

ALLENTOWN SCHOOL DISTRICT

SECTION: COMMUNITY

TITLE: NEWS MEDIA RELATIONS

ADOPTED: 12/16/99

REVISED:

911. NEWS MEDIA RELATIONS	
1. Purpose	Representatives of the local press, radio and television 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.
2. Authority	The Board shall have the final approval for all policies concerning relations between the news media and the district. The chief communications representative for the Board shall be the Superintendent.
3. Delegation of Responsibility	<p>The Superintendent or her/his designee shall:</p> <ul style="list-style-type: none"> A. When reasonable, be available to media representatives; B. Keep media representatives informed of important aspects of the school district so that reporting will be done on the basis of a complete and valid overview; C. Submit or suggest feature stories or articles to media representatives which are of interest or importance; D. Assist various school related groups in their relations with the news media; E. Prepare regular or special publications for the public, as requested by the Board; F. Make presentations about the district to various community, civic and governing bodies.