

**BEND - LA PINE SCHOOL DISTRICT NO 1
ADMINISTRATIVE REGULATIONS
CODE: KBC-AR
DATED:
REVISED:
REVIEW DATE:
REVIEWED BY:**

MEDIA RELATIONS

Representatives of the local press, radio and television are an important part of the district's public information program. The maintenance of good working relationships with media representatives is essential to the district's efforts to inform the public on district programs, policies, goals and achievements.

The chief communication representative for the Board shall be the superintendent who may designate certain communication functions to the public information department or other appropriate staff members.

The superintendent or his/her designee 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 complete, accurate information;
3. Providing publications, news releases, Board agendas, appropriate agenda materials and approved reports to all members of the media.

One of the paramount responsibilities of a board is to keep the public informed of its policies, deliberations, actions and issues. Therefore, the Board encourages the attendance of news media representatives at all meetings. News media coverage of executive sessions shall be limited by law (Oregon Revised Statutes).

The Board recognizes the need for the news media representatives to have access to district personnel and students. News media representatives, as school visitors, must report to the district administrator immediately upon their arrival with the exception of spectator-attended events. The administrator will be informed of the reason for media visit. No restrictions or limitations on their access shall be imposed unless the safety, welfare or best interest of students or staff is in jeopardy or the educational process is interrupted. In some cases, parent permission for a student interview, photo or camera coverage shall be required.

Staff members are encouraged to initiate story ideas and answer the media's questions where appropriate. News releases or statements concerning the district should be sent through the public information officer.

This procedure will:

1. Avoid duplication of school system information;
2. Provide information consistent for appropriate media;
3. Provide coordination of an accurate and timely file of media contacts as a matter of record for the school system.

When communicating with the media about a matter under his/her supervision, the administrator should respond directly to the media representative, then promptly inform the public information office as to the nature of the question and the response given. In matters where the subject concerns personnel, transcends the administrator's area of responsibility or expertise or where there is some reasonable doubt about the nature of the subject under discussion, the matter should be referred to the public information office.