



Section COMMUNITY

Title NEWS MEDIA RELATIONS

LACKAWANNA TRAIL SCHOOL DISTRICT

Lackawanna Trail School District

Adopted

Revised

911. NEWS MEDIA RELATIONS

I. 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

The chief communications **representative of** the Board shall be responsible for:

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.**

submitting or suggesting feature stories or articles to media representatives which are of interest or importance.

1
2
3
4
5
6
7
B
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
28
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44

meeting periodically with representatives of the news media to discuss district progress and problems and review general media impressions of the school district.

assisting various school **related groups such as PIO/PTA/PTSA, Title I Advisory Council, Vocational Advisory Committee, School Advisory Committees and Advisory Committees of the Board** in their relations with the news **media,**

acting in an advisory capacity to school sponsored student publications.

assisting the Beard in the preparation of regular and special publications to the public.

making presentations about the district to various community civic and governing bodies.

protecting school personnel from any **un-necessary demands 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 any photograph of a controversial nature, or one which is **questionable with regard to individual rights of privacy not be sanctioned. Also, staff members** should not give school information or interviews requested by representatives of the news media without informing 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.

1
2
3
4
5
6
7
9
10
11
12
13
14
15
16
17
18
19
20
21
22
21
24
25
26
27
28
29
30
31
32
33
34
35
36
37
36
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53

1
2
3
4
5
6
7
a
9
1[
1:
1:
1g
1!
11
1:
1!
11
2!
2'
2:
2:

2;
ZE
25
3C
31
32
3:
3z
3E
SE
3;
3E
3f
4C
41
42
42
4z
4E
46
471
4E
4c

be
5::