

Policy Guide

Policy No. 911

Section COMMUNITY

Title NEWS MEDIA RELATIONS

Adopted AUGUST 21, 1989

Revised MARCH 19, 2001

	<p style="text-align: center;">POLICY NO. 911 NEWS MEDIA RELATIONS</p> <p>1. Purpose Representatives of the local press, radio and television are an important link in the community. The maintenance of good working relationships with media representatives is essential to meeting those objectives of the school-community relations program which require the support and cooperation of the news media.</p> <p>2. Authority The Board shall have the final approval for all basic policies concerning relations between the news media and the District. The chief communications representative for the Board shall be the Superintendent.</p> <p>The Board reserves the right to negotiate for the radio broadcasting, televising, filming, or sound recording of any school event by an outside agency. These rights, if sold, shall be contracted under conditions designed to bring the most favorable terms to the School District.</p> <p>3. Delegation of Responsibility The public relations officer of the Board shall be responsible for:</p> <p>a. being readily available to media representatives;</p>	
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**POLICY NO. 911
NEWS MEDIA RELATIONS**

- b. providing media representatives upon their request with all facts that give a true picture;
- c. keeping media representatives fully informed of all aspects of the School District so that any reporting will be done on the basis of a complete and valid overview;
- d. submitting or suggesting feature stories or articles to media representatives that are of interest or importance;
- e. meeting periodically with representatives of the news media;
- f. assisting various school-related groups in their relations with the news media;
- g. assisting the Board in the preparation of regular and special publications to the public; and
- h. making presentations about the District to various community civic and governing bodies.

4. Guidelines

In order to maintain a progressive and coordinated program of public relations for the District, it is essential that:

- a. staff members not give school information or interviews requested by representatives of the news media without prior approval of the **public relations officer** of the District who will either set up an appointment for this purpose which will not interfere with the staff member's daily activities, or speak to the

**POLICY NO. 911
NEWS MEDIA RELATIONS**

media representatives about the matter personally;

- b. students not be permitted to give information or interviews requested by representatives of the news media without prior approval of the **principal**; and
- c. any photograph of a controversial nature or one that is questionable with regard to individual rights of privacy not be sanctioned.