



Patterson Joint Unified School District

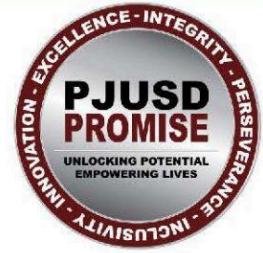
Communications Guide



2025-2026



PATTERSON JOINT UNIFIED SCHOOL DISTRICT STRATEGIC PLANNING FRAMEWORK



Strategic Name

PJUSD Promise

Purpose Statement / Core Values

Unlocking Potential - Empowering Lives
with
Integrity
Perseverance Inclusivity Innovation
Excellence

Focus Areas, Strategies, and LCAP Goals

Focus Area 1: Academic Achievement

Fostering student achievement is a central focus of the PJUSD Promise. It is our goal to ensure students are supported with rigorous academic experiences that prepare them to be college and/or career ready upon graduation.

- 1.1 Multi-tiered system of support
- 1.2 Benchmarks and assessment tools
- 1.3 Data-driven decision-making teams
- 1.4 Districtwide, equitable grading practices
- 1.5 College and/or career A-G
- 1.6 Access to Career Technical Education (CTE)

Focus Area 3: Facilities and Resources

The PJUSD Promise effectively maximizes resources to support every student's educational journey. We are committed to ensuring excellence in every interaction and providing students and staff with the necessary resources to achieve the district's strategic plan.

- 3.1 District budget aligned to Strategic Plan and LCAP
- 3.2 Facilities Master Plan
- 3.3 Safe and clean facilities
- 3.4 Transportation plan
- 3.5 Technology master plan
- 3.6 Nutritious and appealing meal offerings

Focus Area 2: Student and Staff Safety and Wellness

Safety and wellness are essential components of an environment that is conducive to teaching and learning. PJUSD Promise fosters a culture that promotes the emotional health, safety, and well-being of students and staff. We will cultivate an environment that fosters mutual respect among students, staff, and educational partners.

- 2.1 Security needs
- 2.2 Behavior support
- 2.3 Comprehensive wellness programs
- 2.4 Culturally relevant and inclusive classrooms
- 2.5 K-12 anti-drug/alcohol curriculum

Focus Area 4: Communication and Collaboration

The PJUSD Promise is to provide effective, meaningful, and concise communication among our schools, parents, staff, and community. Such communication creates and maintains positive relationships both within and outside our district. PJUSD strives to provide its schools, parents, staff, and members of the community with a consistent stream of communication that is transparent and easily accessible to all.

- 4.1 Internal and external strategic communication plan
- 4.2 Communication efforts traditional and modern communication platforms
- 4.3 Parent education
- 4.4 Effective district-community communication
- 4.5 Evaluate PJUSD websites

Focus Area 5: Employee Success and Leadership Development

The PJUSD Promise is to provide staff with support and leadership opportunities. We will strive to attract, train, and retain employees as well as develop strategic leaders who embrace the vision and values of our district.

- 5.1 Professional development plan
- 5.2 Effectiveness of educational programs
- 5.3 Instructional support
- 5.4 Leadership opportunities
- 5.5 Staff code of conduct

Local Control Accountability Plan (LCAP) Goals

LCAP Goals are embedded within each Focus Area (FA) of the PJUSD Promise and are aligned as follows:

- Goal 1:** Students are college and/or career ready (FA1)
- Goal 2:** Academic and performance standards (FA1 & 2)
- Goal 3:** Safe and engaging environment (FA2, 3, 4, & 5)
- Goal 4:** Meaningful stakeholder partnerships (FA4, & 5)
- Goal 5:** Multi-tiered support for social & emotional learning and academic success of students experiencing homelessness (FA1, & 2)

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Introduction

Patterson Joint Unified School District (PJUSD) is committed to providing effective, meaningful, and concise communication among our schools, parents, staff and community.

To maintain positive relationships among our district and our community, it is important that communication remains consistent to ensure its effectiveness. While there are numerous tools of communication, it is our goal to ensure that these tools be used with purpose so that all information distributed throughout the district is meaningful. To accomplish this goal, PJUSD strives to provide communication in an honest and concise manner.

We at PJUSD value our relationships with our students, parents, staff and community. Through the ongoing management and evaluation of our communication methods, we strive to maintain and improve our relationships both internally and externally.

