



**BRANDYWINE
HEIGHTS**
AREA
SCHOOL
DISTRICT

Book	BHASD Policies
Section	900 Community
Title	News Media Relations
Code	911
Status	Active
Adopted	June 28, 2004
Last Reviewed	December 4, 2017

Purpose

Representatives of the local press, radio and TV are an important link in communications between school and community. Maintenance of good working relationships with media representatives is essential to meeting the objectives of the school-community relations program.

Authority

The Board shall have final approval for all basic procedures regarding relations between the news media and the district.

The Board 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 district.

Delegation of Responsibility

The chief communications representative for the Board shall be the Superintendent or designee.

The communications representative shall be responsible to:

1. Be readily available to media representatives.
2. Keep media representatives informed of all aspects of the school district 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 Board in preparing regular and special publications for the public.

Guidelines

Staff members shall not give school information or interviews requested by news media representatives without prior approval of the district's communications representative.

Students shall not be permitted to give school information or interviews requested by news media representatives without prior approval of the district's communications representative.

Submission of photographs to news media or permission for news media representatives to photograph district subjects, personnel, or students shall be authorized by the communications representative and the individuals involved or their parents/guardians.

Any photograph of a controversial nature, or one that is questionable with regard to individual rights of privacy, shall not be sanctioned.