



COMMUNITY RELATIONS

Public Information Program

Information will be released to the news media and ~~general the~~ public as prescribed by applicable statutes governing public record, open meetings and public disclosure. School administrators and the communications director will work together to ensure that factual and accurate information is available to the news media and to the public. The following ~~guidelines~~ ~~procedure~~ relates to the public information program:

1. Media representatives ~~will be supplied factual information~~ ~~should be encouraged to contact the communications office before entering individual district facilities.~~
2. ~~Media representatives should be kept informed on the program so that any reporting will be done based on a complete and accurate overview.~~
3. ~~Students should be informed that they have the right to deny an interview or photograph. A release form signed by a parent will be obtained before allowing an individual to photograph and conduct an interview that would "single out" any special education student or identify a student whose parents have signed a form to withhold directory information.~~
42. All media representatives must report to the building office for identification and authorization before going to any part of the building or contacting any individual, including staff. ~~The building leader may restrict media access to students or staff on school property during school operating hours.~~
53. Building leaders should determine if the communications office is aware of the media inquiry. If not, the building leader is responsible for notifying the communications office as soon as reasonably possible.
4. ~~Media representatives should be kept fully informed on all aspects of programs so that reporting will be as accurate as possible.~~
5. ~~Media representatives may not photograph students unless the school building leader has parental/guardian authorization. If a student's parent/guardian has indicated the student's name and or photo is not to be released, media representatives may not photograph the student or publish his/her name.~~
6. ~~Staff members will secure authorization from the principal before contacting the media on behalf of the school or district. This will not preclude a staff member from contacting the media as a private individual.~~

Annual District Report

~~The annual district report will include but not be limited to:~~

~~Procedure for:~~

1. ~~Criteria used for staff evaluations and district policies concerning hiring, assigning, and terminating staff;~~

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- 2. A summary of the student performance towards state standards;**
 - 3. Results of district-wide achievement testing; and**
 - 4. Budget information, including student enrollment, classroom staff, support staff, administrative staff, and special levy expenditures.**
- ~~1. The communications director shall coordinate the annual preparation and distribution of school performance reports as required by statute. ([ESHB 1209](#))~~
 - ~~2. The communications director shall coordinate, prepare and distribute an annual district report which shall include, but not be limited to, a district summary of data presented in the school performance reports and a report on progress toward strategic planning objectives.~~

Cross reference:

[Board Policy 4130](#)

Public Information Program

Adopted: September 1981
Revised: October 24, 1994
Revised: April 22, 1996
Revised: May 3, 1999
Updated: January 2012
Updated: March 2017
Updated: February 2020
PROPOSED: July 2023