

FILE: KBC

MEDFORD AREA PUBLIC SCHOOL DISTRICT

DATE ADOPTED: March 18, 1980 FILE SECTOR: SCHOOL COMMUNITY
DATE REVISED: October 18, 1994 RELATIONS
DATE REVISED: November 18, 1999 POLICY TITLE: NEWS MEDIA RELATIONS
DATE REVISED: December 16, 2004
DATE REVIEWED: July 19, 2007
DATE REVISED: March 20, 2014
DATE REVISED: June 22, 2020

Medford Area Public School Board of Education supports participation of newspapers, radio, television, and other mass media in providing information about the district. The administration shall maintain procedures which ensure the systematic and orderly dissemination of information to the media.

CROSS REFERENCE: KBC-R News Media Relations
LEGAL REFERENCE: §19.81 & 19.90 Wis. Stats.

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The following procedures shall be complied with in making contact with the media:

- The district administrator, or designee, shall serve as the media contact person for information concerning issues that are district-wide and/or of a controversial nature. For the purpose of this procedure, negotiations are a district-wide issue.
- All news releases pertaining to particular grade levels, programs or activities shall be cleared through the building principal. Building principals shall clear information pertaining to issues with the district administrator, or designee, especially when legal advice may be needed. If the building principal is unable to contact the district administrator or designee, the principal should use their best judgment and get back to the media as quickly as possible with the facts. Only facts should be given, not assumptions or opinions.
 - In their capacity as district employees, teachers, and other employees are to work through the building principal or administrative designee on items relating to the media. Teachers and other employees should not contact the media directly when dealing with controversial issues.
 - District coaches/advisors for co-curricular activities may contact or respond to the media directly to report event results or to discuss an upcoming activity, event or program.
- When a media representative contacts a building principal or administrator regarding an issue, the response is to be prompt. In all controversial or sensitive areas refer to first bullet.
- The district administrator should be informed when a news feature is being done in the district.
- If there is an activity, event or program for which media coverage is desired, contact the district administrator or building principal.