

CARBON CAREER & TECHNICAL INSTITUTE

SECTION: COMMUNITY

TITLE: NEWS MEDIA RELATIONS

ADOPTED: December 16, 2004

REVISED: October 19, 2006

911. NEWS MEDIA RELATIONS	
1. Purpose	The Joint Operating Committee believes that the local press, radio and TV are an important link in the communications chain between school and the community. The maintenance of good working relationships with media representatives is essential to meeting the objectives of the school-community relations program.
2. Authority	<p>The Joint Operating Committee shall have final approval for all basic policies concerning relations between the news media and the school.</p> <p>The Joint Operating Committee 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.</p>
3. Guidelines	<p>The Joint Operating Committee desires that the following guidelines form the basis of media relations for the school:</p> <ol style="list-style-type: none"> 1. Media relations shall increase the awareness of the public regarding the nature, scope and complexity of school programs. 2. Media relations shall clarify school goals. 3. Media relations shall facilitate the cooperative solutions of educational problems.
4. Delegation of Responsibility	<p>The Administrative Director shall view the various news media as a primary source of information and guidance in reaching the proper source for news information. The Joint Operating Committee delegates responsibility for developing, coordinating, and evaluating the public information program to the Administrative Director.</p> <ol style="list-style-type: none"> 1. The Administrative Director shall arrange television, radio, and newspaper coverage of school programs and further serve as a liaison to the staff for the purpose of assisting news media in obtaining interviews with appropriate personnel.

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	<ol style="list-style-type: none">2. Statements and news releases will be made by the Administrative Director on a regular basis to increase community knowledge and understanding of the Carbon Career and Technical Institute.3. All information originated within the school and designed for public consumption is to be routed through the Administrative Director who will coordinate the release.4. All school employees are responsible for gathering information for news stories and feature articles, which will contribute to the school's goals, programs, and accomplishments.
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