

MEDIA RELATIONS

PURPOSE: To inform and guide the media and District staff in the proper manner of informing the public of District business.

The District will comply with all state and federal laws and regulations regarding open meetings and open records and respond to all media inquiries in a prompt, cooperative manner. Media requests received by the Communications Office will be responded to in a timely manner.

The Director of Communications is the spokesperson for the District. All contacts and press releases concerning matters of District-wide interest and controversial topics should be conducted by Communications Staff. Any staff member, in addition to Communications staff, should respond to questions from news media with accurate information and within the scope of their jobs. Principals will inform the Director of Communications of existing or potential problems at their school.

Media on campus will be subject to all rules for visitors and should contact the Communications Office before going to a school site. Once on site, clearance from the principal and/or the main office is necessary. If principals have questions about releasing information, they will contact the Communications Office.

Parents/guardians may request in writing that no photographs or identifiable information of their child be obtained by the media. Photography of students in a classroom setting is permitted with parental consent and as long as the classroom is not disrupted.

Crises and emergency information will be coordinated between the Communications Office, Campus Police Chief and Emergency Management coordinator.