

Descriptor Term:
NEWS MEDIA RELATIONS

Descriptor Code:
5.0400

Legal References: Family and Educational Rights and Privacy Act, 20 U.S.C. 1232g; G.S. 115C-47, -109.3, -319 to -321, -402; 132-1 to -132-9; Public Database Indexing Guidelines and Recommendations, N.C. Division of Archives and History; N.C. Attorney General Advisory Opinion, letter to Elizabeth Buford, February 26, 1996.

Cross References: 2.3250 Board Meeting News Coverage; 5.0200 Visitors to the Schools; 5.0500 Emergency Closings; 5.0700/7.3500 Public Records – Retention, Release and Disposition

The news media can be an important means of communicating information about the school system to the community. The superintendent shall establish an effective working relationship with the news media. The news media should be notified whenever necessary to relay information to the public, such as when there are emergency school closings. The superintendent shall also identify opportunities to educate the news media regarding the goals of the board and school system, especially as they relate to student success and the educational program. The superintendent should also inform the news media of the results of the school system's efforts to improve student achievement.

The superintendent may designate a spokesperson to provide information to the news media. The school system shall respond to the media's requests for information in compliance with the board policy, state and federal law.

The board policy on visitors to schools applies to news media. News media personnel are expected to cooperate with the school system in their efforts to provide a safe and orderly learning environment in which disruptions to instructional time are minimized. The principal or superintendent may require news media personnel to leave or may prevent news media from entering the school building or school grounds if the news media's presence interferes with school system's efforts to provide a safe and orderly learning environment.