Recommended Descriptor Code: KBA

Relations With the News Media

The District wishes to assist the news media to obtain coverage of the programs, problems, planning, and activities of the school system.

All representatives of the media will be given equal access to information about the schools. General releases of interest to the entire district shall be made available to all the media. There shall be no exclusive releases except as media representatives request information on particular programs, plans, or problems.

The Superintendent shall develop rules to ensure that media access to District schools is not unduly disruptive of the educational environment and complies with District policies and goals. Working with media during emergencies will be covered under these rules.

Media Liaisons

The Superintendent or Community Relations Director may release information concerning the school system and action of the Board. The Board President shall be the official spokesman for the Board, except as this duty is delegated to the Superintendent. Teachers and other staff members shall submit news or news releases regarding the classroom and other school activities to the school principal or designee who shall submit copies to the Community Relations Director when desiring to inform the media of this news.

Privacy

While the District may have rules governing and limiting media access to schools, information and images obtained by the media about/of regular education students are outside the District's ability to control and do not require parental permission to broadcast or print. Parents who do not want their student interviewed or photographed by the media shall direct their student accordingly. This portion of policy does not apply to special education students. The District shall obtain parental consent before granting the media access to special education students during the regular school day.

The District shall establish rules regarding interviews of minors by the news media.

Staff-Media Relations

When authorized by the Superintendent or building principal, staff members may respond in their official capacity to questions from the news media.

Complementary Documents

- DEBA, Confidentiality
- FGA, Student Education Records
- KBA-AR1, Relations With the News Media
- KBA-AR2, Sports and Special Events Media Coverage

End of Bismarck Public School District Policy KBA

Adopted: 7/1/2015
Revised: 5/25/2022