

## Series 1000 – Community Relations

SP 1112

TITLE: Media Relations	
Approved by: <u>Francisco Reveles</u> Francisco Reveles, Ed.D., Superintendent of Schools	Series: <b>Community Relations</b> Version: <b>2</b> Effective Date: <b>11/01/2020</b> Previous Policy Date: <b>Unknown</b> Revised By: <b>Amy Nore</b> Policy Number: <b>SP 1112</b>

The County Office of Education respects the public's desire for, right to information, and recognizes that the media significantly influence the community's understanding of school programs, student achievement, and school safety. In order to develop and maintain positive media relations, the Superintendent shall reasonably accommodate media requests for information and provide accurate, reliable, and timely information.

In conjunction with the Superintendent or designee, shall periodically establish priorities and key messages for proactively communicating with the media regarding current district issues, activities, or needs.

(cf. 0400 - Comprehensive Plans)  
(cf. 0450 - Comprehensive Safety Plan)  
(cf. 0460 - Local Control and Accountability Plan)  
(cf. 0510 - School Accountability Report Card)  
(cf. 1100 - Communication with the Public)  
(cf. 1160 - Political Processes)

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

(cf. 9321 - Closed Session)  
(cf. 9322 - Agenda/Meeting Materials)

Media representatives, like all other visitors, shall register immediately upon entering any school building or grounds when school is in session.

(cf. 1250 - Visitors/Outsiders)  
(cf. 3515.2 - Disruptions)

### Media Contacts/Spokespersons

The Superintendent or designee shall identify the County Office of Education site's 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 Board president, Superintendent, public information officer, or district communications director. 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.

The Superintendent or designee shall provide training on effective media relations to all designated spokespersons.

*(cf. 9240 - Board Training)*

### **Crisis Communications Plan**

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.

*(cf. 0450 - Comprehensive Safety Plan)*

*(cf. 1113 - District and School Web Sites)*

*(cf. 1114 - District-Sponsored Social Media)*

*(cf. 3516 - Emergencies and Disaster Preparedness Plan)*

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

#### *Legal Reference:*

##### *EDUCATION CODE*

*32210-32212 Willful disturbance of public school or meeting*

*35144 Special meetings*

*35145 Public meetings*

*35160 Authority of governing boards*

*35172 Promotional activities*

*48907 Freedom of speech and press*

*48950 Prohibition against disciplinary action for first amendment speech*

*49061 Definition of directory information*

*49073 Directory information*

##### *EVIDENCE CODE*

*1070 Refusal to disclose news source*

##### *PENAL CODE*

*627-627.10 Access to school premises*

##### *UNITED STATES CODE, TITLE 20*

*1232g Family educational and privacy rights*

##### *CODE OF FEDERAL REGULATIONS, TITLE 34*

*99.3 Definition of directory information*

##### *COURT DECISIONS*

*Lopez v. Tulare Joint Union High School District, (1995) 34 Cal.App.4th 1302*

##### *ATTORNEY GENERAL OPINIONS*

*79 Ops.Cal.Atty.Gen. 58 (1996)*