



RED CLAY CONSOLIDATED SCHOOL DISTRICT
ADMINISTRATIVE MEMORANDUM

INTERACTION WITH THE MEDIA | 5004.1

The media plays an important role in providing information to the public. It is critical that all administrators understand their role in working collaboratively with this group.

The following guidelines are to be followed when interacting with the media:

1. When contacted by members of the media, all school-level and District-level administrators will contact the Office of Communications. If the Office of Communications cannot be reached, the Office of the Superintendent should be contacted.
2. The Office of Communications will assist administrators in responding to all questions or requests for information from the media.
3. Prior to generating any media coverage, the school or central office department must contact the Office of Communications.
4. In all cases, no confidential information should be provided to reporters unless permission is given by the Office of Communications and the Office of the Superintendent.
5. In certain situations, a District representative will assist school-level administrators in responding to inquiries or questions from the media.
6. A written report may be required following media coverage of certain events. The Office of Communications will request such reports on a case-by-case basis.

In all cases, the Office of Communications will notify the Superintendent and the Board of media coverage for any incident or event.

Questions about the information contained in this administrative memorandum should be directed to the Superintendent.