

## **Operational Services**

### **Exhibit - Memo to Staff Members Regarding Contacts by Media About a Crisis**

If the media attempts to contact you about a death or other crisis, please follow these guidelines:

1. It is perfectly correct to tell a reporter that you would rather not comment on the incident especially if it has been an emotional strain. Rather than shouting “No comment” (which could imply that you are trying to hide something), say something like, “this incident has affected the school community greatly and I would prefer to not comment on it.” One should then refer the reporter to the Superintendent or the designated spokesperson.
2. According to School Board policy and the Family Educational Rights and Privacy Act (FERPA), the only information about a student that the school is allowed to release is a verification of period of attendance at the school. If the parent/guardian of a student under age 18, or a student aged 18 or older, gives permission, then certain *directory* information (address, participation in sports or activities, awards received, etc.) may also be released. In the event of such approval, that information will be given to the media by the Superintendent or the designated spokesperson.
3. Best practices are to avoid specific comments about students, such as the following: “\_\_\_\_\_ was a B student,” “\_\_\_\_\_ was having trouble in class, and had been referred to the social worker last week,” and “\_\_\_\_\_ was constantly in trouble for dealing drugs and smoking on school grounds.” Do not speculate, assume, or hypothesize. If a reporter persists with these questions, say something like, “Board policy prohibits me from specifically commenting on any student. Furthermore, I wish to respect the family’s privacy.”
4. Do not feel compelled to correct a reporter if a reporter tells you incorrect information. For example, to try and obtain more information, a reporter might say, “I was informed the student was failing...” Refer the reporter to the Safety Program Coordinator, person designated for the District’s public relations, or the designated spokesperson.
5. For persistent reporters, it may be helpful to acknowledge that you understand that he or she has a job to do, but you have a job to do as well and you do not have authority to comment.
6. If you choose, you may make your own personal comments about how the crisis has affected you. If the incident involved an athlete’s death, the coach might say, “\_\_\_\_\_’s death is very tragic, and the team and I will miss him/her/them.”
7. You may also address actions the school is taking to deal with the situation. For example, “Although this is a terrible situation, we are fortunate to have a crisis plan to counsel students and faculty who are understandably upset.”
8. Do not agree to set up interviews with students. All requests for interviews should be directed to the Superintendent or the designated spokesperson.

9. Do not speculate or comment on the cause of death, especially in an apparent suicide or murder. Tell reporters that information on the death should be obtained from the police department.
10. Remember, you do not have to answer any questions. Simply refer all reporters to the Superintendent or the designated spokesperson.

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