

EAST STROUDSBURG AREA SCHOOL DISTRICT

SECTION: COMMUNITY

TITLE: NEWS MEDIA RELATIONS

ADOPTED: August 19, 2002

REVISED: December 19, 2022

911. NEWS MEDIA RELATIONS	
1. Purpose	Representatives of the local press, radio and TV can be an important resource 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	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.
3. Delegation of Responsibility	<p>The chief communications representative for the District shall be the Superintendent and/or Director of Communications & Operations.</p> <p>The communications representative maintains good working relationships with media representatives by:</p> <ol style="list-style-type: none"> 1. Responding to requests from media representatives. 2. Keeping media representatives informed. 3. Submitting and suggesting feature stories or articles of interest or relevance. 4. Assisting various school related groups in their relations with the news media. 5. Assisting the Board in preparing regular and special publications for the public.
4. Guidelines	<p>Staff members shall not give school information or interviews requested by news media representatives without prior approval of the district's communications representative.</p> <p>The District's communications representative or designee shall be present at all meetings with news media representatives.</p>

911. NEWS MEDIA RELATIONS - Pg. 2

	<p>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.</p> <p>References</p> <p>24 P.S. 510</p>
--	--