

LUZERNE

INTERMEDIATE

UNIT #18

SECTION: COMMUNITY

TITLE: NEWS MEDIA RELATIONS

ADOPTED: NOVEMBER 20, 2002

REVISED: NOVEMBER 18, 2015

	911. NEWS MEDIA RELATIONS
1. Purpose	<p>Representatives of the local press, radio and TV are an important link in communications between the Intermediate Unit and community. Maintenance of good working relationships with media representatives is essential to meeting the objectives of the Intermediate Unit's community relations program.</p>
2. Authority	<p>The Board shall have final approval for all basic procedures regarding relations between the news media and the Intermediate Unit.</p> <p>The Board reserves the right to negotiate for radio broadcasting, televising, filming, or sound recording of any Intermediate Unit event by an outside agency. These rights, if sold, shall be contracted under conditions that bring the most favorable terms to the Intermediate Unit.</p>
3. Guidelines	<p>Videotaping of activities that illustrate teaching, learning, or conditions affecting either teaching or learning can have considerable potential for improvement within the Division of Special Services. The same material can have broader application and broader potential if used by agencies not directly involved with the Division of Special Services. Some of these agencies might be: school districts, other intermediate units, Pennsylvania Department of Education, colleges and universities, and independent agencies such as Easter Seal.</p> <p>With public support of programs operated under the Division of Special Services increasing in importance, the role of public relations becomes more critical. Since television is recognized as having the most creditability and broadest coverage, favorable exposure of LIU Special Services programs on commercial and public television can help achieve this needed public support. Toward these ends, Special Services staff shall relate ideas, procedures, techniques, events, and etc. to supervisory personnel so that media documentation can be accomplished whenever feasible.</p> <p>Use of video or other media equipment for other agency interchange or public relations application, or which might represent the LIU to outside individuals or agencies, must be approved in advance by a supervisor and the Director of Special Services.</p>

Content of videotapes or other media documentation shall be approved on the basis of whether that content constructively portrays LIU Special Services functions and does not reflect adversely on students, staff, or facilities involved in the program. Credit for the technical or other support in producing the videotape or other media documents shall be given at the beginning and/or end of the program in an appropriate and accurate manner. Caution against unauthorized use, broadcast or duplication shall be included.

Constraints of time, equipment capability, expertise and potential audience in terms of cost-effectiveness shall be taken into consideration in evaluating the planned document for supervisor/Director approval.

A new form regarding media applications, accompanied by an explanatory cover letter, shall be used each academic year, starting September. This form, as notated and signed by the parent/guardian, shall be maintained in individual student record folders. Teachers and aides shall be made aware of students for whom media documentation is not permitted by the parent/guardian and actively prevent such documentation.