Purpose of Communications Guide

The purpose of this communications guide is to offer valuable guidelines for developing effective, meaningful, and concise communication. so that information is distributed to the appropriate audience in the right way. By identifying and correctly utilizing the many different tools we have, we are able to harness a more effective communication environment. This will help allow people to know where to go when they need to know certain information.

Guide Availability

The communications guide should be made available to (and shared with) all school-based and non-school based employees.

Where to Find it

The Handbook is maintained as a PDF file at <http://www.patterson.k12.ca.us/> under the Communications tab under the Superintendent's Department. This handbook shall be reviewed annually. Questions and comments should be directed to the Communications Coordinator.

PJUSD STAKEHOLDERS

Stakeholders refer to individuals or groups who have a vested interest in the success and functioning of the school district. These stakeholders can influence, be affected by, or have an impact on the district’s policies, decisions, and outcomes. The following describes the different stakeholders our community serves:

Students: The primary beneficiaries of our district, students are important stakeholders who directly experience the district’s policies, curriculum and learning environment.

Parents/Guardians: Parents or guardians play a crucial role in their child’s education and are invested in their child’s academic success. They may engage with the district through parent-teacher associations/organizations (PATs/PTOs), meetings, and communication channels.

Teachers and Staff: Educators and school staff members are integral stakeholders who provide instruction, support services, and administrative functions. Their expertise, well-being, and satisfaction are important for the overall functioning of our school district.

Administrators: School district administrators, including superintendents, principals, and district-level staff, are responsible for shaping policies, managing resources, and overseeing the district’s operations. They play a key role in implementing educational initiatives and ensuring effective leadership.

School Board: The elected or appointed governing body responsible for overseeing the school district’s policies, budgeting decisions, and strategic planning. School board members represent the community’s interests and provide oversight to ensure accountability.

Community Members: Community members, including local residents, businesses, and organizations, can have a vested interest in the success of the school district. They may provide support through volunteering, partnerships, or advocacy for quality education.

Local Government Officials: Representatives from local government bodies, such as city council members or county commissioners, may have a stake in the school district. They allocate funding, support policies, and collaborate with the district on matters of mutual concern.

Education Associations/Unions: Teachers’ unions, educational associations, and professional organizations play a role in advocating for educators’ rights, working conditions, and professional development. They collaborate with the district on matters related to employment and education policies.

Higher Education Institutions: Colleges and universities have a stake in the school district, as they receive graduates from local high schools. They may collaborate with the district on curriculum alignment, dual enrollment programs, or teacher training initiatives.

Nonprofit Organizations and Foundations: Nonprofit organizations and foundations focused on education may support the school district through grants, donations, and partnerships. They provide resources, programs, or initiatives to enhance student learning or address specific needs.

Local Businesses and Industry-Specific Organizations: Businesses in the community have an interest in the school district as it directly impacts the quality of the local workforce and future employees. They may collaborate with the district through internship programs, sponsorships, career fairs, or mentoring initiatives.

Industry-specific Organizations: Industry organizations are stakeholders in our school district, due to career and technical education (CTE) programs. They may provide guidance on curriculum development, industry standards, and professional development for teachers.

Understanding and engaging with these stakeholders is crucial for the school district to make informed decisions, foster collaboration, and create a positive educational environment that meets the needs of students and their families, staff, and the community.

BRANDING GUIDELINES & STANDARDS

In order to maintain consistency, credibility, and to strengthen our identity across all communication channels, PJUSD adheres to the following branding standards:

Consistent Logos- Ensuring the PJUSD District Logos are used consistently across all platforms (websites, social media, print materials, etc.).

Proper use of the PJUSD logo is necessary to represent the district consistently in all forms of multimedia communication. Please note, only the included logos should be used in official communications or promotional materials.

- **Do not attempt to design your own logo.** If a new or modified logo is desired, please contact the PJUSD Communications Department.
- The size and scale of the logos can be adjusted, but do not distort or stretch the logos while attempting to enlarge it or make it fit.
- Do not attempt to modify the colors, content or graphic elements of the logo. However, black and white versions of the logo are available for use.
- Always leave space around the logo.

