

Book	Policy Manual
Section	900 Community
Title	News Media Relations
Code	911
Status	First Reading
Last Revised	September 28, 2021

Purpose

Representatives of the local press, radio and TV are an important link in the communications chain between school and **the** community. Maintenance of good working relationships with media representatives is essential to meeting **the** objectives of the community relations program.

Authority

The **Joint** Operating Committee shall have final approval for all policies **and procedures regarding** relations between the news media and the school.

The Joint Operating Committee reserves the right to negotiate for radio broadcasting, televising, filming, or sound recording of any school event by an outside agency. These rights, if sold, shall be contracted under conditions **that** bring the most favorable terms to the school.

Delegation of Responsibility

The chief communications representative for the **Joint** Operating Committee shall be the Director or designee.

The communications representative shall be responsible to:

1. **Be readily available to media representatives.**
2. **Keep media representatives informed of all aspects of the school so that reporting will be done on the basis of a complete and valid overview.**
3. **Submit and suggest feature stories or articles of interest or relevance.**
4. **Assist school staff with media relations.**
5. **Assist various school-related groups in their relations with the news media.**
6. **Assist the Joint Operating Committee in preparing regular and special publications for the public.**
7. **Make presentations about the school to various community, civic, business and industry groups.**

Guidelines

Staff members shall not give school information or interviews requested by news media representatives without prior approval of the school's communications representative.

Submission of photographs to news media and permission for news media representatives to photograph school subjects, personnel, or students shall be authorized by the communications representative and the individuals involved or their parents/guardians.

Photographs of a controversial nature, or that are questionable with regard to individual rights of privacy, shall not be sanctioned.