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**Community Relations**

**Media Relations**

The Governing 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 about school needs.

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 written request.

Media representatives, like all other visitors, shall register immediately upon entering any school building or grounds when school is in session.

(cf. 1250 – Visits to the Schools)  
(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.

District employees are encouraged to cooperate with members of the press, radio and television. Employees should always make it clear that they are expressing their own personal viewpoints when doing so. They should not express viewpoints on behalf of the district until they have ascertained the district's official position on the matters involved.

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**Media Relations (cont'd)**

During controversial or crisis situations, all media inquiries shall be routed to the Superintendent or designee, who shall:

1. Prepare an official statement responding to the particular situation.
2. Update the official statement as events unfold.
3. Keep staff and students well informed.

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

Staff may provide the media with student directory information, including, but not limited to, the name of a student, school of attendance, grade level, honors, and activities, unless the student's parent/guardian has submitted a written request that such information not be disclosed. The district shall not release information that is private or confidential as required by law, Board policy or administrative regulation. No other access to student records or personally identifiable student information may be provided without written parent/guardian permission.

Policy Adopted: 9/90  
Policy Revised: 11/03