

MEDIA RELATIONS

The Superintendent or designee shall identify the 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 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.

With prior approval by the Superintendent/designee, news releases may be prepared by Office of Education employees responsible for given school-related activities or subjects, and submitted to the supervising principal and Assistant Superintendent. Such news releases shall be submitted to the Superintendent/designee for final review and approval before transmittal to the media.

The news media shall be notified of, and encouraged to attend, all Board of Education meetings and major school-related events and programs.

The Superintendent or designee is encouraged to meet with and/or be available to the local news media, as necessary.

The Office of Education shall not release information that is private or confidential as required by law, policy or administrative regulation.

Media representatives, like all visitors, shall register immediately upon entering a school building or grounds when school is in session. (See Policy 1250 Visits to the Schools)

In emergency or crisis situations, Office of Education staff shall follow the procedures specified in the Humboldt County Office of Education's Emergency Guide. 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.

The Superintendent or designee shall include local law enforcement, media representatives, and district technology personnel in the crisis planning process.

Legal Reference

EDUCATION CODE

1260 Powers to promote advancement of education

35145 Public meetings

35172 Promotional activities

PENAL CODE

627-627.10 Access to school premises