| 1. Purpose | Representatives of the press, radio and television are an important link in the communications chain between the school and the community. A good working relationship with media representatives is important to meet those objectives of the school/community public relations program which require the support and the cooperation of the news media. |
| 2. Authority | The Joint Operating Committee shall have the final approval for all basic policies concerning relations between the news media and the school. The Joint Operating Committee reserves the right to authorize the radio or television broadcasting, filming or recording of any school event by an outside agency. These rights, if sold, shall be contracted under conditions designed to benefit the school. |
| 3. Delegation of Responsibility | The chief communications representative for the Joint Operating Committee shall be the Executive Director or his/her designee. The chief communications representative shall be responsible for: |
| 4. Guidelines | To maintain a progressive and coordinated program of public relations, it is essential that: |

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3. Delegation of Responsibility

The chief communications representative for the Joint Operating Committee shall be the Executive Director or his/her designee. The chief communications representative shall be responsible for:

1. Being available to media representatives and providing information about the school.

2. Submitting or suggesting stories or articles of interest.

3. Meeting with media representatives to review general impressions of the school.

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

5. Making presentations to various civic and governmental bodies.

4. Guidelines

To maintain a progressive and coordinated program of public relations, it is essential that:

1. Staff members not give school information or interviews to the news media representatives regarding school activities or programs without prior approval by the Executive Director.

2. Students not give school information or interviews to the news media representatives during school time without prior approval by the Executive Director.

3. The Executive Director or his/her designee may be present at all meetings with news media representatives.

4. Photographs or information intended to be released to news media representatives must be done in a manner that does not violate individuals’ right of privacy.