

NORTHERN LEBANON SCHOOL DISTRICT

SECTION: COMMUNITY

TITLE: NEWS MEDIA RELATIONS

ADOPTED: May 12, 1987

REVISED:

911. NEWS MEDIA RELATIONS	
1. Purpose	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.
2. Authority	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.
3. Delegation of Responsibility	<p>The chief communications representative of the Board shall be responsible for:</p> <ol style="list-style-type: none"> 1. Being readily available to media representatives. 2. 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. 3. Submitting or suggesting feature stories or articles to media representatives which are of interest or importance. 4. Assisting various school related groups such as ASP/PTO/APT/Chapter I Advisory Council and Vocational Advisory Committee.
4. Guidelines	In order to maintain a progressive and coordinated program of public relations for the district, it is essential that any photograph of a controversial nature, or one which is questionable with regard to individual rights of privacy, not be sanctioned.