

Storey County School District
Policy Manual

Adopted: 21 October 1997

Section: (B) Board of Trustees
Title: Media Spokesperson

*Revised: 10-23-02
03-20-07*

Previous Policy Number: BEDK

Presented as below to School Board for Review on 9-27-2000, 8/8/01, 3-8-07, 3-20-07

MEDIA SPOKESPERSON

Storey County School District recognizes the need for accurate information to appear in the media. Information cannot be accurate when delivered through many sources; therefore, Storey County School District establishes the following District Policy governing the request for an identified school district employee to address the media.

Designated Employee:

The person duly designated by Board of Trustee policy and stipulation of position duty is the Superintendent or his/her designee. The Superintendent or his/her designee will address all media personnel inquiries whether it is in person, by phone, or through written communication.

Definition of Media:

For the purpose of this policy the term "media" will mean all persons associated with newspapers, or magazines, television, radio, on-line or other news media.

Procedures for Addressing Media Personnel:

1. Media personnel will be directed by all employees to address questions, comments or concerns with the Superintendent/Media Spokesperson.
2. The media spokesperson is directed by the Board of Trustees to address with the media all issues regarding Personnel, School District Budget, Facilities and Labor Relations.
3. It is the desire of the Board of Trustees for employees to comment to the media on issues highlighting exemplary practices and programs involving students and to release information which has been previously approved or published by the district.
4. All telephone inquiries, radio calls or personal interviews will be directed to the Superintendent/Media Spokesperson.