

MANHEIM CENTRAL SCHOOL DISTRICT

SECTION: COMMUNITY

TITLE: NEWS MEDIA RELATIONS

ADOPTED: May 23, 1995

REVISED:

| 911. NEWS MEDIA RELATIONS | |
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| 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 | <p>The Board shall have the final approval for all basic policies concerning relations between the news media and the district.</p> <p>The Board reserves the right to negotiate for the radio broadcasting, televising, filming, or sound recording of any school event by an outside agency. These rights, if sold, shall be contracted under conditions designed to bring the most favorable terms to the School District.</p> |
| 3. Delegation of Responsibility | The chief communications representative of the Board shall be the Superintendent, who shall be readily available to media representatives. |