COMMUNICATION WITH THE PUBLIC: SCHOOL NEWS RELEASES

The Milford Board of Education is committed to maintaining good communications with the Milford community. The Board supports the rights and privacy of students and staff. In addition, the security of students must be protected from potential abuses of technology.

The Superintendent, or his/her designee, is the official spokesperson for the District, and as such, all media contacts concerning the district programs, events and issues will be conducted through the Office of the Superintendent.

Implementation Procedures

1. The Superintendent shall maintain regular contacts with the local media.
   a. School staff are encouraged to inform the Superintendent of educational programs, initiatives and student activities that would be of interest to the community.
   b. School staff contacted by the media shall inform the Superintendent.
   c. At the beginning of the school year, the schools will provide parent/guardians the opportunity to decline consent to publish names and/or pictures of their child. Without the signed form declining permission to publish names, photographs and other information specific to their student, such information will be distributed to the media upon request. Directory information will be provided to requesting agencies such as the United States military. Pictures are not to be transferred electronically, so that they cannot be altered. However, the media will
take pictures of school events for publication, unless the parent/guardian declines permission using the form provided by the schools each year.

d. Release of information contained in individual student records will be protected under the Family Educational Rights and Privacy Act.

2. School Relations with the Media
   a. Principals are encouraged to work with the local media to promote school activities and programs.
   b. Principals (or designees) shall communicate media contacts to the Superintendent.
   c. To protect the confidentiality rights of individuals, media representatives will be discouraged from publishing names or pictures of students without parental consent.

3. Emergencies
   a. During a period of crises, the principals will communicate details to the Superintendent, who will communicate with the media.
   b. The Superintendent will coordinate responses to the media as accurate information becomes available. Responses will be coordinated with police and other relevant community agencies. The School Board will be informed as soon as possible.
   c. At the beginning of each school year, principals will inform staff regarding their responsibilities and required actions in the event of a crisis.

ADOPTED: 8/17/70; 7/19/82
REVISED: 10/26/09