

News Media on Campus

Media representatives visiting a campus must first obtain approval from the Superintendent or the director of public relations. All media representatives (TV, radio, or print media) must report to the front campus office, and the principal or assistant principal must immediately notify the director of public relations of their presence on campus.

Media representatives must remain in the office until approval has been granted by either the Superintendent or the director of public relations. A media representative will not be permitted to talk with a student or staff member except when approval has been granted. [See GKC]

Press Conferences

The Superintendent is authorized to determine whether a press conference should be held. The Board President, the Superintendent, or the director of public relations will notify the media, organize a press conference, and determine what information will be released to the media.

Press Releases

All press releases related to the official position of the District on any issue will be made only by the Board President, the Superintendent, or the director of public relations. The Superintendent or the director of public relations will be authorized to determine when a press release is warranted.

The director of public relations will be responsible for researching, writing, preparing, and distributing press releases to the media, while the Superintendent or designee will be responsible for approving the release of all press releases.

The Superintendent or the director of public relations will serve as spokesperson for the District unless the District has requested another individual to serve as the contact person regarding a specific issue.

A campus interested in media coverage will contact the director of public relations prior to contacting the media.

Photo Release Form

Consistent with provisions regarding student records at FL, each campus will have on file a signed Photo Release Form for each student. The list must be submitted to the director of public relations on or before the last school day in September.

Protocols and Standards for Marquee Communications

These standards and protocols govern the operation of both electronic and non-electronic marquees on District campuses. The campus principal is responsible for overseeing and managing the posting of information on marquees.

The marquees are to be used to communicate event promotion, recognitions, announcements, and community awareness. Requests to post information on the marquees must be submitted to the principal or principal's designee for approval.

The principal has discretion to approve or deny any request to post information on a marquee in consultation with the Superintendent or Superintendent's designee and in accordance with all District policies. For a request that is approved, the principal has the sole and complete discretion to determine the content and scheduling of the information posted. The principal has the authority to determine the maximum number of messages that may be posted on a marquee at any given time.

Electronic Marquees Electronic messages will adhere to the following guidelines:

- Messages may not contain flashing or jumping information. Messages will be displayed for at least eight seconds with a change in the message within one second.
- Messages may not contain any words or characters that confuse traffic such as "stop," "go," "look," "slow," or "danger."
- Messages will be displayed from 6:00 a.m. to 12:00 a.m.
- Messages will be dimmed to adjust from sunset to midnight to reduce environmental pollution.