

The news media can be an important means of communicating information about the schools to the community. The superintendent is responsible for establishing an effective working relationship with the news media. The news media should be notified whenever necessary to relay information to the public, such as when there are emergency school closings. The superintendent ~~also~~ is expected to identify opportunities to educate the news media regarding the goals of the board and schools, especially as they relate to student success and the educational program.

The Board Chairman shall be the official spokesperson for the Board, except as this duty is delegated to the Superintendent, his or her designee, or another Board member. News releases that are of a district-wide nature or pertain to established district policy are the responsibility of the Superintendent or designee. News releases that are of concern to only one school, or to an organization of one school, are the responsibility of the principal or designee of that particular school. The principal may release school news directly to the media or work through the designated member of the administrative staff.

Any responses to news media regarding school matters given by Board of Education members outside of regular meetings shall be reported on a monthly basis to the full Board. Before a response is released publicly by the Administration or Board, 1) all Board members shall have had an opportunity to review such material, and 2) the material shall have been approved for publication by the Chairperson of the Board.

The board policy on visitors to schools, policy 5020, applies to news media. News media are expected to cooperate with the schools in their efforts to provide a safe, orderly and inviting learning environment in which disruptions to instructional time are minimized. The principal or superintendent may require news media to leave or prevent news media from entering school grounds if the news media's presence interferes with these efforts.

Legal References: Family Educational Rights and Privacy Act, 20 U.S.C. 1232g; G.S. 115C-47, -114, -319 to -321, -402; 132-1 to -9; Public Database Indexing Guidelines and Recommendations, N.C. Division of Archives and History; N.C. Attorney General Advisory Opinion, letter to Elizabeth Buford, February 26, 1996.

Cross References: Board Meeting News Coverage (policy 2325), Visitors to the Schools (policy 5020), Emergency Closings (policy 5050), Public Records (policy 5070)

Adopted: April 15, 1999

Amended: August 14, 2008