

ONTARIO-MONTCLAIR SCHOOL DISTRICT

Superintendent's Office

MEDIA RELATIONS GUIDELINES

As a public agency, OMSD has a responsibility to be open and responsive to information requests from the news media. Public awareness of our district and our work is vital to our accountability and success. These 'guidelines' cover the basics of how to handle contact with news media.

PROTOCOL FOR UNEXCEPTED MEDIA ON CAMPUS

A reporter or camera crew may show up unannounced at your site. This is most likely to occur in a crisis situation.

- If a reporter is on site to interview staff, students, or you; notify the reporter that there is a protocol in place. They need to make request their known to the Superintendent's Office, Jana Dupree, Senior Assistant to the Superintendent at 909-418-6444. This will give you time to gather information and notify district office.
- The Superintendent's designee will be the spokesperson "in front of the camera". In most cases, the designee will be Hector Macias, Assistant Superintendent, Human Resources.
- News media have certain rights of access to public schools for legitimate news-gathering purpose. HOWEVER, school officials have the authority to deny such access when they believe the media's presence is disruptive or interfering with instruction or other school activities.
- Administration may ask media to leave campus. However, they have right to be on sidewalk.

PROTOCOL FOR INVITED MEDIA ON CAMPUS

- All media representatives, like all other visitors, shall register immediately upon entering any school building or grounds.
- Staff may provide the media with student directory information, including, but not limited to, the name of a student, school of attendance, grade level, honors, and activities, unless the student's parent/guardian has submitted a written request that such information not be disclosed. The district shall not release information that is private or confidential as required by law, Board policy or administrative regulation. No other access to student records or personally identifiable student information may be provided without written parent/guardian permission.
(BP 1112 – Community Relations)
- In order to protect the privacy and safety of students, a media representative who wishes to photograph students on school grounds should first make arrangements with the principal or designee. Check ALL parent consent forms.
- When interviewing or photographing a special education student, he/she shall not be identified as a special education student without prior, written parent/guardian permission.