

SCHOOL-COMMUNITY RELATIONS

Series 1000

Policy Title: News Media Relations

Code Number: 1001.2

The Board of Directors supports open, balanced and honest communication with its public, and recognizes the critical value of the news media in helping accomplish this goal. Members of the news media are encouraged and are, of course, welcome to attend open meetings and committee meetings. The President is the spokesperson for the Board and the Superintendent is the spokesperson for the District. They will be pleased to respond to inquiries from the news media about the District and its governance.

Members of the news media seeking information about, or access to, the District, are requested to first direct their inquiries to the Superintendent. The Superintendent and/or his/her designee(s) will provide the facts and positions in response to inquiries from the news media about the District. It is the responsibility of the Superintendent to keep the Board apprised of news conferences and interviews. It is the responsibility of others in the District to generally inform the Superintendent of issues and of media contacts.

The Superintendent, on behalf of the Board and the District, may schedule appropriate news conferences and/or respond to requests for an interview with, or access by, the news media. It is the responsibility of the Superintendent to approve news releases

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Legal Reference: Iowa Code Chapter 21.4; 22.7; 279.8 (1993)

Policy Document

originating within the District prior to their release. Questions about news releases will be directed to the Superintendent.

The Board meetings of the Sioux City Community School District will generally be videotaped for broadcast or re-broadcast. Media may videotape public meetings and other public District events as long as such videotaping does not interfere with or disrupt the District event and does not create an undue burden in adapting a building or site to accommodate a particular request. If specific and special arrangements are indicated, media should contact the Superintendent for assistance, preferably in advance.

Media Interviews and/or Videotaping of Students

Media coverage of public events in which students of the Sioux City Community School District are participants is welcomed and encouraged. Each student/parent or guardian will be given an opportunity to opt out of such exposure to media coverage at the beginning of each school year. The District will recognize only those options to “opt out” that it receives in writing, and makes no representations regarding media access to such students other than that the District will use reasonable measures to ensure that any student who has exercised such an option is not exposed to media coverage.