

EPHRATA AREA SCHOOL DISTRICT

SECTION: COMMUNITY

TITLE: NEWS MEDIA RELATIONS

ADOPTED: December 17, 2007

REVISED: December 19, 2016

911. NEWS MEDIA RELATIONS	
1. Purpose	<p>Representatives of the local press – newspaper, radio, and television 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, which require the support and cooperation of the news media.</p> <p>The news media of the community shall be considered an ally of the educational effort and a valuable source of communication between the schools and the citizens of the district.</p>
2. Authority	<p>The Board shall authorize the Superintendent or designee to have final approval for all procedures regarding relations between the news media and the district.</p>
3. Delegation of Responsibility	<p>The Superintendent will serve as the official spokesperson. The Superintendent, on special occasion, may designate another official spokesperson depending on the nature of the communication. The Superintendent or designee shall fulfill the following responsibilities:</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. Meet periodically with news media representatives to discuss coverage of the school district. 5. Assist various school-related groups in their relations with the news media. 6. Assist 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 official spokesperson.</p>

Teachers shall report through the building principal any newsworthy information which may result in press releases channeled through the Superintendent or designee.

Students shall not be permitted to give school information or interviews requested by news media representatives without prior approval of the district's official spokesperson or a building administrator.

The district's official spokesperson or a building administrator shall be present at all meetings with news media representatives.

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

Any photograph of a controversial nature, or one that is questionable with regard to individual rights of privacy, shall not be sanctioned.

Access To Schools

Representatives of the media shall be welcome on school campuses, subject to Board policies and administrative regulations.

References:

School Code – 24 P.S. Sec. 510

Board Policy – 904, 907