

Principals are encouraged to initiate media coverage of their school programs and activities, with the coordination of the Communications Director. The following guidelines relate to the public information program:

- A. Media representatives shall be supplied factual information with the request that they not publish or broadcast any facts which are injurious to staff or students or which would serve no constructive purpose.
- B. Media representatives should be kept fully informed on all aspects of the program so that any reporting shall be done on the basis of a complete and accurate overview.
- C. Students should be informed that they have the right to deny an interview or photograph. A release form signed by a parent shall be secured before allowing an individual to photograph and conduct an interview that would "single out" any special education student or identify a student whose parents have signed a form to withhold directory information.
- D. During regular school hours, all media representatives must report to the building office for identification and authorization before going to any part of the building or contacting any individual.
- E. Staff members shall secure authorization from the principal and notify the Communications Director before contacting the media on behalf of the school. This shall not preclude a staff member from contacting the media as a private individual.
- F. Principals, Program managers, and/or Staff:
 - 1. Are responsible for protecting students and preserving the orderly operation of schools.
 - 2. Will obtain authorization from the Communications Director when the topic being covered involves more than one school or involves release of information related to hiring, firing, disciplinary action or personnel related matters.
 - 3. Will check the identity of media representatives working in the school building.
 - 4. Will obtain a completed Picture and Television Release Form(s) before allowing photography or interview(s) that would "single out" any special education student or student whose parents have signed a form to withhold directory information.
 - 5. Shall inform the Communications Director of all media coverage prior to its release.