

EAST STROUDSBURG AREA SCHOOL DISTRICT

SECTION: COMMUNITY

TITLE: NEWS MEDIA RELATIONS

ADOPTED: August 19, 2002

REVISED:

911. NEWS MEDIA RELATIONS	
1. Purpose	<p>Representatives of the local press, radio and TV are an<u>can be an</u> important link<u>resource</u> 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.</p>
2. Authority	<p>The Board recognizes its responsibility to control the educational environment of its children to ensure quality instructional time and protect the privacy rights of all persons. The Board shall have the final approval for all basic policies concerning relations between the media and the school 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. These rights, if sold, shall be contracted under conditions that bring the most favorable terms to the school district.</p> <p>Board policy calls for all persons to register and receive authorization to conduct business within the schools and offices of the school district or on school district property. The policy also gives the Superintendent and/or the school principal the authority to prohibit the entry of any person to a school district school or office and the right to order any loiterers and trespassers from any school grounds or building.</p> <p>Media representatives have no greater rights than any other members of the public to enter the schools of the school district or be on school property. In the event the building administrator(s) feel that the presence of the media on school property or in school buildings is likely to cause a disturbance or disrupt the educational process, the administrator(s) may prohibit the media from being on school property. Refusal to leave school property may result in prosecution. An exception may exist where the particular school property is otherwise open to the public for athletic events, school plays, and other such activities and provided that the media representative pays any required entrance fees.</p> <p>The Board directs the Superintendent to develop and enforce administrative guidelines and regulations regarding the taping and photographing of athletic, dramatic, musical, and other activities by persons or groups not contracted or invited</p>
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<p>3. Delegation of Responsibility</p>	<p>by the district for such purposes. The Board, however, reserves for its professional employees the privilege of taping or photographing for instructional purposes at any and all school related activities.</p> <p>The chief communications representative for the BoardDistrict shall be the Superintendent and/or Director of Communications & Operations.</p> <p>The communications representative shall be responsible to<u>maintains good working relationships with media representatives by:</u></p> <ol style="list-style-type: none"> 1. Be readily available<u>Responding</u> to <u>requests from</u> media representatives. 2. <u>Keeping</u> 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. <u>Submiting</u> and <u>suggesting</u> feature stories or articles of interest or relevance. 4. <u>Assisting</u> various school related groups in their relations with the news media. 5. <u>Assisting</u> the Board in preparing regular and special publications for the public.
<p>4. Guidelines</p>	<p><u>Staff members shall not give school information or interviews requested by news media representatives without prior approval of the district's communications representative.</u></p> <p><u>The District's communications representative or designee shall be present at all meetings with news media representatives.</u></p> <p><u>Submission of photographs to news media and permissions for news media representatives to photograph district subjects, personnel, or students shall be authorized by the communications representative and the individuals involved or their parents/guardians.</u></p> <p>Members of the media are subject to the same regulations as other school visitors:</p> <ol style="list-style-type: none"> 1. Upon their arrival at the school, or on school property, media representatives must register at the office where they will receive instructions. 2. Staff members shall be expected to require that a media representative has duly registered at the school office and received authorization to be present for the purpose of conducting business. 3. No media representative may confer with a school district employee or student in school without the approval of the school principal.

~~4. Should an emergency require that a student be called to the school office to meet a media representative, the school principal shall be present during the meeting and the student's parent(s)/guardian(s) shall be informed.~~

~~Broadcast arrangements for sporting and other school-related events must be completed with the individual school through the school principal to insure that proper provisions are made and that there are not interruptions to the regular school program or the extracurricular program.~~

~~1. No parent/guardian, citizen, or member of the news media may tape or photograph any school activity without the specific permission of the school principal and teacher.~~

~~2. Parent(s)/Guardian(s) shall be notified annually and given an opportunity to request in writing that their child not be taped or photographed.~~

~~3. Taping and photographing of students or school events for the purpose of resale for personal profit is prohibited.~~

~~4. Taping and photographing shall be permitted during sporting events. The school district may, in certain circumstances, designate an area for this purpose.~~

~~5. Taping and photographing shall be permitted of plays, concerts, musical productions and other performances outside the classroom except when such activity will be in violation of copyright laws. When material is protected by copyright provisions, audiences will be notified of the prohibition against taping and photographing through any or all of the following means:~~

~~a. School announcements and newsletters.~~

~~b. Statement on program.~~

~~c. Public address announcements prior to the start of the performance.~~

~~6. The taping and photographing of the following specific types of school district functions are prohibited unless the prior consent of the individual(s) or entity thus noted below is obtained:~~

TYPE OF MEETING	APPROVED BY
Multidisciplinary Evaluation Meetings	Administrator, School Psychologist, Teacher(s)
Student/Teacher/Parent Conferences	Administrator, Teacher(s), Parent(s), Student
Individual Educational Program Meetings	Administrator, Teacher(s), Parent(s), Student
Administrative Hearings	Administrator
Class Lecture/Activities	Administrator, Teacher
Other Meetings	Administrator

~~7.—The only exception to this policy is where taping is authorized or required under state or federal law.~~

~~8.—In cases where photographing and videotaping are permitted, such representatives of the media shall be expected to be courteous and unobtrusive.~~

Student Involvement With Media

~~Students participate in a number of classes and school-sponsored activities during the school year. Certain classes and activities may be photographed, taped or videotaped by the news media, school district personnel or other students. Likewise, live images may be relayed via cable or satellite connections to other school districts or to other classrooms within the school district to allow for live interactions between students and teachers at separate locations. Distance learning videotapes may be used to educate others about distance learning at seminars and other public places. Any media interaction with students must be approved in advance by the school district administration. Photographs, tapes or videotapes for commercial use are not permitted by the school district.~~

~~This involvement by students, and the sharing of educational techniques and experiences, is intended to enhance and enrich the educational opportunities of all students and staff. The school district's experiences and involvement in these areas has been positive.~~

~~Students and parents are advised that students' voices, physical presence and participation in classroom and other activities may be transmitted to distant learning sites, videotaped, recorded and/or photographed. Parents having objections to the participation of their students in these educational experiences on religious or other grounds must advise the school principal in writing of any such objections in advance and set forth the exact nature and basis of the objections.~~

References

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