

VENANGO TECHNOLOGY CENTER

SECTION: COMMUNITY

TITLE: NEWS MEDIA RELATIONS

ADOPTED: June 1, 2009

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 Committee shall have final approval for all policies and procedures regarding relations between the news media and the center.</p> <p>The Joint 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 Committee shall be the Director or designee.</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. Guidelines	<p>The center'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>

Photographs of a controversial nature, or that are questionable with regard to individual rights of privacy, shall not be sanctioned.

References:

School Code – 24 P.S. Sec. 1850.1