

 **ACCESS BY MEDIA**

Policy

The district will cooperate with representatives of the media by granting authorized access to information and to district buildings according to established written procedures.

Staff Procedures

- Information provided to the media should be timely, accurate, concise, and not violate confidentiality of other individuals.
- The director of community relations is the preferred district person to work with the media on district-wide issues. The principal/ director or designee is the preferred staff person to work with the media at each building.
- Staff members are not obligated to respond to media inquiries but may refer them to the director of community relations or the principal/ director.
- Staff members choosing to respond to media inquiries should make it clear to what extent they are authorized to speak on behalf of the school district and to what extent they are expressing personal opinions.
- The director of community relations should be informed by staff of all school/ district-related interviews that pertain to controversial issues, and the principals/ directors should be informed by staff of all interviews that pertain to controversial issues at their respective sites.
- Coaches/ sponsors of cocurricular activities are encouraged to grant interviews with the media regarding their activities.

Student Procedures

- **Student images should not be used for commercial gain.**
- **Students must have signed parental consent forms when the interview pertains to controversial issues, negative incidents, or crisis situations.**
- Students may be interviewed by newspaper reporters (no photographer) and radio reporters during school hours with the approval of the principal/ director or designee. When requests for student interviews are granted, the interview will be conducted in the presence of the supervising staff member and with minimal loss of instructional time and interruption to the school environment.
- Students may be interviewed by television reporters and newspaper reporters accompanied by a photographer **only if** their parents have signed a parental consent form. Obtaining consent from parents for the broadcast of their child's name and image is important, because the release of information that can individually identify a student can implicate state and federal student records laws. The category of "student records" includes documents from transcripts

and disciplinary history to other information that can make a student “individually identifiable,” such as the combination of a student’s name and image.

- Students may be interviewed at school-related activities with the approval of coaches/sponsors when the interview directly relates to that particular school-related activity and is intended to garner positive coverage.
- Students do not need parental consent to be filmed or recorded if they are 18 years of age or participating in a public performance, i.e., school athletic events, theatre productions; or are in the background of a scene as a camera pans a classroom, stadium, hallways.
- Consent forms also are not needed when District 214 uses student images without their names in promotional items, i.e., brochures, newsletters, etc., because the student is not “personally identifiable” by image alone. Thus, the image by itself is not a student record, and its distribution is limited in scope.

REMEMBER

- **Students must have signed parental consent forms when the interview pertains to controversial issues, negative incidents, or crisis situations.**
- **Quote and Photo:** Signed parental consent form needed
- **Quote only:** No consent form needed
- **Photo of a group of students and no names listed:** No consent form needed
- **Image on television and no name listed:** Consent form needed
- **Image of a group of students on television and no names listed:** No consent form needed

There are two types of Parental Consent forms. One is for **DISTRICT PURPOSES ONLY** and the other is a **GENERAL FORM FOR MEDIA AND DISTRICT PURPOSES**. They both can be accessed by going to the DSI conference folder, clicking on Community Relations folder, and then media information folder.