

NEWS MEDIA RELATIONS

The board recognizes the value of and supports open, fair and honest communication with the news media. The board will maintain a cooperative relationship with the news media. As part of this cooperative relationship, the board and the media will develop a means for sharing information while respecting each party's limitations.

Members of the news media are encouraged and welcome to attend open board meetings. The board president shall be the spokesperson for the board, and the superintendent shall be the spokesperson for the school district. It shall be the responsibility of the superintendent to respond to inquiries from the news media about the school district. In absence, the superintendent will designate a spokesperson.

Members of the news media seeking information about the school district shall direct their inquiries to the superintendent. The superintendent shall accurately and objectively provide the facts and board positions in response to inquiries from the news media about the school district.

News Media Coverage of School News

News reporters and photographers frequently are invited to cover student and staff achievement, as well as innovative programs in our schools, so the community will better understand and support our important mission of education. With the approval of the superintendent, human resources director or the building principal, district staff may initiate contact with the media to encourage coverage of positive school activities or events.

Media requests for student or staff interviews or pictures or for videotaping, audio taping or filming in the buildings will be referred to the Superintendent or to the Human Resource Director for approval. Permission to interview, take pictures or videotape on school property will be granted if the presence of the reporter and/or cameras will not be disruptive to the school environment or infringe on the privacy of students, staff members or their families. If a request from the media cannot be accommodated, an attempt will be made to work out an acceptable alternative.

Media personnel are expected to contact the principal/designee immediately on entering school premises. The principal/designee will supervise all media visits to the school, ensuring they are conducted in a way that does not disrupt nor detract from classroom learning and student welfare. The best interests of students always are a top priority during such visits.

Administrators will assist media representatives in choosing students to interview or photograph/videotape.

Legal Reference: Iowa Code §§ 21.4; 22; 279.8 (2001).

Cross Reference: 901 Public Communications
902.3 Press, Radio and Television News Media

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Revised _____