

PERSONNEL	G
Media Relations Policy	GM
	Page 1 of 2

I. PURPOSE

The purpose of this policy is to describe the Lincoln School Department's policy with respect to interacting with media representatives, outlets or entities concerning all School Department matters, incidental to improving the likelihood that careful, prudent, and legally compliant communications are disseminated to the public. For purposes of this policy, "the Media" shall refer to any media representative, outlet, or entity whatsoever, including, without limitation, newspapers, magazines, newsletters, online publications, television, and radio.

II. APPLICABILITY

This policy applies to all teachers, administrators (except Superintendent or his/her designee), secretaries, paraprofessionals, support staff, custodial staff, and volunteers in the Lincoln School Department ("School Department Personnel"). This policy also establishes the Superintendent of Schools or the Superintendent's designee as the Public Information Officer (the "PIO"). This policy is not applicable to matters directly related to the negotiation of, or the alleged compliance or non-compliance with, employment contractual obligations of the Lincoln School Department and/or School Department Personnel, for which School Department Personnel retain the right to communicate with the Media consistent with applicable law and contractual rights and obligations. It is recognized that from time to time, coaches will need to speak to the media on matters related to their team's performance, being in tournaments, etc. In these situations, prior approval from the PIO is not needed.

III. POLICY

It is the responsibility of the PIO to manage the Lincoln School Department's interactions with the media.

Media Initiated Communication:

If the Media contacts any School Department Personnel such School Department Personnel shall immediately contact the PIO (a) to provide the identity of the Media and the nature of the inquiry, and (b) to refer the matter to the PIO for comment or obtain permission to provide comment. If the PIO authorizes such School Department Personnel to communicate with the Media directly, (a) such School Department Personnel shall give due regard to the PIO's input, if any, concerning the proposed Media communications, (b) all comments to the Media should be made with the expectation that they will be interpreted as the position of the Lincoln School Department and, therefore, no comments shall be inaccurate, controversial, defamatory, litigious in nature, or in any way expose the Lincoln School Department to liability, and (c) the School Department Personnel shall promptly provide the PIO with a copy of the story, article, and/or commentary.

PERSONNEL	G
Media Relations Policy	GM
	Page 2 of 2

School Department Personnel Initiated Communication:

If any School Department Personnel desires to contact the Media, such School Department Personnel shall, prior to making such Media contact, (a) provide the PIO the identity of the Media and the nature of the proposed communication, and (b) obtain the PIO's permission to contact the Media and to provide such comment. If the PIO grants such permission, (a) such School Department Personnel shall give due regard to the PIO's input, if any, concerning the proposed Media communications, (b) all comments made to the Media should be made with the expectation that they will be interpreted as the position of the Lincoln School Department and, therefore, no comments shall be inaccurate, controversial, defamatory, litigious in nature, or in any way expose the Lincoln School Department to liability, and (c) the School Department Personnel shall promptly provide the PIO with a copy of the story, article, and/or commentary.

Policy First Reading: November 14, 2022
Policy Second Reading: December 12, 2022
Policy Adopted: December 12, 2022

TOWN OF LINCOLN SCHOOL COMMITTEE, Lincoln, Rhode Island