

ARTICLE I - COMMUNITY
Section 1 - Communication with the Public

BP 1111

Media Relations

The Board of Education respects the public's right to information and recognizes that the media significantly influences the public's understanding of school issues and can greatly assist the district in informing the community about school programs and issues. Media representatives are welcome at all Board meetings and shall receive meeting announcements and agendas upon request, and as required by law.

The Superintendent or designee shall develop a plan for proactive communications with the media. The Superintendent or designee and principal or designee of each school may provide the media with information related to district programs and needs, student awards, school accomplishments and events of special interest. Spokespersons designated to speak to the media on behalf of the district include the Board president and the Superintendent. Other staff members 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 and their communications skills. The district shall not release information, which is private or confidential as identified by law and Board policy or administrative regulation.

During a disturbance or crisis situation, the first priority of school staff is to address the situation. Media inquiries shall be routed to the Superintendent or designee, who shall make an official statement at his/her discretion.

Student Interviews/photos/media contact

Media representatives shall register immediately upon entering any school building or grounds when school is in session. The principal or designee may require a school staff member to accompany the media representative at all times while on campus during school hours (one hour before classes begin until one hour after classes end.) Media representatives who wish to interview or photograph students at school during school hours are strongly encouraged to make prior arrangements with the principal so as to facilitate smooth operations, prevent delay, and preclude the possibility of disturbances on campus. This also allows the principal to arrange for interview times that will not interfere with students' class attendance or participation in any school activities.

The district shall not impose restraints on students' right to speak freely with media representatives at times, which do not disrupt the educational program. At their discretion, parents/guardians may instruct their children not to communicate with media representatives, and may sign a form withholding consent for publication of any photograph or videotape which individually identifies their children.

Media representatives may be denied access or may be required to leave the premises, if their presence interferes with the educational activities and objectives of the school, whether during school hours or at school sponsored events.

Cross References:

- 1110 Community: Communication with the Public
- 1551 Community: Media Coverage of School Sponsored Events
- 5341 Students: Student Records

Legal References:

EDUCATION CODE

- 32210 Willful disturbance of public school or meeting
- 32211 Threatened disruption or interference with classes
- 32212 Classroom interruptions
- 35144 Special meetings
- 35145 Public meetings
- 35145.5 Agenda; public participation
- 35146 Closed sessions
- 35160 Authority of governing boards
- 35172 Promotional activities

PENAL CODE

- 627-627.10 Access to school premises

ATTORNEY GENERAL OPINIONS

- 95 Ops.Cal.Atty.Gen. 509 (1996)