Book   Policy Manual

Section   900 Community

Title   News Media Relations

Code   911

Status   Active

Adopted   June 28, 2004

Last Revised   June 24, 2013

Purpose

Representatives of the local press, radio, and television are an important link in communications between school and community. Maintenance of good working relationships with media representatives is essential to meeting the objectives of the school/community relations program.

Authority

The Board shall have final approval for all basic procedures regarding relations between the news media and the District.

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 District.

Delegation of Responsibility

The administration of the Derry Township School District shall use the following methods to provide the community with information about our schools:

1. Legal notices shall be carried in area newspapers.

2. Articles related to public relations will be released to the news media directly by the Director of School and Community Information.

3. News releases relative to official policies or procedures will be processed for release by the superintendent's office.

4. Representatives of the news media will be welcome at Board meetings.

Guidelines

Staff members shall not give school information or interviews requested by news media

representatives without prior approval of the superintendent or his/her designee.

Students shall not be permitted to give school information or interviews requested by news media representatives without prior approval of the District's communications representative.

Any photograph of a controversial nature, or one that is questionable with regard to individual rights of privacy, shall not be sanctioned.

The Director of School and Community Information will maintain an annually updated "do not photograph list."

Legal   24 P.S. 510