (4) Arranges for telephone/Polycom equipment and audio teleconference calls.
  - (5) Trains participants in techniques for using the monitor and audio teleconference equipment.
  - (6) Troubleshoots, corrects, and/or reports technical difficulties.
  - (7) Returns all equipment to a secure location when finished.

Each viewing entity (for instance, your local county 4-H agent or the Health Department) will register with the program provider as a site. That way, they will receive the materials that are provided for viewers/participants of the program and will be listed as a site that is showing the program. In addition, there may be registration fees charged for the program that are the responsibility of the viewer (this is in addition to and separate from the fees Extension charges for access and equipment upkeep).

Once the viewing entity has registered for the program, coordinates will be sent to them a minimum of one week before the program. Those coordinates need to be faxed to the state WisSat coordinator so that she may have them made into a tech sheet which she will then email or fax back to the county WisSat coordinator in time for the program.

- B. Local Site Facilitator (LSF)—The individual who facilitates and/or leads content-related discussions or activities at the local downlink site. The LSF may include county faculty/staff members involved in the satellite program content or program participants when county faculty/staff are not involved.
- (1) Serves as “host” (i.e., welcomes, introduces program, explains procedures and agenda, registers and collects fees, etc.) when required.
  - (2) Distributes and/or collects program materials, evaluations, etc., when required.
  - (3) Facilitates post-program administrative duties: submission of fees, rosters, CEU forms, evaluations, reporting of problems, distribution of tapes, etc. when required.

Local Satellite Coordinators should not serve as program moderators (Local Site Facilitators). They should, however, given the complexity of equipment operation and the potential for problems, be available at all times during a program to ensure successful viewing and participation by attendees.

In situations where a member of the county faculty/staff is directly involved in a program as a student, instructor, or Local Site Facilitator, he or she may assume some of the responsibilities noted for the Local Satellite Coordinator. **Under no circumstances should non-UWEX program participants be allowed to perform Local Satellite Coordinator functions, most specifically those involving technical knowledge or operation of the satellite videoconferencing equipment. This includes submitting request forms.**

## VIII. Videotape Recording and Use

Most satellite-delivered programs of Cooperative Extension may be recorded and stored for later use. University of Wisconsin-Extension must strictly adhere to the copyright and licensing requirements of various program providers. Ignorance of the requirements is not a valid excuse for copyright or licensing violations. If you have any doubts about the legality of your copying, do not make the copy. Check the written program materials and the UWEX web site (<http://www1.uwex.edu/ces/copyright/>) for more information on program copyright and licensing.

## IX. Maintenance and Insurance

Maintenance, repair, replacement, and insurance costs are the responsibility of Cooperative Extension at the “State Level” for the following “state owned” county-based video satellite equipment:

- Video satellite dish, feedhorn, LNB, and mount
- Cabling from dish to receiver
- Video satellite receiver
- Black and white television monitor for receiver tuning
- Dedicated VCR unit
- Polycom telephone unit
- DVD player
- Color monitor for primary viewing location
- Cabling to primary viewing location

The “equipment fee” access charges will be used for maintenance and replacement of the Cooperative Extension WisSat Satellite Downlink System. The preceding equipment is owned by the State of Wisconsin and is to be used only for video satellite programming. Under no circumstances should any of the equipment be disconnected and/or used at any location other than the designated primary and alternative viewing locations. The costs of any technical support services found to be resulting from the unauthorized relocation of this equipment will be invoiced to the county.

## X. The County is financially responsible for the following:

- Purchasing of additional monitors
- Cabling to alternative viewing locations
- Electrical service for the video satellite receiving equipment
- Cabinets for the storage of the equipment
- Transfer of any of the WisSat Satellite Downlink System equipment due to the relocation of the County Extension Office facility
- Telephone and/or Polycom installations at the primary and alternative viewing rooms
- Providing maintenance and replacement of the WisSat Satellite Downlink System components purchased by the County

**REQUIRED PROCEDURE  
TO FOLLOW FOR ALL REQUESTS  
TO USE THE  
UWEX/CE WisSat SATELLITE DOWNLINK SYSTEM**

When you are asked to downlink a satellite program by a group or agency in your community, please provide the following information and fax or mail to CE Technology Services prior to formally committing your site. **Please fill out both pages.** You will be informed if the site is already in use.

---

COUNTY: \_\_\_\_\_ EXTENSION CONTACT PERSON: \_\_\_\_\_

TELEPHONE NUMBER: \_\_\_\_\_ TODAY'S DATE: \_\_\_\_\_

---

NAME OF PERSON MAKING REQUEST: \_\_\_\_\_

AGENCY/BUSINESS: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

\_\_\_\_\_ ZIP: \_\_\_\_\_

HAS THE ABOVE ADDRESS CHANGED?

TELEPHONE NUMBER: \_\_\_\_\_ FAX NUMBER: \_\_\_\_\_

USER CATEGORY (See Policy): \_\_\_\_\_

COMPLETE TITLE OF PROGRAM: \_\_\_\_\_

DATE AND TIME OF PROGRAM (Be sure to indicate time zone) \_\_\_\_\_

**Please obtain from the person making the request a brochure/letter containing the satellite, transponder, and other pertinent information for the program. Fax or mail this information along with this form.**

On the next page, please complete the billing information for the program. See the UWEX Cooperative Extension Policy Guidelines for the WisSat Satellite Downlink System, Access Fees for billing instructions, pages 5 and 6.

