

SHALER AREA SCHOOL DISTRICT

POLICY 911

SECTION: COMMUNITY
 TITLE: NEWS MEDIA RELATIONS
 ADOPTED: September 16, 1998
 REVISED:

911. NEWS MEDIA RELATIONS

1. Purpose

Representatives of the local press, radio and TV are an important link in the communications chain between school and 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.
2. Authority

The Board shall have the final approval for all basic policies concerning relations between the news media and the district.

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.
3. Delegation of Responsibility

The chief communications representative for the Board shall be the Superintendent or his/her designee.
4. Guidelines

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

1. Staff members not give school information or interviews on behalf of the district requested by representatives of the news media without prior approval of the Superintendent 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 media representatives about the matter him/herself.
2. The submission of photographs to news media, or permission for representatives of new media to photograph district subjects, personnel, or students, shall be authorized by the Superintendent and the persons involved or their parents or guardians.