



Book	Policy Manual
Section	900 Community
Title	News Media Relations
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Purpose

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.

Authority

The Board of School Directors ("Board") of Springfield School District ("District") 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 or designee.

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 District.

Delegation of Responsibility

The chief communications representative of the Board shall be responsible for:

Being readily available to the media representatives.

Providing media representatives upon their request with all appropriate facts that give a true picture to the best of his/her knowledge.

Keeping media representatives fully informed of all aspects of the 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.

Assisting various school related groups in their relations with the news media.

Acting in an advisory capacity to school sponsored student publications.

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

Making presentations about the District to various community, civic and governing bodies.

Staff members, while in the school building or on District grounds, shall not give school information or interviews requested by news media representatives without prior approval of the District's communications representative and/or building-level administrator.

The District does not authorize the publication of photographs nor the capturing/streaming video of its students or employees without their permission. It is the sole responsibility of the media to obtain releases.

DISCLAIMERS:

This policy is superseded by all current federal and state laws and mandates.

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