

## NEWS MEDIA RELATIONS

The board recognizes the value of and supports open, fair and honest communication with the news media. The board will maintain a cooperative relationship with the news media. As part of this cooperative relationship, the board and the media will develop a means for sharing information while respecting each party's limitations.

Members of the news media are encouraged and welcome to attend open board meetings. The board president is the spokesperson for the board, and the superintendent is the spokesperson for the school district. It is the responsibility of the board president and superintendent to respond to inquiries from the news media about the school district.

Members of the news media seeking information about the school district will direct their inquiries to the superintendent. The superintendent will accurately and objectively provide the facts and board positions in response to inquiries from the news media about the school district.

Legal Reference: Iowa Code §§ 21.4; 22; 279.8 (2013).

Cross Reference: 902 Press, Radio and Television News Media

Approved: 4/08

Reviewed: 6/11, 9/15

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## NEWS CONFERENCES AND INTERVIEWS

The superintendent, on behalf of the board and the school district, may hold a news conference or respond to a request for an interview with the news media.

The superintendent will respond accurately, openly, honestly, and objectively to inquiries from the news media about the school district.

News conferences and interviews planned or pre-arranged for school district activities will include the board and the superintendent. News conferences for issues requiring an immediate response may be held by the superintendent. It is within the discretion of the superintendent to determine whether a news conference or interview is held to provide an immediate response to an issue.

It is the responsibility of the superintendent to keep the board apprised of news conferences and interviews.

Legal Reference: Iowa Code §§ 21.4; 22; 279.8 (2013).

Cross Reference: 902 Press, Radio and Television News Media

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NEWS RELEASES

The superintendent will determine when a news release about internal school district and board matters will be issued. In making this determination, the superintendent will strive to keep the media and the school district community accurately and objectively informed. Further, the superintendent will strive to create and maintain a positive image for the school district. It is the responsibility of the superintendent to approve news releases originating within the school district prior to their release.

News releases will be prepared and disseminated to news media in the school district community. Questions about news releases will be directed to the superintendent.

Legal Reference: Widmer v. Reitzler, 182 N.W.2d 177 (Iowa 1970).  
Dobrovolny v. Reinhardt, 173 N.W.2d 837 (Iowa 1970).  
Iowa Code §§ 21.4; 22.2 (2013).  
1980 Op. Att'y Gen. 73.  
1952 Op. Att'y Gen. 133.

Cross Reference: 902 Press, Radio and Television News Media

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## STUDENTS AND THE NEWS MEDIA

Generally, students may not be interviewed during the school day by members of the news media. The students, while on the school district premises, shall refer interview requests and information requests from news media to their principal.

It shall be within the discretion of the principal, after consulting with the superintendent and receipt of parental permission, to allow the news media to interview and to receive information from the student while the student is under the control of the school district.

It shall be the responsibility of the superintendent to develop administrative regulations regarding this policy.

Legal Reference: Iowa Code 279.8 (1013).

Cross Reference: 502.11 Interviews of Students by Outside Agencies  
902 Press, Radio and Television News Media

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EMPLOYEES AND THE NEWS MEDIA

Employees shall refer interview requests and information requests from the news media to the superintendent's office. Employees may be interviewed or provide information about school district matters after receiving permission from the superintendent.

It shall be within the discretion of the superintendent to allow the news media to interview and to receive information from employees.

It shall be the responsibility of the superintendent to develop guidelines for assisting employees in complying with this policy.

Legal Reference: Iowa Code 279.8 (2013).

Cross Reference: 901 Public Communications  
902 Press, Radio and Television News Media

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LIVE BROADCAST OR VIDEOTAPING

Individuals may broadcast or videotape public school district events, including open board meetings, as long as it does not interfere with or disrupt the school district event and it does not create an undue burden in adapting the buildings and sites to accommodate the request.

It is within the discretion of the superintendent to determine whether the request is unduly burdensome and whether the broadcast or videotaping will interfere with or disrupt the school district event.

Videotaping of classroom activities will be allowed at the discretion of the superintendent. Parents will be notified prior to videotaping of classroom activities.

It is the responsibility of the superintendent to develop administrative regulations outlining the procedures for making the request and the rules for operation if the request is granted.

Legal Reference: Iowa Code §§ 21.4, .7; 22; 279.8 (2013).

Cross Reference: 506.2 Student Directory Information  
902.1 News Media Relations  
903.3 Visitors to School District Buildings and Sites

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