

ABINGTON SCHOOL DISTRICT
ABINGTON, PENNSYLVANIA

SUPERINTENDENT'S
ADMINISTRATIVE PROCEDURE

REGARDING: **Publicity of School Events**

Section: **Community Relations**

Effective Date: September 2001

Reissued:	11/07, 8/26/08, 8/15/13, 12/19/14, 1/24/17, 10/16/19, 9/9/20, 9/12/24	See Also:	Related Board Policy; Board Policy and SAP Re: Abington School District Cable Channel: Abington Media Production, AMP
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- Requests for publicity of school events and programs, including photographic services, should be made by a District staff member to the Communications Coordinator with the approval of the building principal or relevant department administrator. Requests should include the event description, date, time and location, as well as any other relevant information.
- If the event is to be announced on the community cable TV channels, District website, or District social media, requests should be submitted to the Communications Coordinator along with any other relevant information.
- If, in discussions with the Communications Coordinator, it is determined that the event or program should be video recorded and shown on the community cable TV channel, follow the Superintendent's Administrative Procedure regarding Abington School District Cable Channel: Abington Media Production, AMP. The Information Technology Department will develop a broadcast schedule and publicize it on the Abington School District website.
- News alerts and requests for publicity should be submitted at least three (3) weeks in advance for maximum effectiveness.
- When contacted directly by the news media regarding district-wide issues and events, or in discussions or contact when there is a potential for negative effects or outcomes, school personnel are to refer calls to the Communications Coordinator or to the Office of the Superintendent. Any communication with news media regarding district-wide issues and events must occur in accordance with the Human Resources Policy regarding Freedom of Speech Outside of the School Setting.
- Students – Student handbooks state that parents/guardians who do not wish to have their child's name, photograph, image, video recording, or information presented in handbooks, calendars, yearbooks, programs, newspapers, electronic media including District social media, websites, etc., for distribution must advise the principal in writing each school year.