Logos:



[Click here to access all district logos](#)

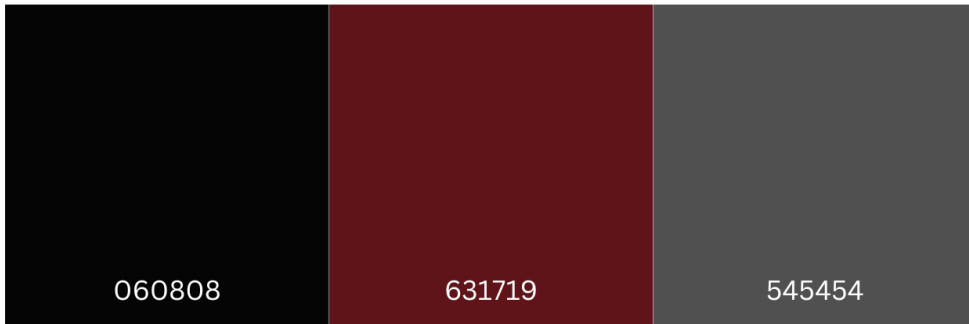
Typography- Our district's official typography includes Arial as the primary font, with variations such as Arial Black and Arial Bold for emphasis and clarity in headings and important information. We also recommend using Times New Roman or Calibri for formal documents and

Canva Sans for digital designs or creative materials, ensuring a clean, professional look across all communications.

Color Palette- Our Districts color palette is central to maintaining a consistent and professional brand identity across all communications. The primary colors-Black, Maroon, Gray, and White-should be used in all official materials to create a cohesive and recognizable look.

Pantones:

- Black (060808)
- Maroon (631719)
- Gray (d9d9d9 - 545454)
- White (ffffff)



Photography and Imagery- PJUSD uses only high-resolution, professional photos for official materials. Our photos demonstrate diverse representation of students, staff, activities, and our community and follow privacy guidelines when using images of students (e.g. not posting photographs of students who filled the Media Opt-Out form located in our Districts Parent Handbook).



Templates- Our district encourages all schools to use standardized templates that align with your school's brand for communications, including PowerPoint slides, photo collages, emails, and official letters. These templates ensure consistency in design, reinforce your school's identity, and maintain a professional and cohesive appearance across all platforms. By adhering to these templates, each school contributes to a unified experience for its audience, enhancing recognition and trust in your school's communications.

Email Signatures- We recommend a standardized email signature format for all staff, tailored to each school site. The signature should include your school's logo, your name, position, contact information (phone and email), and a link to the school's website. This consistent format helps present a professional, unified appearance across all district communications while ensuring easy access to key contact details and resources.

Example Signature:

Your Name | Position

Department

Site

Address, Patterson, CA 95363

Phone Number | website

[Image of Logo]

TOOLS OF COMMUNICATION

PJUSD has access to a variety of different forms of communication. In order to ensure that communication is delivered in the most effective, meaningful, and concise way, it is important to understand the different mediums available and recognize their most appropriate use.

While there are a wide variety of communication tools and practices, the most frequently used forms can be categorized in the following categories: Print, Electronic, Telephone/Messenger, and Personal Contact.

Print Communication

The most traditional form of communication comes from printed materials. Printform communication can be used in a variety of ways including (but not limited to) brochures,

calendars, flyers, and annual reports. While the age of technology moves forward and more efforts towards conserving waste have recently reduced the amount of print materials sent home to parents, it still holds as an effective means of communication for certain information and among certain households.

When to use Print Communication

In our efforts to promote environmental sustainability, PJUSD has committed to reducing the waste through its initiatives and practices. This includes reducing the amount of paper waste throughout our schools. While the use of paper cannot be completely eliminated, the following are some examples of when Print Communication might be most effective:

- Annual Reports (Community Reports, Test Scores, Progress Reports, etc.)
- Important Documents (FRLP,
- Annual Calendar (academic, event, etc.)
- Student Services Information (Brochures, packets, etc.)

While print communication of these formats may be most effective in print form, it is also important that all such documents be made available in electronic format as well.

Digital Communication

Digital Communication has become the district's primary means of communication with our students, families, staff, and community members. It enables quick dissemination of announcements, facilitates remote learning through virtual classrooms, and enhances administrative efficiency. Digital communication fosters collaboration, engagement, and transparency, creating a more connected and effective educational environment.

