

NORTHERN TIER CAREER CENTER

SECTION: COMMUNITY

TITLE: NEWS MEDIA RELATIONS

ADOPTED: August 23, 2012

REVISED:

911. NEWS MEDIA RELATIONS	
1. Purpose	Representatives of the local press, radio and TV are an important link in the communications chain between the center and the community. Maintenance of good working relationships with media representatives is essential to meeting the objectives of the school-community relations program.
2. Authority	<p>The Joint Operating Committee shall have final approval for all policies and procedures regarding relations between the news media and the center.</p> <p>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 center.</p>
3. Delegation of Responsibility	<p>The chief communications representative for the Joint Operating Committee shall be the Administrative Director.</p> <p>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 informed of all aspects of the center 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. 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 center to various community, civic, business and industry groups.

<p>4. Guidelines</p>	<p>Staff members shall not give school information or interviews requested by news media representatives without prior approval of the center's communications representative.</p> <p>Students shall not give school information or interviews requested by news media representatives without prior approval of the center's communications representative.</p> <p>Submission of photographs to news media and permission for news media representatives to photograph center 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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