

**EASTERN
WESTMORELAND
CAREER &
TECHNOLOGY CENTER**

SECTION: COMMUNITY
TITLE: NEWS MEDIA RELATIONS
ADOPTED: AUGUST 19, 2015
REVISED:

911. NEWS MEDIA RELATIONS	
1. Purpose	Representatives of the local press, radio and TV are an important link in the communications chain between the center and the community. Maintenance of good working relationships with media representatives is essential to meeting the objectives of the community relations program.
2. Delegation of Responsibility	<p>The chief communications representative for the Joint Operating Committee shall be the Administrative Director/designee.</p> <p>The communications representative shall be responsible to:</p> <ol style="list-style-type: none"> 1. Be readily available to media representatives. 2. Keep media representatives informed of all aspects of the center so that reporting will be done on the basis of a complete and valid overview. 3. Submit and suggest feature stories or articles of interest or relevance. 4. Assist center staff with media relations. 5. Assist various center-related groups in their relations with the news media. 6. Assist the Joint Operating Committee in preparing regular and special publications for the public.
3. Guidelines	<p>Staff members shall not give center information or interviews requested by news media representatives without prior approval of the center's communications representative.</p> <p>Students shall not give center information or interviews requested by news media representatives without prior approval of the center's communications representative.</p>

Submission of photographs to news media and permission for news media representatives to photograph center subjects, personnel, or students shall be authorized by the communications representative and the individuals involved or their parents/guardians.

Photographs of a controversial nature, or that are questionable with regard to individual rights of privacy, shall not be sanctioned.

References:

School Code – 24 P.S. Sec. 1850.1