

THE SCHOOL DISTRICT OF PHILADELPHIA

SECTION: COMMUNITY

TITLE: NEWS MEDIA RELATIONS

ADOPTED: October 5, 2011

REVISED:

	911. NEWS 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 School Reform Commission shall have final approval for all procedures regarding relations between the news media and the district.</p> <p>The SRC 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	<p>The Superintendent or designee shall develop administrative procedures to implement this policy.</p> <p>References:</p> <p>School Code – 24 P.S. Sec. 510, 696</p> <p>Home Rule Charter – 12-300</p>