

## COMMUNITY RELATIONS

### Public Information Program

Principals are encouraged to initiate media coverage of their school programs and activities. The Superintendent will authorize the release of information when the topic being covered involves more than one building. The following procedure relates to the public information program:

- A. Media representatives will be supplied factual information and designees will take particular care with any information which may be injurious to staff or students or which would serve no constructive purpose.
- B. Media representatives should be kept fully informed on all aspects of the program so that any reporting will be done on the basis of a complete and accurate overview.
- C. Students should be informed that they have the right to deny an interview or photograph. A release form signed by a parent will be secured before allowing an individual to photograph and conduct an interview that would "single out" any special education student or identify a student whose parents have signed a form to withhold directory information.
- D. During regular school hours, all media representatives, like any visitor on campus, must report to the building office for identification and authorization before going to any part of the building or contacting any individual.
- E. Staff members will secure authorization from the principal before contacting the media on behalf of the school or district. No staff members will self-appoint as a school or district spokesperson. This will not preclude a staff member from contacting the media as a private individual.

### Annual District Report

The Annual District Report will include but not be limited to:

- A. Criteria used for staff evaluations and school district policies concerning hiring, assigning, and terminating staff.
- B. A summary of the student performance towards state standards.
- C. Results of district-wide achievement testing.
- D. Budget information, including student enrollment, classroom staff, support staff, administrative staff, and special levy expenditures.

**Date: 3/12/87; 12/20/99; 1/13/03; 1/23/06; 1/18/18.**