

LINE MOUNTAIN SCHOOL DISTRICT

SECTION: COMMUNITY

TITLE: NEWS MEDIA RELATIONS

ADOPTED: September 26, 1979

REVISED: March 6, 2018

	911. NEWS MEDIA RELATIONS
1. Purpose	<p>Representatives of the press, 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.</p>
2. Authority	<p>The Board shall have final approval for all basic procedures regarding relations between the news media and the district.</p> <p>The Board 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 district.</p>
3. Delegation of Responsibility	<p>The chief communications representative for the Board shall be the Superintendent or his/her designee.</p> <p>The communications representative shall be responsible to:</p> <ol style="list-style-type: none"> 1. Be readily available to media representatives. 2. Keep media representatives informed of all aspects of the school district 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. Providing media representatives upon their request with all facts that give a true picture to the best of his/her knowledge requesting, at the same time, that they not publish or broadcast any facts which are injurious to district personnel or students, or which would serve no constructive purpose.

	<ol style="list-style-type: none">5. Assist various school related groups in their relations with the news media.6. Assist the Board in preparing regular and special publications for the public.7. Acting in an advisory capacity to school sponsored student publications.8. Making presentations about the district to various community civic and governing bodies9. Protecting school personnel from any unnecessary demands on their time by news media representatives.10. The district's communications representative or designee shall be present at all meetings with news media representatives.11. Submission of photographs to news media or permission for news media representatives to photograph district subjects, personnel, or students shall be authorized by the communications representative and the individuals involved or their parents/guardians.12. Any photograph of a controversial nature, or one that is questionable with regard to individual rights of privacy, shall not be sanctioned. <p style="text-align: center;">24 P.S. 510</p>
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