

# BERMUDIAN SPRINGS SCHOOL DISTRICT

SECTION: COMMUNITY

TITLE: NEWS MEDIA RELATIONS

ADOPTED: March 14, 2006

REVISED:

	911. NEWS MEDIA RELATIONS
1. Purpose	<p>The news media of the community shall be considered an ally of the educational effort and a valuable source of communication between the schools and district residents. The district shall cooperate with the news media in providing the information necessary to keep interested residents informed of School Board actions that might impact on the public. The media should also serve as a vehicle to publicize the activities and achievements of the various schools.</p>
2. Authority	<p>The Board shall have final approval for all basic procedures regarding relations between the news media and the district.</p> <p>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.</p>
3. Delegation of Responsibility	<p>It is the desires of the Board that the community be kept well-informed concerning their schools. To that end, the Superintendent and his/her staff shall present to residents and representatives of the news media accurate information concerning district schools and programs.</p> <p>Copies of news releases from district personnel shall be approved in advance by the building principal.</p>
4. Guidelines	<p>Staff members shall not give school information or interviews requested by news media representatives without prior approval of the Superintendent or designee.</p> <p>Students shall not be permitted to give school information or interviews requested by news media representatives without prior approval of the Superintendent or designee.</p> <p>Submission of photographs to news media or permission for news media representatives to photograph district subjects, personnel, or students shall be authorized by the Superintendent or designee and the individuals involved or their parents/guardians.</p>