

COMMUNITY RELATIONS AND THE MEDIA**A. Purpose and Scope**

To provide procedures to coordination the release information to the media and facilitate cooperation between the District and the media.

B. General

1. The Superintendent or designee shall coordinate the release of information concerning the District and the actions of the Board.
2. Media representatives are welcome at all open Board meetings and shall receive meeting announcements and agendas upon request.
3. District employees are encouraged to cooperate with members of the press, radio and television. Employees should always make it clear that they are expressing their own personal viewpoints when so doing. They should not express viewpoints on behalf of the District unless they have been designated to do so.

C. Forms Used and Additional References

None

D. Procedures

1. Like all visitors, media representatives should identify themselves at the principal's office (as is the practice in all schools with all visitors, including parents and district staff) when they enter school grounds so as to avoid causing disruption or confusion. The principal or designee of each school shall provide the media with information relating to his/her school, including information about student awards, school accomplishments and events of special interest.
2. Media representatives who wish to interview or photograph students at school should make prior arrangements with the principal or designee so as to alleviate any possibility of disturbances on campus and should exercise good judgment as to time, place and circumstances. This allows the principal to arrange for interview times that will not interfere with the student's class attendance or with a parent's right to release information.

COMMUNITY RELATIONS AND THE MEDIA (Continued)

3. The district shall not release information which is private or confidential as identified by law and Board Policy or Administrative regulation.
4. The principal or designee may request that a member of the public, including the media, leave school property when it appears reasonable to the principal or designee that the continued presence of the person requested to depart would be disruptive of, or would interfere with, classes or other activities of the school program.
5. During a disturbance or crisis situation, the first priority of school staff is to address the situation at hand. At such times, media inquiries shall be routed to the Superintendent or designee, who shall:
 - a. Prepare an official statement responding to the particular situation.
 - b. Update the official statement as events unfold.
 - c. Keep staff and students well informed.

E. Reports Required

None

F. Record Retention

None

G. Responsible Administrative Unit

Educational Services
School Principals

H. Approved by the Administrator of the Unit

Assistant Superintendent of Education Services