

<p>TOPEKA PUBLIC SCHOOLS</p> <p>SUBJECT:</p> <p>SUBMITTING NEWS STORIES TO THE NEWS MEDIA</p>	<p>REGULATION NUMBER: 2525-1</p> <p>DATE OF ISSUE: 06/18/80</p> <hr/> <p>REVISIONS: 11/02/82; 03/22/85 10/17/97; 07/12/19</p> <hr/> <p>PREPARING OFFICE: COMMUNICATIONS DEPARTMENT</p>
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I. PURPOSE:

To define the relationship the Communications Department has with the news media.

II. METHODS OF SOLICITING NEWS COVERAGE:

A. District or School Event

1. Any district or school event that would like media coverage should work through the district communication office and the district communication office will coordinate with the media.
2. Relevant information, including the name of the event, the date, time, location and pertinent details of the event should be provided to the district communication office at least one week prior to the event.

B. News Releases

1. Information concerning upcoming events of major significance and districtwide programs or activities that need emphasis will be submitted to the Communications Department at least five (5) days in advance of the time desired for release.
2. The information will be distributed by the Communications Department to all media outlets as a news release.

C. Tips Phoned in to News Media

Any stories that are late-breaking and are not submitted to the media in any of the above-mentioned forms may be phoned directly to the news media by the Communications Department.

III. METHODS OF RECORDING NEWS COVERAGE:

All newspaper articles concerning the district will be kept on file in a notebook or other storage medium at the central office and online on the district website.