

Public Information Program

Principals are encouraged to initiate media coverage of their school programs and activities through the district's community relations office. The superintendent will authorize the release of information.

- A. Media representatives will be supplied factual information with the request that they not publish or broadcast any facts which are injurious to staff or students or which would serve no constructive purpose;
- B. Media representatives should be kept fully informed on all aspects of the program so any reporting will be done on the basis of a complete and accurate overview;
- C. Students should be informed that they can deny an interview or photograph. An opt out form must be signed by a parent/guardian to deny photographs and interviews that would "single out" any student or identify a student whose parents have signed a form to withhold directory information;
- D. All media representatives must contact the community relations office prior to any contact with school/district staff;
- E. Upon approval, the district's community relations office will coordinate all media requests as directed by the superintendent; and
- F. Staff members will secure authorization from the principal and community relations office before contacting the media on behalf of the school. This will not preclude a staff member from contacting the media as a private individual.

Date: 05.13.13

Revised: