

Community Relations

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

Like all other visitors, media representatives must register in the school office when coming on campus during school hours.

(cf. 1250 – Visits to the Schools)
(cf. 3515.2 – Intruders on Campus)

The Superintendent or designee shall coordinate the release of information concerning the district and the actions of the Board.

The principal or designee of each school shall provide the media with information relating to his/her school, including information about student awards, school accomplishments and events of special interest.

District employees are encouraged to cooperate with members of the press, radio and television. Employees should always make it clear that they are expressing their own personal viewpoints when so doing. They should not express viewpoints on behalf of the district until they have ascertained the district's official position on the matters involved.

During crisis situations, all 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 student well informed.

The district shall not release information which is private or confidential as identified by law and Board policy or administrative regulation.

(cf. 1340 – Access to District Records)
(cf. 5125 – Student Records; Confidentiality)
(cf. 9010 – Public Statements)

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

Adopted: November 15, 1994
 Revised:
 Reviewed: 11/15/94

WEST SONOMA COUNTY UHSD
 Sebastopol, California