In today's digital era, our district relies on various communication tools to connect. However, with a multitude of options available, it is crucial to establish official digital communication methods. By doing so, we ensure consistency, reduce confusion, and enhance security. Approved platforms for announcements, assignments, and interactions create a clear information flow among students, parents, staff, and our community. This approach safeguards privacy and empowers our district to fully leverage technology while maintaining a secure educational environment.

Official Digital Communication Platforms

The following describes our district's official communication platforms and best practices for their use.

Website:

The Patterson Joint Unified School District recognizes the importance of a website as an informational resource to our students, staff, and community. The district maintains a website for the following purposes:

- To support the district’s purpose and core values.
- To provide the community with information about the district and its schools, including policies, curricular and extracurricular programs and activities, resources and opportunities for students, staff and families, and district-wide news and events.
- To provide students, staff, and the community with support and resources for learning.
- To communicate programs and activities for students and families.

The Districts official website is www.patterson.k12.ca.us. The website is managed by the PJUSD Communications Department and is evaluated and updated regularly to ensure that district and educational partners’ needs are adequately met.

Administrators at each school site are responsible for their schools website. Additionally, Administrators may assign a primary staff member to assist them with website maintenance. Each staff member who assists with the website requires training from the PJUSD Communications Department to ensure that they can manage content effectively.

Google Sites (including Google Forms) are not recommended for official district content because they do not meet the district's student safety guidelines and cannot be moderated by the Communications Department. Any Google Site that links externally from the district's website is not officially recognized by the District.

ParentSquare:

ParentSquare serves as our district’s primary mass communication method for parents, families, staff, and students. It is directly linked to our district’s student information system (SIS), Aeries, making it the most accurate and reliable source of communication for students, families, and staff. It also has an automatic translation feature that connects to the parent language preferences submitted in Aeries.

ParentSquare serves as a unifying center for announcements, events, and updates, ensuring seamless delivery of vital information to students, families, and staff. It allows us to disseminate messages via diverse channels such as email, text, and app notifications, catering to individual preferences.

While there are a variety of uses and applications for ParentSquare, messaging is a primary function of this communication platform. Depending on the level of access Administrators, teachers, and staff have the ability to connect with students, parents, and staff in a variety of ways.

Posts: Available to Administrators, authorized school staff, and teachers (classroom). Posts can include important school news, event details, class updates, and other relevant information aimed at engaging a large group of students, families, and staff members. Recipients can interact with posts with comments that are only visible to the sender and appreciation reactions (hearts).

Messages: Available to Administrators, staff, teachers, and parents. Messages are direct communication between individuals within the platform. Users can send messages to each other for conversations, discussing student progress, addressing inquiries, sharing updates, and collaborating on matters related to education and school activities. Messages can only be sent by verified users within the district's SIS, have administrative oversight to ensure compliance with guidelines and policies, and are linked to our district's content moderation system to prevent the sharing of inappropriate or sensitive content.

Alerts and Notices: Available to Administrators and authorized staff users. Alerts and Notices are urgent messages that deliver critical updates to parents, students, and staff. These messages address time-sensitive issues like school closures, emergencies, or important announcements, ensuring rapid and effective communication with students, families, and staff.

With a wide range of applications and safety features, ParentSquare aligns with our district's dedication to transparent, efficient, and inclusive communication throughout our district. Administrators and staff interested in learning more about ParentSquare and the features it offers are encouraged to visit the platform's help center to find FAQs, trainings, and tips to effectively communicate using ParentSquare: <https://parentsquare.zendesk.com/hc/en-us>.

Social Media:

The Patterson Joint Unified School District is dedicated to using technology safely, consistently, and responsibly to enhance learning, communication, and productivity. We recognize and support the use of approved online social media platforms to showcase instruction, celebrate the learning environment, and elevate communication. While social media serves as a valuable supplemental resource, our primary communication channels for important district and school updates remain ParentSquare and/or email.

Our District primarily uses Facebook as its official social media platform. However, beginning in the 2025 to 2026 school year, PJUSD expanded its digital presence with the launch of its official Instagram account. The PJUSD Facebook and Instagram accounts are updated and overseen by the Communications Department. Each school site is responsible for maintaining its school Facebook page and, if applicable, its Instagram page. Principals are responsible for managing the content of their school pages in coordination with the Communications Department and may designate approved staff members to assist with content management. All designated content managers must be approved by the Communications Department.

