

SECTION: COMMUNITY

TITLE: NEWS MEDIA RELATIONS

ADOPTED: June 21, 2010

REVISED:

# VALLEY VIEW SCHOOL DISTRICT

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 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 or designee.</p> <p>The communications representative shall be responsible to:</p> <ol style="list-style-type: none"> <li>1. Be readily available to media representatives.</li> <li>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.</li> <li>3. Submit and suggest feature stories or articles of interest or relevance.</li> <li>4. Assist various school-related groups in their relations with the news media.</li> <li>5. Assist the Board in preparing regular and special publications for the public.</li> </ol>
4. Guidelines	Staff members shall not give school information or interviews requested by news media representatives without prior approval of the district's communications representative.

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.

Submission of photographs to news media or permission for news media representatives to photograph district subjects, personnel, or students shall be authorized by the communications representative and the individuals involved or their parents/guardians.

Photographs of a controversial nature, or that are questionable with regard to individual rights of privacy, shall not be sanctioned.

References:

School Code – 24 P.S. Sec. 510