

RELATIONS WITH THE NEWS MEDIA

The news media represents public interest in reporting information concerning the McClusky Public Schools. It is therefore in the interests of both the education community and the citizen-taxpayers of McClusky Public School that there is open communications with the news media.

The Superintendent shall develop regulations to ensure that media access to district schools is not unduly disruptive of the educational environment and complies with board policies and district goals.

All representatives of the media shall be given equal access to information about the schools. There shall be no exclusive releases.

Media Liaisons

Except as otherwise stipulated by policy, the Superintendent will be the district liaison with the public news media. All contacts and releases concerning district policies and regulations, matters of district-wide interest, or potentially controversial topics will be handled or cleared by the Superintendent or designee.

Except as otherwise stipulated by policy, principals will be the primary contacts for their schools. They will make available information about the school, its program, and operations, except as prohibited by board policies, administrative regulations, or federal or state laws. If principals have questions about releasing information, they will contact the Superintendent. Principals will inform the Superintendent about media requests.

Privacy

While the District may have regulations governing and limiting media access to schools, information and images obtained by the media about/of regular education students are outside the district's ability to control and do not require parental permission to broadcast or print. Parents who do not want their student interviewed or photographed by the media shall direct their student accordingly. This portion of policy does not apply to special education students. The District shall obtain parental consent before granting the media access to special education students.

The District shall establish rules regarding interviews of minors by the news media.

Staff Media Relations

When authorized by the Superintendent or building principal, staff members may respond in their official capacity to questions from the news media. Speech made in a district employee's official capacity is governed by the district's policy on employee speech.

Complementing Documents

- DEBA, Confidentiality
- DEBF, Employee Speech

- FGA, Student Education Records
- KBA-BR1, Relations with the News Media Regulations
- KBA-BR2, Sports & Special Events Media Coverage

End of McClusky School District #19 Policy KBA Adopted: March 14, 2017