



# RIVER VALLEY SCHOOL DISTRICT

660 West Daley Street

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Spring Green, Wisconsin 53588

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Phone: 608-588-2551

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## News Media Relations

~~The Board recognizes that freedom of the press rests on the public's right to know about its institutions, including school systems. Unless prohibited or governed by local state or federal regulations, the Board encourages the news media to gather and release information about the schools and encourages district personnel to avail themselves of services extended by the news media.~~

~~The Home News and other news media upon request shall receive notification of all Board meetings. Information used within open regular or special Board meetings shall also be available to the news media. Information used within closed regular or special Board meetings may be available under laws governing dissemination of such information.~~

~~All press releases pertaining to particular grade levels or programs shall be cleared through the building principal. Press releases pertaining to the district as a whole shall be cleared through the district administrator.~~

The Board of Education encourages a policy of sound relations with the press and other communication media in the community and surrounding geographical area.

Therefore, information concerning the River Valley School District and its operation is public information. The news media represents the public interest in reporting information concerning the schools. It is, therefore, in the interest of both the education community and the citizen-taxpayers of the District that there be open communications with news media.

However, in the interest of protecting the rights of individual students, employees are not to discuss individual students or families with the media unless the parent/guardian or a student of the age of majority signs a release. In order to minimize interruptions in the school day, all requests by representatives of the media to speak to students or staff on school property or during the school day are to be referred to the building principal for approval. The media shall be allowed to interview a student if:

- a. The student has voluntarily chosen or been allowed by his/her parent(s)/guardian to participate in a school or District-related activity in which the media has been invited to attend; or
- b. The student has chosen to be an officially designated school leader for a school activity.

Media requests regarding district-wide issues or disturbances, disruptions, or emergencies should be directed to the district administrator. Natural disasters, fires, strikes, sit-ins, bomb threats, etc. are examples of the issues that should be directed to the district administrator.

The District Administrator may authorize other personnel to speak for the District.

LEGAL REF.: Sections 19.35 Wisconsin Statutes  
19.80  
19.81

19.85

CROSS REF.: Policy #171.1 - Public Notification of Board Meetings

APPROVED: June 8, 1989

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