



Capital School District

Board of Education Policy

Section: Administration
Title: District-Media Programs
Policy #: 200-17
Date Approved: 07/18/12
Date Revised: 04/25/12

Purpose:

To provide the public with information regarding media relations in regards to the students of the Capital School District.

Use of Students in News Media Relations:

The use of students in release of information concerning the Capital School District's programs must be supervised and must be previewed in advance of all such presentations. The responsibility of assuring quality use of students in the dissemination of news from the Capital School District lies with the school principal and/or the Superintendent of Schools.

Broadcasting and Recording

Any broadcasting, recording or other such use of any sporting or special educational event within the schools of Capital School District must first be approved by the Superintendent or designee.

Speaker Services

All use of speaker services by the Capital School District staff must be screened and approved in advance of any presentation. The responsibility for such screening lies with the principal of the facility at which the speaker is to appear. No obscene, sexually provocative material is to be a part of any such speaker's presentation. A quality guideline is to be maintained by the administration and the administrator in charge of the facility at which the presentation is to be made. The Assistant Superintendent should screen doubtful material further.

Information Campaigns

All information campaigns involving Capital School District staff or facilities must be approved in advance by the Superintendent of Schools or designee. All such campaigns should be in the best interests of all Capital School District pupils and should be non-offensive to all capital School District patrons.