

UPPER BUCKS COUNTY AREA VOCATIONAL TECHNICAL SCHOOL

SECTION: COMMUNITY

TITLE: NEWS MEDIA RELATIONS

ADOPTED: April 17, 2008

REVISED:

	<p style="text-align: center;">911. NEWS MEDIA RELATIONS</p> <p>1. Purpose Representatives of the media are an important link in the communications chain between school and the community. The maintenance of good working relationships with media representatives is essential to meeting the objectives of the school-community relations program.</p> <p>2. Authority The Joint Operating Committee shall have final approval for all basic policies concerning relations between the news media and the school. The Joint Operating Committee 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.</p> <p>3. Delegation of Responsibility The chief communications representative for the Joint Operating Committee shall be the Administrative Director or designee. 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 fully informed of all aspects of the school so that reporting will be done on the basis of a complete and valid overview. 3. Submit and suggest feature stories or articles that are of interest or importance. 4. Assist various school related groups in their relations with the news media. 5. Assist the Joint Operating Committee in preparing regular and special publications for the public. 6. Make presentations about the school to various community, civic, business and industry groups.
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<p>4. Guidelines</p>	<p>Staff members shall not give school information or interviews requested by news media representatives without prior approval of the school's communications representative.</p> <p>Students shall not be permitted to give information or interviews requested by news media representatives without prior approval of the school's communications representative.</p> <p>The school's communications representative shall be present at all meetings with news media representatives.</p> <p>Submission of photographs to news media or permission for news media representatives to photograph school subjects, personnel, or students shall be authorized by the communications representative and the individuals involved or their parents/guardians.</p> <p>Photographs of a controversial nature, or that are questionable with regard to individual rights of privacy, shall not be sanctioned.</p> <p>References:</p> <p>School Code – 24 P.S. Sec. 1850.1</p>
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