

Media Relations

Representatives of the local press, radio and TV are important links in the communication chain between district and community. The maintenance of good working relationships with media representatives is essential to meeting those objectives of the district's community relations program which require the support and cooperation of the news media.

The chief communication representative for the Board shall be the superintendent, who may designate certain communication functions to a staff member or staff members.

The superintendent shall be responsible for:

1. Providing media representatives upon their request with all facts that provide a true picture to the best of his/her knowledge;
2. Keeping media representatives fully informed with regard to district programs in all aspects, activities and changes, so that any reporting will be done on the basis of a complete and valid overview;
3. Assisting the Board in the preparation of regular and special publications for the public.

Media representatives interested in visiting district programs shall make arrangements through the district office in advance. The media representative shall be responsible for securing the permission of the parents of any child identified in the news story prior to disseminating the story.

The Board directs the superintendent to order proper publications of all legal notices.

Publications and news releases will be made available to all members of the media. Media will be notified of all Board meetings.

END OF POLICY

Legal Reference(s):

[ORS 192.640](#)
[ORS 334.125 \(7\)](#)