
PUBLIC INFORMATION PROGRAM: 4001P

Principals are encouraged to initiate media coverage of their school programs and activities in alignment with district media protocol.

- A. 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.
- B. A staff member must secure authorization from the principal before contacting the media on behalf of the school. Staff members who contact the media as private citizens should in no way represent themselves as speaking for the District, its schools, or administration by avoiding the use of title or position. This shall not preclude a staff member from contacting the media as a private individual, but staff members should make it clear that they are speaking as a private citizen.

Information will be released to the news media and general public as prescribed by applicable statutes governing public record, open meetings, and public disclosure. School administrators and the Chief of Communications will work together to ensure that factual and accurate information is available to the news media and to the public. The following guidelines relate to the public information program:

- 1. Media representatives should be encouraged to contact the Communications Office before entering individual District facilities.
- 2. 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, including staff. The building principal may restrict media access to students or staff on school property during school operating hours.
- 3. Building administration should determine if the Communications Office is aware of the media inquiry. If not, the building principal is responsible for notifying the Communications Office as soon as reasonably possible.
- 4. Media representatives should be kept fully informed on all aspects of programs so that reporting will be as accurate as possible.
- 5. Students should be informed they have the right to deny an interview or photograph. A release form signed by a parent/guardian shall be secured before allowing an individual to photograph and/or conduct an interview that would “single out” any special education student.
- 6. Media representatives may not photograph students unless the school building principal has parental/guardian authorization. If a student’s parent/guardian has indicated the student’s name and/or photo is not to be released, media representatives may not photograph the student or publish his/her name.