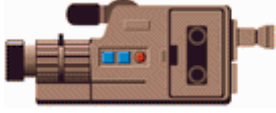

Carroll Independent School District



MEDIA GUIDELINES



It is the policy of the Carroll Independent School District to work cooperatively with the news media for coverage of issues and events involving the school district, its students or staff. However, Carroll ISD is dedicated to providing all students with a safe, learning environment without unnecessary interruptions. Therefore, the following administrative guidelines are in effect for all Carroll ISD campuses:

- 1) All media inquiries should be directed to the CISD Communications & Marketing Department. The Director of Communications & Marketing will work with the Superintendent and each Campus Principal/Building Supervisor to decide the district's response to each individual media request. *Exception: routine athletic or extracurricular activity coverage.*
- 2) Media personnel may be allowed on campus to interview staff or students during the school day with prior approval from the Communications & Marketing Department and the Campus Principal. As a general rule, interviews are granted only when coverage is in the best interest of Carroll ISD, its students and staff.
- 3) Reporters and/or photographers are required to check in to the school office prior to beginning an authorized interview on campus.
- 4) If a member of the media visits the school site without prior approval, he or she should be detained in the school office until the campus principal and/or the Director of Communications & Marketing can be notified. (The campus administrator or his/her designee should contact the Director of Communications & Marketing when the media has been given authorization to visit a campus or if the media shows up unannounced).
- 5) Cameras/reporters will not be allowed into the classroom or on the campus unless the employees involved have been notified.
- 6) School officials are not required by law to get parental permission before still photographs or videotaped media interviews are conducted unless a special education student is involved (FERPA). To the extent possible, Carroll ISD honors parental requests regarding media coverage of students.
- 7) When the media request focuses primarily on an individual student, Carroll ISD will attempt to notify parents before granting permission for the student to be interviewed.
- 8) The district will honor a parent or guardian's request not to have a child's name or photograph released to the media if the request is made in writing to the Campus Principal and/or Director of Communications & Marketing.
- 9) The Superintendent or his/her designee shall be the official spokesperson for the district.