

Lane Education Service District Policy

Code: **KBCA**
Adopted: 12/7/93
Readopted: 2/26/02
Orig. Code(s): KBCA

Media Relations

Representatives of the local press, radio and TV are important links in the communication chain between Lane ESD and the community. The maintenance of good working relationships with media representatives is essential to meeting those objectives of the ESD's community relations program which require the support and cooperation of the news media.

The Board shall approve basic policies concerning relations between the news media and the ESD. When individual Board members receive requests from press media representatives for information about Board meetings or actions, members will refer these representatives to the Board chair, who is the spokesperson for the Board. The chair may designate others to speak on behalf of the Board at his/her discretion. All other ESD communications with the media shall be the responsibility of the superintendent who may designate certain communication functions to a staff member or staff members.

The superintendent 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 ESD programs in all aspects, activities and changes so that any reporting will be done on the basis of a complete and valid overview;
3. Submitting, suggesting or requesting feature stories or articles which are of interest or importance;
4. Assisting the Board in the preparation of regular and special publications for the public;
5. Making presentations about the district to various community, civic and governing bodies.

END OF POLICY

Legal Reference(s):

[ORS 192.640](#)
[ORS 334.125 \(7\)](#)