

NEWS MEDIA ON
CAMPUS

Any Media personnel on a campus needs clearance from the Superintendent. All Media representatives (TV, radio, or print media) must report to the front campus office. If the Superintendent has not been notified of their presence on campus, campus administration must immediately provide notification. Keep the Media representative in the office. Do not permit them to speak to any of the students or staff until you get the approval by the Superintendent. School property is private property and they may not come on to school property unless approved.

PRESS CONFERENCE

Superintendent will determine if a press conference will be held.

The Superintendent will notify the media and organize a press conference.

The Superintendent will determine what information shall be released to the media.

The Principal will release information to the media regarding school events, programs, projects or achievements.

Schools are to send information to the superintendent for review and approval.

In crisis situations, the Superintendent must be informed immediately. It shall be the responsibility of the Superintendent to address the media.

It shall be the responsibility of the Principal to contact the Superintendent if members of the media come to the campus for any reason unless they have been invited to cover a story.

The superintendent will serve as spokesperson for the District unless approval has been given to others considered experts in their fields.

It shall be the responsibility of the Superintendent to notify the campus or individual if they are the contact

person to answer questions from the media regarding a specific issue.

Campuses shall have on file a signed Photo Release Form for each student.
GBBA (R) FORM

PHOTO RELEASE
FORM

It shall be the responsibility of the Superintendent to determine when a press release is warranted.

All press releases related to the official position of the District on any issue shall be made only by the Superintendent or designee.

The Superintendent or designee shall be responsible for approving the release of all press releases