

WINOOSKI SCHOOL DISTRICT

MEDIA RELATIONS

Spokespersons:

The Superintendent or designee serves as the primary spokesperson for the school district on all matters of district wide interest. If the Superintendent is not present, the President of Board of School Trustees shall act as spokesperson.

Administrative Responsibility:

Each building administrator is authorized to keep parents and others informed about a school's programs and activities. News releases that are of concern to only one school, or to an organization of one school, are the responsibility of the principal and the Director of Communications. Publicity regarding students shall always be evaluated in terms of the effect on the children.

Employee Responsibility:

District employees are encouraged to cooperate with media representatives, yet they will need to direct all media/press inquiries to the Director of Communications.

All school district employees shall notify the Director of Communications whenever they are contacted by the media. If the topic is sensitive or significant, the employee will notify their direct administrative supervisor and the Superintendent directly and immediately.

When a school district employee is contacted by a representative of the media for a comment or interview on a subject related to the employee's area of expertise, the employee should consult with the Director of Communications and decide who will respond, and respond in a manner that is accurate and factual. If the employee is not able to respond accurately or the inquiry does not relate to the employee's area of responsibility, the employee shall refer the inquiry to the Director of Communications.

In all cases, the employee shall inform the Director of Communications of the media request prior to releasing information. In the event it is not possible to reach the

Director of Communications then the direct administrative supervisor should be notified before any release of information.

Nothing in this regulation is intended as a restraint on the expression of personal opinion by an employee of the school district.

Media Access to Schools:

The media will have access to all school events to which the public has been invited. Approval from the principal is not required to interview, film, or photograph staff or students at public events such as athletic contests, dramatic productions, music concerts, and graduation ceremonies.

When members of the media enter schools to cover events other than public events, they must have the approval of the school administration for interviewing, filming, or photographing staff or students. Group shots that do not identify individual students by name – either still photos or video – may be taken in classrooms, hallways, and on the playground with the administration's permission.

Before individual students are interviewed, taped, or photographed, the administration shall obtain parental permission. A signed form giving parental/guardian permission for use of the student's image in video print, or broadcast will be kept on file at the school. Parents have the right to request that their child not be interviewed or photographed individually for video print, or broadcast.

Winooski Newsletter!:

The Superintendent or designee shall have final approval of all District contributions to the Winooski Newsletter including articles and photos that are submitted to the Winooski Newsletter!

Reviewed and Updated: August 22, 2022