

**POWAY UNIFIED SCHOOL DISTRICT  
BOARD POLICY**

**Originator:** Superintendent

**Issue No:** 4

**Date:** 1/20/09

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**Reference:** EC 32210, 32211, 35144,  
35145, 35145.5, 35146,  
35160, 35172

**ARTICLE: 7.0 SCHOOL AND COMMUNITY  
RELATIONS**

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**SECTION 7.4 MEDIA RELATIONS**

The Board of Education 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.

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

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

Like all visitors, media representatives must identify themselves when they enter school grounds so as to avoid causing disruption or confusion.

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 unless they have been designated to do so.

Students may be photographed or interviewed by the media during the school day only with the permission of the parent or guardian. Media representatives who wish to interview or photograph students at school should make prior arrangements with the Superintendent's designee or with the principal to arrange for photographs and interviews. This will alleviate any possibility of disturbance on campus and also allow for the arrangement of an interview time that will not interfere with the student's class attendance.

Staff may provide the media with student directory information, including, but not limited to, the name of a student, school of attendance, grade level, honors, and activities, unless the student's parent/guardian has submitted a written request that such information not be disclosed. The District shall not release information which is private or confidential as identified by law and Board policy or administrative procedure. No other access to student records or personally identifiable student information may be provided without parent/guardian permission.

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.