

MEDIA RELATIONS

Relations with the News Media

A. Generally

The Gloucester County School Board desires to cooperate with the news media in providing the public with pertinent facts concerning the division schools. The Superintendent shall establish a basic and reliable source to which the news media may turn for information regarding the division schools.

B. Media Releases and News

Media releases by the schools are encouraged as a means of informing the public of programs, activities, and accomplishments. Staff members are encouraged to participate in activities that inform the public about school programs and activities.

News and information concerning school events, personnel, students, and programs shall be released to the press only with the approval of the principal and in accordance with State and federal laws regarding confidentiality. All other matters representing the official position of the Board prepared for publication by any of its employees shall be approved by the superintendent or his/her designee prior to release to the press.

C. Attendance at Board Meetings

The Board encourages the attendance of the news media at all open board meetings.

D. Interviews/Photographs/Videotaping

The Board permits the interviewing/photographing/filming of students and teachers during the school day only if the interviews, in the judgment of the principal or superintendent, do not disrupt the educational program or tend to cause undue confusion. Parental permission will be required to interview/photograph/film students under age eighteen (18). Crowd shots that are not meant to individually identify students will be exempt from the parental permission requirement. Parental permission, for the purpose of this policy, will be defined as a parent or guardian's signature on the Parent Acknowledgement Form distributed with the annual School Handbook or by parent/guardian signature on an individual release form.

E. Athletic Contests and Student Performances

The Superintendent may permit the broadcasting of athletic contests and student performances by radio or television provided that the broadcast is done as a public service or that the sponsor of the broadcast is an appropriate governmental unit or non-profit entity. As such events are generally open to the public to attend and photograph, parental release forms will not be required in such instances.

F. Student Participation in Radio/Television/Webcasting

When given approval by the Superintendent or his designee, students may participate in radio/television/webcasting programs if the program's objectives are to educate the public concerning the public schools or to provide a learning experience for the participating students. Written parental permission must be secured for any student (under age 18) being interviewed, photographed or videotaped prior to the student's participation, unless the appropriate Parental Acknowledgement Form is on file in the student's school.

It shall be clearly understood that the Board does not endorse the product or products of any sponsor.

ADOPTED: July 1, 1991

REVISED: July 1, 1993
December 14, 2004
August 14, 2007
August 12, 2008
October 14, 2008
November 11, 2008
April 10, 2012

LEGAL REFERENCES: Code of Virginia, 1950, as amended, §§ 22.1-287, 22.1-287.1.

CROSS REFERENCES: JO Student Records
KB Public Information Program