

Media Relations

The Governing Board recognizes that the media significantly influences the public's understanding of school issues and can greatly assist the district in communicating with the community about school needs.

The Board recognizes the public's right to information and recognizes that the media has a legitimate interest in the schools and a responsibility to provide the community with news.

Media representatives shall register immediately upon entering any school building or grounds when school is in session.

(cf. 1250 - Visits to the Schools)

(cf. 3515.2 - Intruders on Campus)

The use of all information media for keeping the public continuously informed concerning schools, costs, curriculum, changes, expansion, employee negotiations, special events and other items of public interest is encouraged. Good relationships with publishers, editors and reporters are vital to assure the smooth and timely transmittal of accurate information to the public.

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 whether or not to communicate with media representatives.

Media representatives are welcome at all Board meetings and shall receive meeting announcements and agendas upon request.

The district Information Office will be responsible for liaison with the news media and for coordinating the release of information concerning the school system and actions of the Board.

Each department head and the principal or designee of each school will be responsible for maintaining liaison with the district Information Office for the dissemination of information regarding his/her department or school.

District employees are encouraged to cooperate with member of the press, radio and television and should notify their supervisors and the district Information Office when media interviews/inquiries are made. Specific inquiries related to the district's position on an issue, information of a sensitive nature, or inquiries related to the actions of a specific employee should be directed to the Site Administrator or Cabinet-level Administrator.

(cf. 1110 - Communication with the Public)

(cf. 1340 - Access to District Records)

(cf. 5125 - Student Records; Confidentiality)

(cf. 9010 - Public Statements)

During crisis situations, all media inquiries shall be routed to the district Information Office, which will:

1. Prepare an official statement responding to the particular situation.
2. Update the official statement as events unfold.
3. Keep staff and students well informed.

The district shall not release information which is private or confidential as identified by law.

Legal Reference:

EDUCATION CODE

32210 Willful disturbance of public school or meeting

32211 Threatened disruption or interference with classes

35144 Special meetings

35145 Public meetings

35145.5 Agenda; public participation

35146 Closed sessions

35172 Promotional Activities

PENAL CODE

627.2 Necessity of registration by outsider

Policy FRESNO UNIFIED SCHOOL DISTRICT

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