

No. _____



UNITED INDEPENDENT SCHOOL DISTRICT AGENDA ACTION ITEM

TOPIC First Reading of GBBA (LOCAL): School Communications Program: News Media Relations

SUBMITTED BY: Gloria S. Rendon **OF:** Asst. to the Superintendent

APPROVED FOR TRANSMITTAL TO SCHOOL BOARD: _____

DATE ASSIGNED FOR BOARD CONSIDERATION: September 16, 2009

RECOMMENDATION:

It is recommended that the Board of Trustees approve First Reading of Policy GBBA (LOCAL): School Communications Program: News Media Relations

RATIONALE:

BUDGETARY INFORMATION:

BOARD POLICY REFERENCE AND COMPLIANCE:

PROPOSED REVISIONS

NEWS MEDIA
REQUESTS

The Board recognizes the responsibility of the news media to provide to the community accurate and timely information concerning the objectives, achievements, needs, and conditions of District schools and their educational programs.

DISTRICT

The Superintendent shall serve as the primary spokesperson for the District on all matters of District wide interest. If the Superintendent is unavailable to the news media then the Board president shall serve as the spokesperson for the District.

Should the Superintendent and the Board president be unavailable, the District's attorneys shall serve as spokespersons for the District.

SCHOOL BOARD

The Board president shall serve as the primary spokesperson on behalf of the Board. Individual trustees shall not speak on behalf of the entire Board unless designated by a majority of the Board to do so. A trustee shall not be restricted from talking with the media so long as statements are clearly identified as individual opinions and not representative of other trustees or the entire Board.

BOARD MEETINGS

District officials shall cooperate with news media to ensure complete and accurate coverage of all Board meetings.

NEWS RELEASES

News releases of a political or controversial nature, as well as those concerning the overall operation of District schools, or that involve more than one campus shall be made only by the Superintendent or designee.

Routine news concerning athletic events, programs, and local campus activities shall be released to the news media by the Public Information Officer.

BROADCAST OF
SCHOOL EVENTS

The broadcast or telecast of school events shall be in accordance with UIL rules and shall not identify the schools with the promotion of any commercial or political enterprise. All such coverage shall be with the prior approval of the Superintendent or designee.

Media activities shall not be allowed to disturb or disrupt the instructional program of the schools.