



Media Relations

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

When individual Board members receive requests from 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 and Communications Coordinator who may designate certain communication functions to staff.

The Superintendent and Communication Coordinator shall be responsible for:

1. Providing media representatives with requested information, as appropriate, and as required by law;
2. Keeping media representatives informed with regard to ESD programs and services;
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 ESD to various community, civic and governing bodies.

END OF POLICY

Legal Reference(s):

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