

BLOOMSBURG AREA SCHOOL DISTRICT Policy Manual
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Section: COMMUNITY
Title: NEWS MEDIA RELATIONS
Date Adopted: August 17, 1981
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911. NEWS MEDIA RELATIONS

- .1 Representatives of the local press, radio and TV are an important link in the communications chain between school and community. The maintenance of good working relationships with media representatives is essential to meeting those objectives of the school-community relations program which requires the support and cooperation of the news media.
- .2 The Board shall have the final approval for all basic policies concerning relations between the news media and the district. The chief communications representative for the district shall be the Superintendent. Other persons authorized to release information will be the Board President, Business Administrator, Building Principal, and Director of Curriculum and Instruction.
 - .21 The school Board President shall represent the Board and shall submit information to news media regarding information about board meetings or “situations” which the Board may consider to be of value to the public.
 - .22 The Business Administrator may release information in the absence of the Superintendent, or as directed by the President of the Board.
 - .23 Each Building Principal and Director of Curriculum and Instruction may submit information regarding the operation of their respective programs.
- .3 The chief communications representative of the district shall be responsible for:
 - .31 being readily available to media representatives
 - .32 providing media representatives, upon their request with all facts that give a true picture to the best of his/her knowledge, requesting at the same time, that they not publicize or broadcast any facts which are injurious to

district personnel or students, or which would serve no constructive purpose.

- .33 keeping media representatives fully informed of all aspects of the school district so that any reporting will be done on the basis of a complete and valid overview.
- .34 submitting or suggesting feature stories or articles to media representatives which are of interest or importance.
- .35 providing board meeting agenda to media representatives who attend meetings of the Board.
- .36 meeting when necessary with representatives of the news media to review general media impressions of the school district.
- .37 assisting the Board in the preparation of regular and special publications to the public.
- .38 making presentations about the district to various community civic and governing bodies.
- .39 protecting school personnel from any unnecessary demands on their time by news media representatives.