

NEWS MEDIA RELATIONS

The following procedures shall be complied with in making contact with the media:

1. The district administrator, or designee, shall serve as the media contact person for information concerning issues that are district-wide and/or of a controversial nature. For the purpose of this procedure, negotiations are a district-wide issue.
2. All news releases pertaining to particular grade levels or programs shall be cleared through the building principal. Building principals shall clear information pertaining to issues with the district administrator, or designee, especially when legal advice may be needed. If the building principal is unable to contact the district administrator or designee, the principal should use his/her best judgment and get back to the media as quickly as possible with the facts. Only facts should be given, not assumptions or opinions.
 - a. In their capacity as district employees, teachers and other employees are to work through the building principal or administrative designee on items relating to the media. Teachers and other employees should not contact the media directly when dealing with controversial issues.
 - b. If the media contacts a staff member, as a courtesy, the staff member should inform their supervisor. Staff should be familiar with or refer to the District Safety Manual, pages 22-24, as appropriate when representing the District to the media.
 - c. District coaches and advisors for extra-curricular activities may contact or respond to the media directly to report event results or to discuss an up-coming event or activity.
3. When a media representative contacts a building principal or director regarding an issue, the response is to be prompt. In all controversial or sensitive areas, refer to guideline (1).
4. The district administrator should be informed when a news feature is being done in the District.
5. If there is an activity, event or program for which media coverage is desired, one of the following three steps should be taken:
 - a. Contact the district administrator, who will follow up on the story and contact the media; or
 - b. Contact the media person directly and ask him/her to cover the activity. Please inform the building principal or district administrator's office when this occurs; or
 - c. Write an information release on the activity and forward it to the building principal or district administrator to be reviewed and distributed to the media.

Legal Ref.: Sections 19.81 and 19.90 Wisconsin Statutes

Local Ref.: Policy #522, Staff Ethics
District Safety Manual