

## **PUBLIC INFORMATION PROGRAM**

Principals are encouraged to initiate media coverage of their school programs and activities. The superintendent or designee will authorize the release of information when the covered topic involves more than one building. The following guidelines relate to the public information program:

- A. Media representatives shall be supplied factual information;
- B. Media representatives should be kept informed on the program so that any reporting shall be done based on a complete and accurate overview;
- C. Student should be informed that they have the right to deny an interview or photograph. A release form signed by a parent shall be secured before allowing an individual to photograph and conduct an interview that would "single out" any special education student or identify a student whose parents have signed a form to withhold directory information;
- D. All media representatives must report to the building office for identification and authorization before going to any part of the building or contacting any individual; and
- E. Staff members shall secure authorization from the principal before contacting the media on behalf of the school or district. This shall not preclude a staff member from contacting the media as a private individual.

### **Annual District Report**

The annual district report will include but not be limited to:

- A. Criteria used for staff evaluations and district policies concerning hiring, assigning, and terminating staff;
- B. A summary of the student performance towards state standards;
- C. Results of district-wide achievement testing; and
- D. Budget information, including student enrollment, classroom staff, support staff, administrative staff, and special levy expenditures.

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