

## **Community Relations**

### **MEDIA RELATIONS**

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

- (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 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.

- (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. 9324 - Minutes and Recordings)

**MEDIA RELATIONS (continued)**

**Interviewing and Photographing Students**

In order to protect the privacy and safety of students, media representatives who wish to photograph students on school grounds should first make arrangements with the principal or designee.

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.

The Board designates the Superintendent as the official spokesperson for the district. The Superintendent will inform the Board, as appropriate, regarding media coverage for certain events and issues. The Board President or designee is authorized to speak on behalf of the Board, when necessary. (NUSD Governance Handbook) The Superintendent or designee shall identify 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, district communications director, or Superintendent's designee. 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 Superintendent or designee shall provide training on effective media relations to all designated spokespersons.

(cf. 9240 - Board Training)

**Crisis Communications Plan**

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 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 include local law enforcement media representatives, and district technology personnel in the crisis planning process.

**MEDIA RELATIONS (continued)**

- (cf. 9322 - Agenda/Meeting Materials)
- (cf. 1250 - Visitors/Outsiders)
- (cf. 3515.2 - Disruptions)
- (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)
- (cf. 0510 - School Accountability Report Card)
- (cf. 1100 - Communication with the Public)
- (cf. 1160 - Political Processes)
- (cf. 9240 - Board Development)
- (cf. 0450 - Comprehensive Safety Plan)
- (cf. 3516 - Emergencies and Disaster Preparedness Plan)
- (NUSD Governance Handbook)

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>

4/8/92  
2/10/93  
(9/92 10/96) 7/01  
6/17/09  
February 26, 2020