

Tyrone Area School District

SECTION: COMMUNITY

TITLE: NEWS MEDIA RELATIONS

ADOPTED: JANUARY 14, 2014

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.
2. Authority	<p>The Board shall have final approval for all basic policies concerning 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. Provide media representatives, upon their request, with all facts that give a true picture to the best of his/her knowledge. 3. Keep media representatives fully informed of all aspects of the school district so that reporting will be done on the basis of a complete and valid overview. 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. Make presentations about the district to various community, civic and governing bodies.
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, who will either set up an appointment for this purpose which will not

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interfere with the staff member's daily activities, or speak to the media representatives about the matter him/herself.

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.