LENAPE TECHNICAL SCHOOL

SECTION: COMMUNITY

TITLE: NEWS MEDIA RELATIONS

ADOPTED: May 21, 2009

REVIEWED: June 16, 2016

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 the objectives of the school-community relations program.

2. Authority

The Joint Operating Committee shall have final approval for all basic policies concerning 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.

3. Delegation of Responsibility

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

All news about school activities shall be prepared and released through the office of the Administrative Director.

Instructors shall report, through their administrators, any newsworthy information concerning their programs, competitions or students, which could result in press releases channeled through the Administrative Director's office.