



Section: COMMUNITY
 Title: NEWS MEDIA
 RELATIONS
 Adopted: September 16, 1997
 Revised:

	909. NEWS MEDIA RELATIONS	
<p>1. Purpose</p> <p>2. Authority</p> <p>3. Delegation of Responsibility</p> <p>4. Guidelines</p>	<p>Representatives of the 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.</p> <p>The Joint Operating Committee shall have the final approval for all the basic policies concerning relations between the news media and the school. The chief communications representative for the Joint Operating Committee shall be the Administrative Director.</p> <p>The chief communications representative of the Joint Operating Committee shall be responsible for:</p> <ul style="list-style-type: none"> Being readily available to media representatives. Submitting or suggesting feature stories or articles to media representatives which are of interest or importance. Meeting periodically with representatives of the news media to review general impressions of the school. Assisting various school related groups in their relations with the news media. Making presentations to various community civic and governing bodies. <p>In order to maintain a progressive and coordinated program of public relations for the school, it is essential that</p> <ul style="list-style-type: none"> Staff members not give school information or interviews requested by representatives of the news media without prior approval of the Director. Students not be permitted to give school information or interviews requested by representatives of the news media without prior approval of the Administrative Director. <p>The Administrative Director or designee be present at all meetings with news media representatives.</p>	