PORT EDWARDS PUBLIC SCHOOLS

Board of Education Policy

NEWS MEDIA RELATIONS

The Board supports participation of newspapers, radio, and television, and other mass media in providing information about the District. The administration shall maintain procedures which ensure the systematic and orderly dissemination of information to the media as outlined elsewhere in this policy. The Port Edwards School District recognizes that while it manages access to its buildings and events, it is not responsible for, nor does it control, what information members of the mass media choose to disseminate to its consumers.

The Port Edwards School District recognizes the responsibility of the news media to provide to the community accurate and timely information concerning the objectives, achievements, needs and conditions of the District's schools and their instructional programs.

While it is the District's intent to cooperate with the news media to ensure complete and accurate coverage of newsworthy events in the District, it is also the District's intent to safeguard students from unwarranted disruption to their instructional program. The following guidelines will apply to members of the news media when on school property, during school hours, or at school supervised events:

1. Representatives of the press and media will be expected to obtain permission via the building principal or the district administrator prior to interacting with staff or students on school property during school hours.

2. The building principal will minimize unnecessary interruption of instructional time.

3. The building principal will require sufficient detail on the subject in question before granting permission to interview staff or students. In addition, reporters will be expected to limit the scope of the interview to a specific individual and/or specific topic/issue for which the permission was granted. It is the intent that the building principal be informed if the subject matter deviates from the identified purpose of the interview.

4. Principals may validly deny at their discretion media interviews on the grounds that it would disrupt instruction, that pupils should not be used for public opinion surveys, or that parents would object to such publicity for their children, particularly if the subject is a sensitive one.

5. Student and staff interviews conducted during classtime will be granted only if they pertain to media coverage of the class in session or if such coverage has been approved in advance by the building principal.

6. Any interview of a student during school hours, on school property while under the District's supervision will require that an administrator/designee be made aware of said interview. The District will retain the right to have an administrator/designee present during the interview if it deems such a presence is warranted.

LEGAL REFERENCES: Sections 19.81 Wisconsin Statutes
19.90
118.125
895.50(2)(a)

Adopted: 11/13/00
Reviewed:
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