

## **908      RELATIONSHIP WITH THE MEDIA**

Maintaining the necessary liaison with press, radio, and television shall be the responsibility of the Superintendent, who shall designate members of his/her staff to assist him/her in carrying out this public relations function. In the case of an individual school's relationship with the media, the principal is responsible and may also designate members of his/her staff to assist.

It is recognized that the various media, through their news and public services departments, are not obligated by law or precedent to obtain the approval of the School Board or the administration for the stories or programs they initiate. The Superintendent and his/her staff will, however, offer cooperation in the production of such stories and programs, and will, within reason, provide information and assistance whenever requested by the media.

Newspersons may not enter classrooms in session or in any way create a distraction or interfere with school routine without the permission of the principal. The principal, or designee, will inform the media that permission from the students' parent/guardian must be obtained before photographs or interviews may be published or broadcast for students who are receiving interventions, special education services, or identified as at-risk.

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