FAX OR MAIL THE COMPLETED 2-PAGE FORM TO: CE Technology Services  
702 Langdon Street, Room 130  
Madison, WI 53706

This form is also available as an Adobe Acrobat PDF  
from <http://www.uwex.edu/digital/wissat>

Telephone Number: 608/262-4552  
Fax Number: 608/265-3894

**BILLING INFORMATION (ACCESS FEES)**

WisSat Equipment Fee:

Category I

University of Wisconsin-Extension/Cooperative Extension .....\$0.00

Category II

County Governmental Units; County-based USDA Agencies .....\$0.00

Category III

University of Wisconsin-Extension/Divisions other than Cooperative Extension; UW System Administration; and UW Institutions.....\$30.00

Category IV

Other Educational Institutions;  
Other City, State, and Federal Agencies;  
and Other Nonprofit Agencies/Organizations .....\$30.00

Category V

Other .....\$150.00

WisSat Equipment Fee ..... \$ \_\_\_\_\_

Technical Support Service Fee (Required of Category II).....(\$20.00) ..... \$ \_\_\_\_\_

Technical Support Service Fee (Required of Categories III-V)) .....(\$30.00) ..... \$ \_\_\_\_\_

Personnel Fee (Optional)..... \$ \_\_\_\_\_

Category I: No Charge  
Categories II-V (Optional): \*Per Site for First Hour .....\$ 20.00  
Each Additional Hour .....\$ 10.00

\* Includes first hour and one hour pre- and post-program support.  
NOTE: Personnel costs: The rate noted in Access Fees (pp. 5-6) of the UWEX Cooperative Extension Policy Guidelines for WisSat Satellite Downlink System implies that the first hour of program time will require a half hour of advance setup of equipment and a comparable amount of time after the program to put the equipment away. Example: A one-hour program would be two hours at \$ 10.00 per hour or \$ 20.00. A two-hour program would be three hours at \$ 10.00 per hour or \$ 30.00.

**Billing Procedure**

Cooperative Extension will initiate the billing process for the client and upon Extension's receipt of payment will reimburse the respective county treasurer's office accordingly. Any reimbursement by the county treasurer's office must be pursued by the local county Extension office.

County Facilities Charge (Optional) .....\$ \_\_\_\_\_

Other County Miscellaneous Charges: specify \_\_\_\_\_ \$ \_\_\_\_\_

TOTAL:.....\$ \_\_\_\_\_

**REQUIRED PROCEDURE  
TO FOLLOW FOR ALL REQUESTS  
TO USE THE  
UWEX/CE WisSat SATELLITE DOWNLINK SYSTEM**

When you are asked to downlink a satellite program by a group or agency in your community, please provide the following information and fax or mail to CE Technology Services prior to formally committing your site. **Please fill out both pages.** You will be informed if the site is already in use.

---

COUNTY: \_\_\_\_\_ EXTENSION CONTACT PERSON: \_\_\_\_\_

TELEPHONE NUMBER: \_\_\_\_\_ TODAY'S DATE: \_\_\_\_\_

---

NAME OF PERSON MAKING REQUEST: \_\_\_\_\_

AGENCY/BUSINESS: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

\_\_\_\_\_ ZIP: \_\_\_\_\_

HAS THE ABOVE ADDRESS CHANGED?

TELEPHONE NUMBER: \_\_\_\_\_ FAX NUMBER: \_\_\_\_\_

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COMPLETE TITLE OF PROGRAM: \_\_\_\_\_

DATE AND TIME OF PROGRAM (Be sure to indicate time zone) \_\_\_\_\_

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Telephone Number: 608/262-4552  
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**BILLING INFORMATION (ACCESS FEES)**

WisSat Equipment Fee:

Category I

University of Wisconsin-Extension/Cooperative Extension .....\$0.00

Category II

County Governmental Units; County-based USDA Agencies .....\$0.00

Category III

University of Wisconsin-Extension/Divisions other than Cooperative Extension; UW System Administration; and UW Institutions.....\$30.00

Category IV

Other Educational Institutions;  
Other City, State, and Federal Agencies;  
and Other Nonprofit Agencies/Organizations .....\$30.00

Category V

Other .....\$150.00

WisSat Equipment Fee ..... \$ \_\_\_\_\_

Technical Support Service Fee (Required of Category II).....(\$20.00) ..... \$ \_\_\_\_\_

Technical Support Service Fee (Required of Categories III-V)) .....(\$30.00) ..... \$ \_\_\_\_\_

Personnel Fee (Optional)..... \$ \_\_\_\_\_

Category I: No Charge  
Categories II-V (Optional): \*Per Site for First Hour .....\$ 20.00  
Each Additional Hour .....\$ 10.00

\* Includes first hour and one hour pre- and post-program support.  
NOTE: Personnel costs: The rate noted in Access Fees (pp. 5-6) of the UWEX Cooperative Extension Policy Guidelines for WisSat Satellite Downlink System implies that the first hour of program time will require a half hour of advance setup of equipment and a comparable amount of time after the program to put the equipment away. Example: A one-hour program would be two hours at \$ 10.00 per hour or \$ 20.00. A two-hour program would be three hours at \$ 10.00 per hour or \$ 30.00.

**Billing Procedure**

Cooperative Extension will initiate the billing process for the client and upon Extension's receipt of payment will reimburse the respective county treasurer's office accordingly. Any reimbursement by the county treasurer's office must be pursued by the local county Extension office.

County Facilities Charge (Optional) .....\$ \_\_\_\_\_

Other County Miscellaneous Charges: specify \_\_\_\_\_ \$ \_\_\_\_\_

TOTAL: .....\$ \_\_\_\_\_