**News Media on Campus**

Any Media personnel on a campus needs clearance from the Superintendent or the designee, the Community Relations Coordinator (CRC). All Media representatives (TV, radio, or print media) must report to the front campus office. If the Community Relations Coordinator has not been notified of their presence on campus, campus administration must immediately notify the CRC. 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 or the CRC. 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 Board President, Superintendent, or the Community Relations Coordinator (CRC) will notify the media and organize a press conference.

The Board President, Superintendent or the Community Relations Coordinator will determine what information shall be released to the media.

The Community Relations Coordinator, Principal, and Assistant Principal will release information to the media regarding school events, programs, projects or achievements.

Schools are to send information to CRC for review and approval.

Any campus interested in television coverage should contact the CRC to coordinate the date and time with the media.

In crisis situations, the CRC must be informed immediately.It shall be the responsibility of the Board President, Superintendent or CRC or designee to address the media.

It shall be the responsibility of the Principal, Assistant Principal to contact the CRC if members of the media come to the campus for any reason unless they have

been invited to cover a story by the CRC.

The superintendent or the CRC 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 CRC to notify the campus or individual if they are the contact person to answer questions from the media regarding a specific issue.

Photo Release Form

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

A list of the students whose parents did not sign the photo release form will be submitted to the CRC by the last school day in September.

It shall be the responsibility of the Superintendent or the CRC 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 Board President, the Superintendent or the CRC or designee.

The CRC shall be responsible for research, writing, preparing and distributing press releases to the media.

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