

SUN AREA TECHNICAL INSTITUTE

SECTION: COMMUNITY

TITLE: NEWS MEDIA RELATIONS

ADOPTED: February 20, 2003

REVISED:

	911. NEWS MEDIA RELATIONS
1. 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 the objectives of the school-community relations program.
2. Authority	<p>The Joint Operating Committee shall have final approval for all basic policies concerning 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 center 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. Provide media representatives upon their request with all facts that give a true picture to the best of his/her knowledge, requesting, at the same time, that they not publish or broadcast any facts which are injurious to center personnel or students, or which would serve no constructive purpose. 3. Keep media representatives fully informed of all aspects of the center so that reporting will be done on the basis of a complete and valid overview. 4. Submit and suggest feature stories or articles that are of interest or importance. 5. Meet periodically with news media representatives to discuss coverage of the center.

<p>4. Guidelines</p>	<ol style="list-style-type: none">6. Assist various center related groups in their relations with the news media.7. Assist the Joint Operating Committee in preparing regular and special publications for the public.8. Make presentations about the center to various community, civic, business and industry groups.9. Protect center personnel from any unnecessary demands on their time by news media representatives. <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 be permitted to give center information or interviews requested by news media representatives without prior approval of the center's communications representative.</p> <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> <p>Any photograph of a controversial nature, or one that is questionable with regard to individual rights of privacy, shall not be sanctioned.</p>
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