

# NORTHERN LEHIGH SCHOOL DISTRICT

SECTION: COMMUNITY

TITLE: NEWS MEDIA RELATIONS

ADOPTED: March 10, 1997

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 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 basic policies concerning relations between the news media and the district. The chief communications representative for the Board shall be the Superintendent and/or Board President.
3. Delegation of Responsibility	<p>The Superintendent and staff are encouraged to use all available school-sponsored media of communication, such as publications, radio and TV, to keep the goals, program, achievements and needs of the schools before the public.</p> <p>They may delegate authority to proceed to their central administrative staff and to the building principal as they see fit.</p> <p>It is the Board's belief and faith that citizens who are adequately informed will vote more constructively in school elections.</p> <p>The administration is responsible for all informational services to and from the public, except for such matters as the Board may from time to time wish to deal with publicly itself.</p>