

SECTION: COMMUNITY

TITLE: NEWS MEDIA RELATIONS

ADOPTED: February 20, 2001

REVISED:

911. NEWS MEDIA RELATIONS	
1.Purpose	Representatives of the local press, radio and TV are an important communications link between school and community. The maintenance of good working interaction with media representatives is essential to meeting those objectives of the school community relations program.
2.Authority	<p>The Board shall have the final approval of all policies concerning interactions between the news media and the school district.</p> <p>The Board reserves the right to negotiate for the radio broadcasting, televising, filming, or sound recording of any school event by any 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 Superintendent or designee shall be the chief communications representative of the school district and shall be responsible for the dissemination of appropriate information to media representatives regarding activities in the Springfield Township School District.