

## **NEWS MEDIA RELATIONS**

The Public Information Office of the Calcasieu Parish School Board shall coordinate news coverage of the school district. The Public Information Office shall be responsible for overseeing official communications between the school system and the news media by initiating story ideas as well as facilitating requests for news coverage from media representatives and district personnel.

The Public Information Office shall provide assistance to school administrators regarding effective relationships with the news media.

The Superintendent or his/her designee shall serve as the primary spokesperson for the district on all matters of district wide interest.

The principal shall be the primary spokesperson regarding issues related to his or her individual school.

If a designated district or school spokesperson is contacted by the news media for comment on a specific issue, the spokesperson may directly respond, provided that he/she has the necessary information to address the issue. If the spokesperson needs more information or guidance to provide a response, he/she should contact the Public Information Office before responding to the news media.

District personnel shall adhere to the following general guidelines when working with the news media:

- The privacy of a student or employee is the foremost concern when working with the news media and must be considered prior to the release of any information.
- If there is no prior clearance from the Public Information Office, names of students should never be released under any circumstance without prior parental consent or the consent of the student if he or she is 18 years of age or older.
- Names of students involved in accidents or emergency situations shall not be released; news media should be referred to the receiving hospital or the Sheriff's Office for such information.
- Home addresses and telephone numbers of students, private citizens, and those CPSB employees who have restricted home addresses and telephone numbers shall not be released to the media.