



## **PROCEDURE**

### Introduction

Employees are encouraged to initiate media coverage of their school programs and activities, while following the guidelines listed in this procedure. Cooperation with media representatives is encouraged. The Communications Department will, upon request, initiate or coordinate the release or distribution of information to the media on behalf of the school or program.

### Identification

Media include newspapers, magazines, radio, television, and motion pictures.

### Procedures

1. Principals or program managers:
  - a. Are responsible to protect students and preserve the orderly operation of the schools.
  - b. Approve any media coverage of programs or activities limited to their own buildings.
  - c. Obtain authorization from the Communications Department when the topic being covered involves more than one building.
  - d. Check the identity of media representatives working in the school building.
  - e. Obtain completed Picture and Television Release Form(s) before allowing photography or any interview(s) that would "single out" any special education student or student whose parents have signed a form to withhold directory information.
  - f. Inform the Communications Department of all media coverage.
  - g. Inform the Communications Department of any anticipated or critical issue of emergency.



MEDIA/SCHOOL  
DISTRICT RELATIONS

E21.00  
Revised  
MAR 1996  
Page 2 of 2

- h. Provide priority action to media inquires.
2. Media representatives:
- a. May attend school functions to which the public is invited.
  - b. Must report to the principal's or program manager's office for identification and authorization before going to any other part of the building, or contacting any other person at the school.
  - c. Must have authorization from the principal or program manager to cover school assemblies, or activities to which the public is not invited.
  - d. Must have the principal's or program manager's authorization (based on parental permission) before interviewing or photographing students, as described in 1.e. above.

Cross Reference: D24.00 - Release of Student Records  
D28.00 - Use of Directory Information - Student Records

Adopted:  
Former Code(s): F09.01  
Repealed: