

Davis Joint USD

Board Policy

Media Relations

BP 1112

Community Relations

The Governing Board respects the public's desire for and right to information and recognizes that the media significantly influence the community's understanding of school programs. student achievement, and school safety. In order to develop and maintain positive media relations, the Board and ~~the~~ Superintendent ~~desire to~~shall reasonably accommodate media requests for information and ~~to~~ provide accurate, reliable, and timely information.

In conjunction with the Superintendent or designee, the Board shall periodically establish priorities and key messages for proactively communicating with the media regarding current district issues, activities, or needs.

(cf. 0400 - Comprehensive Plans)
(cf. 0450 - Comprehensive Safety Plan)
(cf. 0460 - Local Control and Accountability Plan)
(cf. 0510 - School Accountability Report Card)
(cf. 1100 - Communication with the Public)
(cf. 1160 - Political Processes)

Media representatives are welcome at all public Board meetings and shall receive meeting agendas upon request in accordance with Board policy.

(cf. 9321 - Closed Session)
(cf. 9322 - Agenda/Meeting Materials)

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

(cf. 1250 - Visitors/Outsiders)
(cf. 3515.2 - Disruptions)

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~~ as identified in AR 5125.1 - Release of Directory Information, unless the student's parent/guardian has submitted a written request that such information not be disclosed. The district shall not release other student records or personally identifiable student 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.

(cf. 1340 - Access to District Records)

(cf. 4119.23/4219.23/4319.23 - Unauthorized Release of Confidential/Privileged Information)

(cf. 5125 - Student Records)

(cf. 5125.1 - Release of Directory Information)

(cf. 9010 - Public Statements)

(cf. ~~9321.1—Closed Session Actions and Reports~~9324 - Minutes and Recordings)

Interviewing and Photographing Students

The district shall make efforts to respond to media inquiries and share important school and student news and events. The Public Information Office works with school site personnel to ensure that media do not share student name, work or image for any student whose parent has signed an opt out of photo/work.

The district shall not impose restraints on students' right to speak freely with media representatives ~~at those times which do not disrupt students' educational program.~~ However, interviews of interviewing and photographing students may shall not create substantial ~~disorder disruption to the orderly operation of the school~~ or impinge on the rights or safety of ~~others~~students. Therefore, ~~in order to minimize possible disruption,~~the district shall encourage media representatives who wish to interview or photograph students at school ~~are strongly encouraged~~ to make prior arrangements with the ~~Public Information Officer who will then coordinate with the principal~~district's Public Information Office. ~~At their discretion, parents/guardians may instruct their children not to communicate with media representatives.~~

(cf. 5145.2 - Freedom of Speech/Expression)

~~In order to protect the privacy and safety of students, a media representative who wishes to photograph students on school grounds should first make arrangements with the principal or Public Information Officer.~~

~~When interviewing or photographing a special education student, he/she shall not be identified as a special education student without prior, written parent/guardian permission.~~

Media Relations

~~In order to help develop strong relations with the media, the Superintendent or designee shall develop a proactive media strategy to include communication protocols for distributing information on district programs and services to media representatives. This plan may include, but not be limited to, information related to district programs and needs, student awards, school accomplishments and events of special interest.~~

Media Contacts/Spokespersons

~~The plan shall specify the district's and/or site's primary media contact to whom all media~~

~~inquiries shall be routed. Spokespersons designated to speak to the media on behalf of the district include the Board president, Superintendent and Public Information Officer. 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.~~

The Public Information Officer shall act as the district's and/or school site's primary media contact to whom all media inquiries shall be routed. Spokespersons designated to speak to the media on behalf of the district include the Board president, Superintendent and Public Information Officer. Other Board members and/or 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 or appropriateness given a particular situation.

~~The Public Information Officer shall provide training and media support~~The Superintendent or designee shall provide training on effective media relations to all designated spokespersons.

(cf. 9240 - Board Training)

Crisis Communications Plan

~~During a disturbance or crisis situation, the first priority of school staff is to assure the safety of students and staff. However, the Board recognizes the need to provide timely and accurate information to parents/guardians and the community during a crisis. The Board also recognizes that the media have an important role to play in relaying this information to the public. In order to help ensure that the media and district work together effectively, the Superintendent or Public Information Officer shall develop a crisis communications plan to identify communication strategies to be taken in the event of a crisis.~~

~~(cf. 0450—Comprehensive Safety Plan)~~

~~(cf. 3516—Emergencies and Disaster Preparedness Plan)~~

~~The crisis communications plan may include but not be limited to identification of a media-center location, development of both internal and external notification systems, and strategies for press conference logistics.~~

The Superintendent or designee shall develop strategies for working with the media to provide timely and accurate information to students, parents/guardians, and the community during a crisis or natural disaster. The crisis communications plan may include, but not be limited to, identification of a media center, strategies for press conference logistics, and development and integration of both internal and external notification systems, including public address systems, social media, web site postings, and text alerts.

(cf. 0450 - Comprehensive Safety Plan)

(cf. 1113 - District and School Web Sites)

(cf. 1114 - District-Sponsored Social Media)

(cf. 3516 - Emergencies and Disaster Preparedness Plan)

~~The Superintendent or designee shall include local law enforcement and media representatives in the crisis planning process. This plan shall be reviewed and revised periodically as necessary.~~
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Legal Reference:

EDUCATION CODE

32210-32212 Willful disturbance of public school or meeting

35144 Special meetings

35145 Public meetings

35160 Authority of governing boards

35172 Promotional activities

48907 Freedom of speech and press

48950 Prohibition against disciplinary action for first amendment speech

49061 Definition of directory information

49073 Directory information

EVIDENCE CODE

1070 Refusal to disclose news source

PENAL CODE

627-627.10 Access to school premises

UNITED STATES CODE, TITLE 20

1232g Family educational and privacy rights

CODE OF FEDERAL REGULATIONS, TITLE 34

99.3 Definition of directory information

COURT DECISIONS

Lopez v. Tulare Joint Union High School District, (1995) 34 Cal.App.4th 1302

ATTORNEY GENERAL OPINIONS

79 Ops.Cal.Atty.Gen. 58 (1996)

Management Resources:

WEB SITES

CSBA: <http://www.csba.org>

Policy DAVIS JOINT UNIFIED SCHOOL DISTRICT

adopted: April 2, 2009 Davis, California

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