The official PJUSD social media accounts are:

Facebook: www.facebook.com/pjUSD95363

Instagram: @pattersonschools

Official and Non-Official Social Media Pages

To ensure the safety of our students and staff, as well as to maintain consistent and accurate information, non-official social media pages (e.g. clubs, teams, classes, etc.) will not be recognized by the PJUSD. Official district social media accounts are defined by an account that has been added to the PJUSD Meta Business Portfolio. These accounts are managed by the district's Communications Office, at least 1 school Administrator, and/or a School Administrator designee. Invitations to become an official social media account are sent or distributed by the district's Communications Office.

Schools, departments, clubs and programs wishing to share information through social media are encouraged to use the communication tools available to them through the district, ParentSquare. When it comes to promoting club activities, we recommend sending information to your school's social media managers to help with exposure. However, If PJUSD staff and/or students decide to create unofficial social media accounts, please be mindful of the following:

- Consider using a separate account to separate personal and professional social media accounts. A professional media social media space should be treated as an extension of the classroom or workplace. If a particular behavior is inappropriate in the workplace, it is also inappropriate online.
- District employees and students can be held personally responsible for all comments/information they publish online. Remain appropriate and respectful while using a platform.
- Personal or professional social media accounts should not be used to spread rumors. Do not share viewpoints or confidential information related to the district, schools, its students, employees, vendors, or partner organizations, or the community as a whole.
- Staff should not act as a "spokesperson" for the district, its schools or programs unless specifically authorized to do so.
- Staff are representatives of the district even when posting on their personal social media accounts.
- Staff are not recommended to "friend," "follow," or otherwise interact with current students from their personal social media accounts.
- Staff are mandated reporters. Even in the context of social media, staff are required to abide by the same reporting responsibilities as they would in school.

Guidelines for Official Social Media Account Requests

To be recognized as an official district social media account, a request must be submitted to the district's Communications Office for review. The social media account request form can be found on the PJUSD Website Staff Portal. If approved, the account must adhere to the following guidelines:

Administrative Access and Oversight

- **District Access:** Administrative credentials (including passwords) must be provided to the Communications Office.
- **Primary Oversight:** Each account must designate a primary administrator to ensure compliance with district policies.

- **Content Management Team:** Accounts must include:
 - One school administrator assigned as a co-administrator.
 - One designated content manager responsible for updates and monitoring.

Branding and Content Standards

Official accounts must follow district-approved:

- **Branding:** Proper use of district logos, colors, and other visual identity elements.
- **Messaging Standards:** Content must align with the district’s core values, strategic goals, and purpose statement.
- **Tone and Language:** Posts should reflect professionalism and maintain the integrity of the district.

Additional Guidelines

Content Purpose and Moderation

- Pages must share information that aligns with the district’s goals and values, including updates on events, achievements, and important initiatives.
- Public comments are welcome but will be moderated to ensure content serves its intended purpose.
- The district reserves the right to remove content that is obscene, defamatory, disruptive, or likely to incite unlawful actions.
- Users may be blocked for violating community standards.

User Responsibility

- Users are personally responsible for the content they share on official platforms.
- Respectful, courteous, and professional conduct is required at all times.
- Comments or posts that do not meet these expectations may be removed.
- **Staff or students who post prohibited content or otherwise engage with an official district social media account in a manner that violates board policies or administrative regulations can be subject to disciplinary action in accordance with applicable policies and regulations.**

Privacy

- The district adheres to policies regarding the posting of photos, contact information, and personal data to protect the privacy of students, parents/guardians, staff, Board members, and others.

- Social media will not be used to transmit confidential information.

Accessibility of Guidelines

To ensure transparency, these guidelines will be made accessible to the community by posting and pinning the below graphic on each official district social media page. This helps inform users of the expectations for engagement and content.

Welcome to [District Name]'s Official Social Media Page

Our official social media platforms serve as a key resource in supporting our district's vision, mission, and commitment to student learning, staff development, and community engagement. Through these pages, we aim to foster meaningful connections with our students, parents/guardians, staff, and community members.

Purpose and Guidelines for Use
This page is intended to share information that aligns with our district's goals and values, offering updates on events, achievements, and important district initiatives. While public comments are welcome, please understand that these platforms are moderated for their stated purpose, and we reserve the right to remove any content that is inappropriate or disrupts our learning environment, including but not limited to content that is obscene, defamatory, or likely to incite unlawful actions. We ask that all users conduct themselves in a respectful, courteous, and professional manner.

