

Community Relations

Media Relations

The District recognizes the role and responsibility of the news media to report, in a factual manner, activities, decisions, issues and other education-related items to the public. 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. All news media shall have equal access to information provided by the District.

Media representatives are welcome at all public Board meetings and shall receive meeting agendas upon request in accordance with Board policy.

Media representatives, like all other visitors, shall register immediately upon entering any school building or grounds when school is in session. The District shall not impose restraints on students' right to speak freely with media representatives. However, interviewing and photographing students shall not create substantial disruption to the orderly operation of the school or impinge on the rights or safety of students. Therefore, media representatives who wish to interview or photograph students at school must make prior arrangements with the principal or designee.

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.

During an emergency situation, the first priority of school and District staff is to assure the safety of students and employees. However, the Board recognizes the need to provide timely and accurate information to parents/guardians and the community during an emergency. The Board also recognizes that the media have an important role to play in relaying this information to the public. In order to ensure that the media and District work together effectively, the Superintendent or designee shall maintain a communications plan that contains procedures to be used in the event of an emergency.

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Legal Reference: Education Code, Sections 32210-32212; 35144; 35145; 35160; 35172;
48907; 48950; 49061; 49073
Evidence Code, Section 1070
Penal Code, Sections 627-627.10
United States Code, Title 20, Section 1232g
Code of Federal Regulations, Title 34, Section 99.3
Court Decisions: Lopez v. Tulare Joint Union High School District, (1995)
34 Cal.App.4th 1302
Attorney General Opinions, 95 ops. Cal.Atty.Gen. 509 (1996)

Policy Adopted: 08/1985
Policy Amended: 12/17/2002; 11/05/2019

(Formerly BP 1130)