

A. W. BEATTIE CAREER CENTER

SECTION: COMMUNITY

TITLE: NEWS MEDIA RELATIONS

ADOPTED: June 24, 1999

REVISED: April 25, 2013

APPROVED: May 23, 2013

911. NEWS MEDIA RELATIONS

1. Purpose

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

2. Authority

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 Career Center.

3. Delegation of Responsibility

The chief communications representative for the JOC shall be the Executive Director or appointed designee.

4. Guidelines

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

1. Staff members not give school information or interviews on behalf of the Career Center requested by representatives of the news media without prior approval of the Executive Director 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 directly.
2. The submission of photographs to news media or permission for representatives of news media to photograph Career Center subjects, personnel, or students, shall be authorized by the Executive Director and the persons involved or their parents or guardians.