

PUBLIC INFORMATION AND NEWS RELEASES

POLICY

The Board of Education welcomes the presence of news media representatives and other interested parties to its regularly scheduled and special meetings and at other school district events. Although the news media may not interrupt the Board proceedings, the Board President and his/her designee, and the Superintendent or his/her designee, will remain after the meeting to answer any questions or clarify points of discussion or action. While on campus/district sites, members of the news media will be escorted by a campus/site administrator or representative of the Marketing Communications department.

The Board President shall serve as the spokesperson for the Board. In the absence of the Board President, the presiding officer of the Board shall serve as the spokesperson for the Board. Members of the Board may give individual statements to the news media as long as it is made clear that this is not necessarily the position or intent of the Board as a whole.

The Superintendent is the official spokesperson for the district. In the absence of the Superintendent the appropriate administrative officer whose functional area is most involved in the issue shall serve as the spokesperson in order to provide timely information to the news media.

The information given, by any of the aforementioned, shall not include any information which the law requires to be kept confidential.

All news releases will be developed through the Marketing Communications department and distributed to the appropriate news outlets so that the district will speak in a consistent manner. All employees will be briefed to refer all media inquiries to the Marketing Communications department.

For communications procedures in the event of a crisis situation, refer to the District Crisis Response Plan (GEN-10) and its accompanying Crisis Communication Plan. The Marketing Communications department acts as the liaison between the school and representatives of the news media and coordinates crisis communications, promotions/publicity activities and community relations involving the news media. All phone calls, e-mails and personal inquiries about district activities from the news media should be directed to the Marketing Communications department. In the event that district operations may be disrupted by crises or emergency situations, the Marketing Communications department and the Superintendent's office in coordination with the affected site administration will handle the release of information to the Board, staff, students, parents, community and the media.