

822 NEWS MEDIA RELATIONS

The Board invites and welcomes the active participation of newspapers, magazines, radio, television and other mass media of communication in promoting the cause of good education in the school district and elsewhere.

Suggestions and advice from representatives of such media as to how best to facilitate the flow of information to them by the Board and school district personnel will be welcomed.

Newscasts, spot announcements, sports and other school activities' coverage and programs dealing with the schools must be presented in the public interest. No identification of the schools with the promotion of any commercial or political enterprise will be permitted.

The principal is responsible for being advised of and supervising all radio and television presentations made in his/her individual school. Students who represent the school through such media should have prior permission from the principal, who should obtain full information concerning the presentation.

APPROVED: November 11, 1974

REVISED: June 17, 2002