

SECTION: COMMUNITY

TITLE: NEWS MEDIA RELATIONS

ADOPTED:

REVISED:

PLUM BOROUGH SCHOOL DISTRICT

911. NEWS MEDIA RELATIONS	
1. Purpose	Representatives of the local press, radio and TV are an important link in communications between school and community. Maintenance of good working relationships with media representatives is essential to meeting the objectives of the school-community relations program.
2. Authority	<p>The Board shall have final approval for all procedures regarding 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 and delegates this responsibility to the Superintendent or designee. 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 or Board President.</p> <p>The communications representative shall be responsible to:</p> <ol style="list-style-type: none"> 1. Be readily available to media representatives. 2. Keep media representatives informed of all aspects of the school district so that reporting will be done on the basis of a complete and valid overview. 3. Submit and suggest feature stories or articles of interest or relevance. 4. Assist various school-related groups in their relations with the news media. 5. Assist the Board in preparing regular and special publications for the public
4. Guidelines	District employees shall not provide information to members of the news media that would violate individual rights of privacy, as established by law or existing agreements between the school district and local law enforcement.

The Superintendent or designee shall issue further guidelines regarding the dissemination of information to media representatives and provide appropriate training to district staff.

Submission of photographs to news media and permission for news media representatives to photograph district subjects, personnel, or students shall be authorized by the communications representative or designee and the individuals involved or their parents/guardians.

Photographs of a controversial nature, or that are questionable with regard to individual rights of privacy, shall not be sanctioned.

Access to Schools

While the district appreciates the role of the media and will cooperate with the media in their efforts to fulfill that role to the extent possible, the district's primary responsibility is to its students and their parents/guardians, to provide a solid education and a secure and safe educational environment. The district will maintain a responsible balance between these two (2) roles.

The Superintendent, designee, or school principal has the authority when deemed necessary to take such action as is reasonably needed to maintain order, continuity of instruction, and assure a safe educational environment, including but not limited to, closing the campus to all persons other than students, district staff or law enforcement officers.

Disruptions

Whenever in the professional judgment of the principal or person in charge of the school, a disruption to the education program or a threat to the safety of students or staff is occurring or is or may be imminent, the principal or designee has the authority to close the campus to anyone other than students, staff and law enforcement, or such other persons as may be needed for assistance of the school. Any visitor, including a media representative, who is requested to leave the school grounds must depart promptly. In such circumstances, the communication specialist will work with the media to arrange access to information and persons with whom the media may talk, while ensuring that the principal is in charge of the school and is able to take such action as needed under the circumstances.