

Central Greene School District

Section COMMUNITYTitle NEWS MEDIA RELATIONSCENTRAL GREENE SCHOOL DISTRICTDate Adopted October 21, 1981

Guide		Reference
	<p data-bbox="662 577 1075 613">911. NEWS MEDIA RELATIONS</p> <p data-bbox="151 672 329 707">1. <u>Purpose</u></p> <p data-bbox="418 672 1266 898">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 those objectives of the school-community relations program which require the support and cooperation of the news media.</p> <p data-bbox="151 924 357 959">2. <u>Authority</u></p> <p data-bbox="418 924 1312 1087">The Board shall have the final approval for all basic policies concerning relations between the news media and the district. The chief communications representative for the Board shall be the Superintendent and the building principals.</p> <p data-bbox="151 1113 370 1213">3. <u>Delegation of Responsibility</u></p> <p data-bbox="418 1113 1312 1984"> The chief communications representative of the Board shall be responsible for <ul style="list-style-type: none"> - being readily available to media representatives; 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; - keeping media representatives fully informed of all aspects of the school district so that any reporting will be done on the basis of a complete and valid overview; - submitting or suggesting feature stories or articles to media representatives which are of interest or importance; - providing "press kits" to media representatives who attend meetings of the Board; - meeting periodically with representatives of the news media to discuss district progress and problems; - assisting various school related groups, such as </p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>6</p> <p>7</p> <p>8</p> <p>9</p> <p>10</p> <p>11</p> <p>12</p> <p>13</p> <p>14</p> <p>15</p> <p>16</p> <p>17</p> <p>18</p> <p>19</p> <p>20</p> <p>21</p> <p>22</p> <p>23</p> <p>24</p> <p>25</p> <p>26</p> <p>27</p> <p>28</p> <p>29</p> <p>30</p> <p>31</p> <p>32</p> <p>33</p> <p>34</p> <p>35</p> <p>36</p> <p>37</p> <p>38</p> <p>39</p> <p>40</p> <p>41</p> <p>42</p> <p>43</p> <p>44</p>

PTO/PTA/PTSA, Title I Advisory Council, Vocational Advisory Committee, School Advisory Committees, Advisory Committees of the Board, and Adult Education Council in their relations with the news media;

- assisting the Board in the preparation of regular and special publications to the public;
- making presentations about the district to various community civic and governing bodies, and
- protecting school personnel from any unnecessary demand on their time by news media representatives.

4. Guidelines

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

- staff members not give school information or interviews requested by representatives of the news media without prior approval of the chief communications representative of the district 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 representative about the matter him/herself;
- students not be permitted to give school information or interviews requested by representatives of the news media without prior approval of the chief communications representative;
- the submission of photographs to news media, or permission for representatives of news media to photograph district subjects, personnel, or students, shall be authorized by the chief communications representative and the persons involved or their parents or guardians; and
- any photograph of a controversial nature, or one which is questionable with regard to individual rights of privacy, not be sanctioned.