

SOUTHEASTERN GREENE SCHOOL DISTRICT

SECTION: COMMUNITY

TITLE: NEWS MEDIA RELATIONS

ADOPTED: November 15, 2011

REVISED:

	911. NEWS MEDIA RELATIONS
1. Purpose	Representatives of the local press, radio and TV 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.
2. Authority	<p>The Board shall have final approval for all basic procedures regarding relations between the news media and the district.</p> <p>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 school district.</p>
3. Delegation of Responsibility	<p>The chief communications representative for the Board shall be the Superintendent.</p> <p>The communications representative shall be responsible to:</p> <ol style="list-style-type: none"> 1. Be readily available to media representatives. 2. Keep media representatives informed of all aspects of the school district so that reporting will be done on the basis of a complete and valid overview. 3. Submit and suggest feature stories or articles of interest or relevance. 4. Meet periodically with news media representatives to discuss coverage of the school district. 5. Assist various school-related groups in their relations with the news media. 6. Assist the Board in preparing regular and special publications for the public. 7. Provide media representatives upon their request with all facts that give a true picture to the best of his/her knowledge.

<p>4. Guidelines</p>	<p>8. Make presentations about the district to various community civic and governing bodies.</p> <p>Staff members shall not give school information or interviews requested by news media representatives without prior approval by a district administrator.</p> <p>Students shall not be permitted to give school information or interviews requested by news media representatives without prior approval of a Superintendent or building principal.</p> <p>A district administrator shall be present at all meetings with news media representatives.</p> <p>Submission of photographs to news media or permission for news media representatives to photograph district subjects, personnel, or students shall be authorized by the district superintendent or administrator and the individuals involved or their parents/guardians, if the student is under age of eighteen (18).</p> <p>No photograph of a controversial nature, as determined by the superintendent or district administrator or one that is questionable with regard to individual rights of privacy, shall not be sanctioned or submitted to a news media representative.</p>
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