

**MEDIA RELATIONS**

The School Board recognizes that the media significantly influences the public's understanding of school issues and can greatly assist the district in communicating with the community.

The Board respects the public's right to information and recognizes that the media has a legitimate interest in the schools and a responsibility to provide the community with news.

Media representatives are welcome at all Board meetings and shall receive meeting announcements and agendas upon request.

*(cf. 9320 – Board Meetings)*

Like all other visitors, media representatives must register in the school office when coming on campus during school hours.

*(cf. 1250 – Visits to the School)*  
*(cf. 3515.2 – Intruders on Campus)*

The Superintendent or designee shall coordinate the release of information concerning the district and the actions of the Board. The principal or designee of each school shall provide the media with information relating to his/her school, including information about student awards, school accomplishments and events of special interest.

*(cf. 9010 – Public Statements)*

During crisis situations, all media inquiries shall be routed to the Superintendent or designee, who shall prepare and update an official statement responding to the particular situation as events unfold.

The district shall not release information which is private or confidential as identified by law and Board policy or administrative regulation.

*(cf. 1340 – Access to District Records)*  
*(cf. 5125 – Student Records; Confidentiality)*