

Colton School District 53

TITLE: Media Communication and Requests

GENERAL DESCRIPTION: This procedure applies to media communication and requests in Colton School District. It ensures the proper line of communication is followed.

PRIMARY RESPONSIBILITY: Superintendent is District Spokesperson and Key Contact for Media

REFERENCE OR AUTHORITY: KBA

PROCEDURAL STEPS:

- I. The Superintendent is responsible for coordinating the information sharing with the media.
- II. The Superintendent will appoint additional spokespeople as appropriate, including and not limited to building principals, athletics directors, activities directors, administrative designee, and supervisors.
- III. The Superintendent will work with each school site or program's designated administrator when it is necessary to share information with the media.
- IV. District employees will receive approval from the Superintendent prior to sharing school district information with the media.
- V. The approval may be given to an employee to maintain direct media connections when appropriate (e.g., sports season, ongoing activity).
- VI. Colton School District ensures the protection of student privacy and will not release any information that may reveal a student's identity.
- VII. Colton School District respects the privacy of its teachers and employees and will not release any personal or personnel related information unless required by law.
- VIII. Colton School District will not comment on any case that is before the courts.
- IX. Colton School District will refer all questions related to police investigations to the proper authority.