



**McMINNVILLE
SCHOOL DISTRICT**

Policy No: KBC

NEWS MEDIA RELATIONS

POLICY:

The Board recognizes its duty to provide the public with information about the District and matters of concern and to do so as quickly as the information can be accurately reported. The Board believes news media representatives should have access to all public records and meetings, in keeping with the First Amendment to the Constitution, and the Public Meetings Law. The maintenance of good working relationships with media representatives is essential to meeting the objectives of the District's public relations program.

The procedure listed below will be followed in giving official information to the news media:

Board Chairman: The Board Chairman will be the official spokesperson for the Board, unless this duty is delegated. In keeping with the responsibilities as a representative public body, the Board will present a unified front, inasmuch as possible, on all issues on which there may not be total agreement.

Superintendent: The chief communication representative for the Board shall be the Superintendent who may designate certain communication functions to a staff member. Normally, the Superintendent will be the District liaison with the public news media. All contacts and releases concerning district policies and regulations, matters of district-wide interest, or potentially controversial topics will be handled or cleared by the Superintendent. The Superintendent shall be responsible for:

1. Providing media representatives, upon their request, with factual information which provides a true picture to the best of his/her knowledge;
2. Keeping media representatives fully informed with regard to District programs in all aspects, activities and changes;
3. Submitting, suggesting or requesting feature stories or articles which are of interest or importance to the community;
4. Assisting the Board in the preparation of regular and special publications for the public;
5. Making presentations about the District to various community, civic and governing bodies;

6. Notify the public and the media each year of the district's status under the No Child Left Behind Act of 2001 and school and district standards reporting requirements as required by federal and state law and guidance;
7. Include the notice to the public that copies of the school district and school self-evaluations can be obtained from the school district.

Building Principals: Principals will be the primary contacts for their schools. They will make available information about the school, its program and operations, except as prohibited by Board policies, administrative regulations and federal or state laws. If principals have questions about releasing information, they will contact the Superintendent. Principals will inform the Superintendent about media contacts, existing or potential problems of public concern, and any criticisms or commendations.

Revision Date: 4/13/92, 7/12/04

Adoption Date: 2/11/85

Legal Reference(s):

[ORS 332.107](#)