ARLINGTON COMMUNITY SCHOOLS
Think. Create. Achieve.

MEDIA ADVISORY/GUIDELINES FOR ARLINGTON COMMUNITY SCHOOLS

On behalf of Arlington Community Schools, we would like to thank you in advance for the importance you place on reporting news about Arlington Community Schools. Your ability to spotlight the accomplishments of local students and educators not only rewards these individuals, it also generates increased support for schools throughout our community. There are wonderful things happening in our school system every day, and we can assist you in telling these great stories this school year.

Reporters/photographers on school campuses:

We are certainly mindful that media operates under tight time constraints, and we always do our best to meet your needs in a timely manner. We do, however, ask that you be cognizant and respectful of our responsibilities and guidelines as well so that we can better serve you.

• Media outlets must always contact ACS Communications prior to sending a reporter or photojournalist to a school (before, during or after school hours). ACS Communications may be reached at 901.389.2497 or communications@acsk-12.org. Media covering sporting events must contact ACS Communications prior to arrival and may only be present for that event and not investigating or reporting on other items.

• Arlington Community Schools will abide by all state and federal laws in its efforts to provide interviews and information for media outlets. In the event that a school/district representative is unavailable, our Central Office staff will work to provide outlets with official comment in the form of a written statement when possible.

• Media is asked to limit all news-related business near schools to public areas, such as sidewalks and/or surrounding streets, so as not to interfere with school business or create traffic hazards on campus.

We require these guidelines for several reasons:

1. The priority and primary responsibility of school staff is to educate children, so it is important to arrange visits that limit disruptions to instruction and other school business.

2. By scheduling school visits through the Communications Department in advance, less time will be wasted by your news crew because staff

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availability will be guaranteed.

3. Not all students on campus have parental consent to be included in media coverage. Therefore, by scheduling coverage in advance, school staff can inform parents of media presence and ensure these children are not in the area of reporters/photographers.

4. The presence of media on campus without proper notification and approval can create potential traffic safety risks during busy drop-off and pick-up times before and after school.

Please understand that arriving at a school without prior approval from the Chief Communications & Planning will result in media being asked to leave the campus, and permission to return to the campus for coverage cannot be guaranteed.

We ask that you share these media access guidelines with all reporters/photographers and provide them as a reminder to existing news staff. If your media outlet has a special education section/segment, please share all contact and guideline information needed to submit Arlington Community Schools stories.

Additionally, please keep us informed during the school year of any new news/photo/video staff who will be covering local school news so we can add them to our media contact files.

Thank you for your cooperation and support of our schools!

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