



ADMINISTRATIVE POLICY

Media Relations COM-A001

Policies are periodically revised. Users of this policy should check the QAM website for the most recent version.
<http://www.salkeiz.k12.or.us/content/qam/qam-documents>

1. Salem-Keizer Public Schools, through the coordination of the Community Relations and Communications department, will respond and cooperate with professional news media.
 - 1.1. **Please note:** this policy pertains to relations with professional media. Community members seeking public information may request public documents as specified by the District's procedure on Public Records Requests (ADM-P002).
2. Responding to media inquiries, requests for interviews
 - 2.1. Salem-Keizer Public Schools Director of Communications/public information officer or their designee will respond to media inquiries and requests for interviews in a timely manner with respect to the daily work and operations of the school district.
 - 2.2. Community Relations and Communications staff will provide assistance to professional news media, which includes appropriately answering questions, providing public information and scheduling interviews, when appropriate.
 - 2.3. Requests to interview students during the school day will be coordinated by Community Relations and Communications staff. Students are under no expectation to respond to media requests.
3. Requests for directory information
 - 3.1. Directory information will be released as allowed by state law.
4. Requests to visit a school campus
 - 4.1. Visits by news media to schools are considered a disruption to the learning environment; therefore, visits will be limited and approved by Community Relations and Communications on a case by case basis.
 - 4.2. Approval to visit a school campus may be granted by the Director of Community Relations and Communications or their designee in coordination with the onsite administrator. Visits should be scheduled at least 48 hours in advance to gain parental approval and to notify school staff.
5. Photographing or video recording students
 - 5.1. Media may not use photo/video of any student who has photo restrictions on file.
 - 5.2. Students have the right to refuse to be photographed by media.
6. Sending information to the media
 - 6.1. Salem-Keizer schools and departments are encouraged to promote positive news about the district. That news should be shared with the Community Relations and Communications for media pitches, press releases, newsletter content and/or social media promotion. No employee of Salem-Keizer Public Schools shall release information to the press without



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permission from the Superintendent, Assistant Superintendent or Director of Community Relations and Communications, or their designee.

6.2. Districtwide positive news (impacting the overall Salem-Keizer School District, such as test scores, new programs, major district announcements) will be shared with news media by the Community Relations and Communications department.

7. In the event of a crisis

7.1. Media inquiries will be directed to the Community Relations and Communications department during a crisis and responded to appropriately with a focus on maintaining a safe learning environment for students

7.2. School-based staff's primary focus is maintaining safe spaces for student learning. As such, they may not be available for public comment.

Implementing Procedures:

Public Records Requests ADM-P002

Revision History:

Date	Description
4/5/10	Approved by Cabinet
4/7/22	Updates throughout.

Approved By: *Approval on file*