

SECTION: COMMUNITY

TITLE: NEWS MEDIA RELATIONS

ADOPTED: June 18, 2012

REVISED: 1200

TURKEYFOOT VALLEY AREA SCHOOL DISTRICT

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	<p>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.</p> <p>The Board reserves the right to negotiate for the radio broadcasting, televising, filming, or sound recording of any school event by an outside agency. These rights, if sold, shall be contracted under conditions designed to bring the most favorable terms to the school district.</p>
3. Delegation of Responsibility	The chief communications representative of the Board shall be responsible for 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.