

Palmyra Area School District

SECTION: COMMUNITY

TITLE: NEW MEDIA RELATIONS

ADOPTED: November 9, 1995

REVISED: January 11, 2007

911. NEWS MEDIA RELATIONS	
1. Purpose	<p>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 require the support and cooperation of the news media.</p>
2. Authority	<p>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 Board shall be the Superintendent.</p> <p>The Board reserves the right to negotiate for the radio broadcasting, televising, filming, or sound recording of any school event by an outside agency. These rights, if sold, shall be contracted under conditions designed to bring the most favorable terms to the school district.</p>
3. Delegation of Responsibility	<p>The chief communications representative of the Board shall be responsible for:</p> <ul style="list-style-type: none">being readily available to media representatives;providing media representatives upon their request with all facts that give a true picture to the best of his/her knowledge;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;submitting or suggesting feature stories or articles to media representatives which are of interest or importance;

meeting periodically with representatives of the news media to discuss district progress and problems;

assisting various school related groups such as PTO/PTA/PTSA, Title 1 Advisory Council, Vocational Advisory Committee and School advisory Committees in their relations with the news media; and

assisting the Board in the preparation of regular and special publications to the public.