

NORTHERN WESTMORELAND CAREER AND TECHNOLOGY CENTER

SECTION: COMMUNITY

TITLE: NEWS MEDIA RELATIONS

ADOPTED: October 20, 2011

REVISED:

911. NEWS MEDIA RELATIONS	
1. Purpose	Representatives of the local press, radio and TV are an important link in the communications chain between the center and the 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 school 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. 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. 3. Submit and suggest feature stories or articles that are of interest or importance. 4. Assist various school related groups in their relations with the news media. 5. Assist the Joint Operating Committee in preparing regular and special publications for the public.
4. Guidelines	Staff members shall not give center information or interviews requested by news media representatives without prior approval of the center's communications representative.

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

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

Photographs of a controversial nature, or that are questionable with regard to individual rights of privacy, shall not be sanctioned.