

MEDIA RELATIONS, PRESS RELEASES, CONFERENCES AND INTERVIEWS (REGULATION)

Staff members are encouraged to prepare releases about school activities and programs. Those releases shall be provided to the Public Information Officer for dissemination to the media. The Public Information Officer shall be the media liaison who coordinates the release of information concerning a school or District office. The principal/designee or department staff member shall send news releases to the office of Communications and Community Relations (CCR) for dissemination.

Timely and immediate information, which is requested by news media, should be provided as completely, accurately and promptly as possible by the District employee who possesses the information within his or her official field of competence, coordinated through the Public Information Officer. Any employee who receives a request for information, which includes facts or implications not involved in his official duties, should immediately direct the request to the office of CCR, which shall obtain the information from the appropriate division or school.

The District shall not release pictures of students in classes for the physically, mentally or emotionally disabled or in any remedial classes when the student(s) are identified as special needs students in the picture, unless the parents of the students identified in the pictures have given their permission.

Students who represent a school in releases through the communications media (including newspapers, radio, television, magazines, online and social media, and professional journals) shall be permitted unless an adult student or parent/guardian has opted the student out of representation pursuant to the District's Annual Notification of Parents/Guardians Rights form (JRA-JRC-E).

The Public Information Officer and office of CCR, shall be available for advice and service in preparing news releases in order to avoid duplication, maintain consistency in publications, facilitate compilation of a file of releases, and assistance in reference to the use of students in press releases.