User Responsibility
Users are personally responsible for the content they share on this platform. Comments or posts that do not meet these guidelines may be subject to removal, and users may be blocked if they violate our community standards.

Privacy
Our district respects the privacy of students, parents/guardians, staff, Board members, and others. We adhere to all district policies regarding the posting of photos, contact information, and personal data, and we do not use social media to transmit confidential information.

Public Record Notice
Please note that information shared on this page may be subject to disclosure as a public record under the Public Records Act.



Calendar(s):

Each school-site is responsible for maintaining the events calendars that are displayed on their respective websites. Administrators are to be mindful of the types of events that they share to their calendars, and are encouraged to consider the intended audience to ensure that events are appropriate and relevant.

- Be mindful of internal and external viewers when creating calendar events, and use descriptions in addition to dates, times, intended audience, and whether the event is open (to parents, community, staff, etc.)
- The District-Wide Events Calendar is for District sponsored events only, and school events do not need to be copied to this calendar.

Crisis Communication

Crisis communication in a school district involves the strategic management of information and messaging during an emergency or unexpected event. It ensures timely, clear, and accurate communication with students, staff, parents, and the community to provide updates, address concerns, and maintain trust. The goal is to minimize confusion, promote safety, and guide appropriate actions during a crisis.

Roles & Responsibilities - Who is responsible for communication?

School Administrators, Managers/Supervisors, Teachers/Staff, Parents/Community, and Students.

We all play an important role in crisis communication but to varying degrees.

Admin/Managers

School administrators and managers are ultimately responsible for reporting incidents, immediately assessing the situation, gathering facts, and coordinating the communication response during a crisis. They serve as the point of contact for ensuring that accurate information is promptly communicated to district-level contacts, such as the superintendent, and key stakeholders. Administrators oversee the flow of information, working to verify facts before sharing updates with the broader community, including students, staff, and the public. While managing the response, they collaborate closely with the superintendent and the district's communication team to ensure that public statements, messages to parents, and media communications align with district protocols and receive approval before release. Their role is critical in maintaining transparency and ensuring a coordinated, effective communication process during any incident.

Teachers & Staff

Teachers and staff are responsible for supporting crisis communication by promptly reporting any potential or actual crisis to their immediate supervisor. They must defer all external communication to official school or district channels, refraining from discussing the crisis on social media, with the news media, or the community unless explicitly directed to do so. Staff should only use the approved messaging, talking points, and facts provided by the school or district through communication channels like ParentSquare. This ensures consistency, prevents misinformation, and helps maintain clear and accurate messaging.

District Communications Department

The Communications Department plays a vital role in crisis communication by developing clear, accurate, and consistent messages based on information provided by school administrators or managers. They create talking points, press releases, parent notifications, and other communication materials. The Communications team also manages official communication channels, including ParentSquare, social media, the district website, and media relations, ensuring that all messages are distributed through the appropriate channels and aligned across platforms. Additionally, they act as the liaison between the district and the media, handling press inquiries and coordinating interviews or statements to ensure all media interactions are effectively managed.

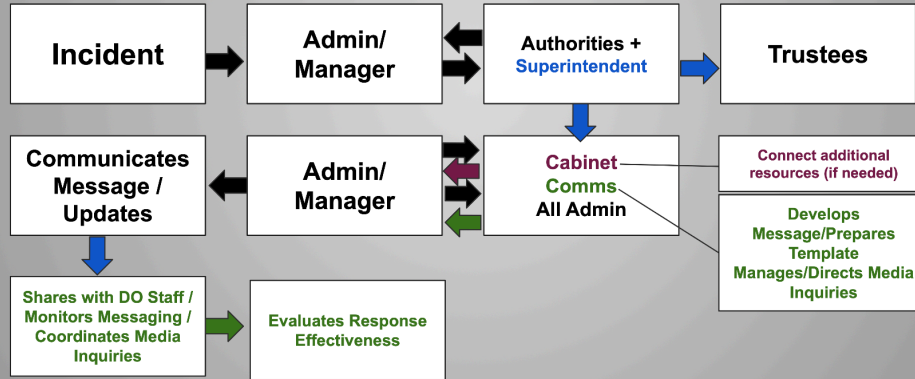
Students, Parents, & Community

During a crisis, students, parents, and the community play a crucial role in ensuring effective communication and safety. Their responsibilities include promptly reporting any concerns directly to school or district personnel to allow for appropriate investigations. It is essential for them to stay informed by regularly checking district communication platforms such as ParentSquare, email, text messages, and the district website. Additionally, they should follow all instructions regarding pickup locations, areas to avoid, and protocols to prevent disruptions to emergency procedures. It's important to avoid spreading rumors by sticking to the facts provided through official school or district channels. Any questions or concerns should be directed to the appropriate school or district channels to ensure accurate information. Lastly, respecting privacy is key, as many situations may involve sensitive information. The district works diligently to share as much information as possible while balancing the need for confidentiality.

Protocols & Practices



Protocols & Practices





Media Inquiries

The Patterson Joint Unified School District is committed to ensuring accurate, timely, and consistent communication with the public. To protect student privacy and maintain clear messaging, all media inquiries must be managed through the Communications Department.

Process for Handling Media Requests

All inquiries from reporters or media outlets, including requests for interviews, statements, photographs, video, or access to school sites, must be referred to the Communications Department. Staff members should not respond directly to media inquiries. If an employee is contacted by the media, they must immediately notify their site administrator and forward the inquiry to the Communications Department. This process ensures that all information released on behalf of the District is accurate, appropriate, and aligned with district priorities.

Media Access to School Sites

Any media presence on a school campus must be approved in advance by the Communications Department. This includes interviews, filming, photography, or recordings involving students,

staff, or school facilities. The Communications Department will coordinate with school administrators to determine whether access is appropriate and to schedule any approved media activity. All required permissions, including parent or guardian consent when students may be identifiable, must be secured prior to any media engagement.



Student Privacy Considerations

The District is responsible for protecting the privacy and safety of students. Staff must follow all applicable privacy laws and district policies when media requests involve student information or images. No student may be interviewed, photographed, or recorded by the media without proper authorization. The Communications Department will provide guidance on required permissions and ensure compliance with all privacy regulations.

Official Statements and Releases

The Communications Department serves as the primary point of contact for all official statements, press releases, and responses to media inquiries. Only designated district

spokespersons may speak on behalf of PJUSD. Any public information provided to media outlets will be issued through the Communications Department to ensure consistency and accuracy.

Crisis or Emergency Media Protocol

During emergencies or critical incidents, all media communication will be managed solely by the Communications Department. Site administrators and staff must refrain from providing unofficial information. The Communications Department will coordinate updates, prepare statements, and direct media to appropriate locations when necessary. This centralized process helps maintain clarity, accuracy, and community trust during evolving situations.

Communication with Dignitaries

The Patterson Joint Unified School District values professional relationships with members of the Board of Trustees, elected officials, community leaders, and other recognized public representatives. Coordinated communication with dignitaries strengthens partnerships, supports advocacy, and highlights the achievements of our students and schools.

Identification of Dignitaries

Dignitaries may include members of the PJUSD Board of Trustees, City Council Members, County Supervisors, State Assembly Members and Senators, Members of Congress, representatives from the Governor's Office, appointed government officials, military or consulate representatives, and other formally recognized public officials.

Process for Invitations and Communication

To ensure consistency, proper protocol, and alignment with district priorities, all invitations or formal communication with dignitaries must follow the established chain of communication. Staff must first notify Site Administration. Site Administration will coordinate with the Communications Department and Superintendent's Office prior to extending any formal invitation or confirming participation. Whenever possible, requests should be submitted at least three to four weeks in advance and include the event date, purpose, audience, and requested level of participation.

Protocol and Event Expectations

When dignitaries attend district events, appropriate titles, introductions, and recognition procedures must be observed. Speaking roles and timing must be confirmed in advance. All district policies, including student privacy protections, remain in effect during all engagements.

Political Neutrality and Election Periods

PJUSD is a nonpartisan public institution. District events, communications, and resources may not be used to promote or oppose any candidate, political party, or campaign activity. During election periods, additional care must be taken to ensure that dignitary visits remain informational and neutral. If an event occurs near an election, Site Administration must consult with the Communications Department prior to issuing invitations to avoid any appearance of political endorsement or influence.

Follow-Up

Following the event, a formal thank-you message or letter should be coordinated through the Communications Department when appropriate. Event highlights may be shared through approved district communication channels in accordance with branding and privacy standards.