

REVISION

Community Relations

Media Relations

The Board of Education supports a positive and ongoing relationship with the news media in maintaining and building public confidence in education generally, and in the Lodi Unified School District, specifically. **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.** The ~~D~~district, while supporting positive news media communication, must safeguard the rights and safety of our students and employees and protect the learning process.

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

The news media, including newspapers, television and radio, represent the public interest in reporting information relative to Lodi Unified ~~S~~schools. Maintaining lines of communication serves the interests of the district and the community.

The chief spokesperson for the school district shall be the ~~S~~superintendent, **public information officer (PIO)**, or his/her designee. ~~The primary spokesperson at the school level shall be the principal or his/her designee.~~

~~Like all visitors, media representatives are encouraged to identify themselves when they~~ **shall register immediately upon entering any school building or grounds so as to avoid causing disruption or confusion when school is in session.** The ~~Superintendent principal~~ or designee of each school shall provide the media with information relating to his/her ~~the~~ school, including information about student awards, school accomplishments and events of special interest.

Staff may provide the media with student directory information, as identified in Board rule 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 rule.

Interviewing and Photographing Students

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, the district shall encourage media representatives who wish to interview or photograph students at school to make prior arrangements with the principal.

Media Contacts/Spokespersons

The Superintendent or designee shall identify the district's and/or 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, or public information officer. 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.

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.

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

~~During a disturbance or crisis situation, the first priority of school staff is to address the situation at hand. At such times, media inquiries shall be routed to the Superintendent or designee, who shall:~~

- ~~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.~~

Legal References: EDUCATION CODE
~~32210-32212 Willful disturbance of public schools or meetings:
Misdemeanor~~
~~32211 Threatened disruption or interference with classes:
Misdemeanor~~
~~35035 Additional powers and duties of Superintendent~~
35144 Special meetings
35145 Public meetings
~~35145.5 Agenda; public participation~~
~~35146 Closed sessions~~
35160 Authority of governing boards
35172 Promotional activities
~~42105 Annual financial statement and report~~
~~44810 Willful interference with classroom or school activity~~
~~49061 Definitions~~
~~49063 Notification of parents of their rights~~
~~49073 Release of directory information~~
EVID CODE
1070 Refusal to disclose news source
PENAL CODE
~~427.1 School grounds, definitions~~
627-627.10 Access to school premises
MANAGEMENT RESOURCES
95 Ops. Cal. Atty. Gen. 509 (1996)
**Lopez v. Tulare Joint Union High School District,
(1995) 34 Cal.App.4th 1302**

Policy

adopted: 11/16/93

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