

UNIONVILLE- CHADDS FORD SCHOOL DISTRICT

SECTION: COMMUNITY

TITLE: MEDIA RELATIONS

ADOPTED: April 20, 2015

REVISED:

911. MEDIA RELATIONS	
1. Purpose	Representatives of the local press, radio and TV are an important link in communications between school and community. Maintenance of good working relationships with media representatives is essential to meeting the objectives of the school-community relations program.
2. Authority	<p>The Board shall have final approval for all procedures regarding relations between the news media and the district.</p> <p>The Board 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 school district.</p>
3. Delegation of Responsibility	The Superintendent and building principals are designated as the only official spokespersons of the district. Under the direction of the Superintendent or designee, the appropriate administrator shall coordinate the release of information concerning the district and the actions of the Board. All media inquiries, other than those to Board members, shall be routed to the Superintendent or designee. Upon request, other staff may be asked to talk to the media as official representatives of the district, depending on the circumstances.
Pol. 320	<p>All employees have the right to talk to the media, and the right to refrain from talking to the media. However, unless the employee has been asked by the district to talk to the media, s/he should indicate that the views expressed are his/her own views and not necessarily those of the district.</p> <p>The media are welcome to attend any public Board meeting or district committee meetings and will be provided copies of the agenda and/or backup information, upon request. At Board meetings, space will be provided for media representatives. Should members of the media have questions about obtaining materials or about the meetings, they may contact the communications specialist/building principal/Superintendent's designee.</p>

<p>4. Guidelines</p>	<p>The Superintendent or designee(s) of each school may provide the media with information related to district programs and needs, student awards, school accomplishments and events of special interest.</p> <p><u>Access to Schools</u></p> <p>While the district appreciates the role of the media and will cooperate with the media in their efforts to fulfill that role to the extent possible, the district's primary responsibility is to its students and their parents/guardians, to provide a solid education and a secure and safe educational environment. The district will maintain a responsible balance between these two (2) roles.</p> <p>The Superintendent, designee, or school principal has the authority when deemed necessary to take such action as is reasonably needed to maintain order, continuity of instruction, and assure a safe educational environment, including but not limited to, closing the campus to all persons other than students, district staff or law enforcement officers.</p> <p>Representatives of the media shall be granted access to school campuses as follows:</p> <ol style="list-style-type: none"><u>Public Events</u> During special school events open to the public such as open houses, public performances, and sporting events, members of the media are welcome to attend without any requirements for advance notification or checking in at the office. However, if any special arrangements are needed, such as access to electrical outlets or other types of needs, those should be arranged with the school in advance. The school district will work with the media to enable it to cover the event, and it is expected that the media will work with the district to avoid any undue disruption. Media representatives are encouraged to wear badges identifying them as members of the media.<u>Other Access</u> Media representatives who wish to have access to school buildings, grounds, vehicles, and off-site events during the school day or at other times when the public does not have access shall submit written detailed requests to the Superintendent, who may grant such requests if in accordance with law and consistent with the safety and welfare of the district's students and staff.
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Disruptions

Whenever in the professional judgment of the principal or person in charge of the school, a disruption to the education program or a threat to the safety of students or staff is occurring or is or may be imminent, the principal or designee has the authority to close the campus to anyone other than students, staff and law enforcement, or such other persons as may be needed for assistance of the school. Any visitor, including a media representative, who is requested to leave the school grounds must depart promptly. In such circumstances, the communication specialist will work with the media to arrange access to information and persons with whom the media may talk, while ensuring that the principal is in charge of the school and is able to take such action as needed under the circumstances.

References:

School Code – 24 P.S. Sec. 510

Board Policy - 320