

CLASSIFICATION: Community Relations**ADOPTED: 1/5/79****REVISED: 12/10/97****REVIEWED: 9/9/15****SUBJECT: Media Relations****PAGE: 1 of 3**

The County Board of Education and the County Superintendent of Schools recognize that the media influences the public perception of educational issues and can greatly assist the San Diego County Office of Education in communicating to the community about the educational needs and achievements of students in schools and programs operated by the County Superintendent of Schools.

Members of the media are welcome at all open meetings of the County Board of Education and shall receive meeting announcements and agendas upon request.

All public statements in the name of the County Board of Education shall reflect the position of the majority of the County Board of Education and shall be issued by the President or, if appropriate, by the County Superintendent of Schools or his/her designee at the direction of the President. No individual County Board of Education member shall make public statements in the name of the County Board of Education that contravene the policies and actions of the County Board of Education or that jeopardize the ability of the County Board of Education to act effectively.

The County Superintendent of Schools or his/her designee will serve as the chief spokesperson for the San Diego County Office of Education. Communication with the media shall be done by the County Superintendent of Schools or his/her designee.

All media inquiries concerning local school or community college districts not relating to the County Superintendent of Schools' responsibilities shall be referred to the appropriate school or community college district superintendent's office.

Employees shall not express viewpoints on behalf of the County Board of Education or the County Superintendent of Schools until they have ascertained the San Diego County Office of Education official position on the matters involved and received specific authorization to speak on behalf of the County Board of Education or the County Superintendent of Schools.

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PHOTOGRAPHING STUDENTS

Members of the media who wish to interview or photograph students in schools and programs operated by the County Superintendent of Schools shall make prior arrangements with the chief communications and public relations officer so as to alleviate any possibility of disturbances and to comply with issues of confidentiality of personally identifiable information or photography. The availability of certain students to members of the media may be restricted by their status with the Juvenile Court of San Diego County. See also Administrative Regulation No. 5145, Rights and Responsibilities of Students, for additional procedures.

CONFIDENTIAL INFORMATION

County Board of Education members, the County Superintendent of Schools, and employees of the County Superintendent of Schools shall release information in accordance with Board policy and administrative regulation. Information that is private or confidential, as identified by law, shall not be released to members of the media.

CRISIS SITUATIONS

Because it is important to coordinate information during an emergency or crisis situation at schools and programs operated by the County Superintendent of Schools and the facilities of the San Diego County Office of Education, all media inquiries shall be routed to the County Superintendent of Schools or his/her designee who shall:

- Distribute an official statement.
- Update the official statements as related events occur.
- Arrange media briefings as appropriate during and after emergency situations.

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Derivation: Former Administrative Regulation 1125.1, Adopted 1/5/79, Renamed, Amended, and Renumbered Board Policy No. 1110, 12/13/95. Amended 12/10/97. Former Operational Procedure No. 1125.1, Adopted 1/5/79, News Releases and Newsletters Repealed 12/13/95. Technical Revision 9/9/15.

Board Bylaw: 9010

**Legal Reference: California Code of Regulations, Title 2
18901
Government Code
89001**