

PENN MANOR SCHOOL DISTRICT

ADMINISTRATIVE REGULATION

APPROVED: August 19, 2013

REVISED:

911-AR-0. NEWS MEDIA RELATIONS

The district will cooperate with news media representatives who will cover newsworthy events involving the schools.

The designated communications representative will serve as the clearinghouse for all district press releases to radio, television, and the local press. All media requests for information, interviews, news releases and photographs must be approved by him/her prior to their occurrence.

The district communications representative will serve as a resource for all district staff desiring to present students, programs, events and themselves favorably to the media.

Building principals may receive articles from teachers, may request media coverage, and may prepare news releases regarding the activities and students in their buildings. They will submit such to the communications representative for release.

Staff members and students who are approached by the news media for information, interviews or photographs should refer the media to the communications representative before permitting such.

Coverage of sporting events is a routine media function. One-to-one contact between coaches, athletes and the media are anticipated occurrences and do not require advance notice; however, coaches and players are expected to use prudence and good judgment in their remarks to the media, as they represent the school and the district.

When student or staff photographs are taken or submitted for use by news media, the parent/guardian or individual subject must complete and sign a Publicity Release Form.

Taping/Photographing School Events

Taping and photographing of students or school events for the purpose of resale for personal profit is prohibited.

Taping and photographing of athletic events with student participants is permitted. District staff may designate an area for this purpose.

Taping and photographing of plays, concerts, musical productions, and other performances with student participants is permitted, except when such activity would be in violation of copyright laws. When material is protected by copyright provisions, the district will notify audiences of this prohibition by public address announcement prior to the start of the performance and by a statement of the event's program.

School Board Meetings

News media are invited to attend scheduled Board meetings that are held in public.

The district will provide news media with an agenda for the meeting and press kit, when available.

News media may operate electronic recording devices, cameras and video cameras at a Board meeting but must inform the Board Secretary prior to the meeting.

News media may not disrupt a Board meeting and may not use recording devices or cameras in a manner that will interrupt or intimidate any speaker during a Board meeting.

The Superintendent will direct news media filming the meeting where to stand in the room so as not to block meeting attendees in the audience.