

COMMUNITY RELATIONS

Media Relations

The Board of Trustees respects the public's right to information and recognizes that the media significantly influences the public's understanding of school issues and can greatly assist the district in informing the community about school programs and issues. Media representatives are welcome at all Board meetings and shall receive meeting announcements and agendas upon request.

The Superintendent or designee will be the press liaison person for coordinating release of information concerning the District and actions of the Board. The Superintendent or designee and principal or designee of each school may provide the media with information related to district programs and needs, student awards, school accomplishments and events of special interest. All media inquiries shall be routed to the Superintendent or designee. Spokespersons designated to speak to the media on behalf of the district include the Board president and Superintendent or designee. Other Board members and staff may be asked by the Superintendent or designee to speak to the media on a case-by-case basis, depending on their expertise on an issue and their communication skills. The district shall not release information which is private or confidential as identified by law and Board policy or administrative regulation.

(cf 9010 – Public Statements)

During a disturbance or crisis situation, the first priority of school staff is to address the situation. Media inquiries shall be routed to the Superintendent or designee, who shall make an official statement at his/her discretion.

Media representatives shall register immediately upon entering any school building or grounds when school is in session.

Legal Reference: Education Code
 32210 Willful disturbance of public school or meeting
 32211 Threatened disruption or interference with classes
 32212 Classroom interruptions
 35144 Special meetings
 35145 Public meetings
 35145.5 Agenda; public participation
 35146 Closed sessions
 35160 Authority of governing boards
 35172 Promotional activities

Policy Adopted:	March 23, 1972
Revised Policy Adopted:	June 9, 1977
Revised Policy Adopted:	December 14, 1982
Revised Policy Adopted:	November 13, 2001