

<p align="center">DANBURY PUBLIC SCHOOLS Danbury, Connecticut</p>	<p align="center">REGULATIONS</p>	
<p align="center"><i>COMMUNITY RELATIONS</i></p>	<p>Reviewed:</p>	<p>Policy No. 9-110 Page 1 of 1</p>
<ol style="list-style-type: none"> 1. The official spokespersons for the Danbury Public Schools and the Board of Education are the Superintendent of Schools or his designee and the Chairperson of the Board of Education. These spokespersons will make statements to the media on official positions on district-wide issues, policies, and activities related to the Board of Education. 2. News releases on new district programs, policies or district-wide issues will be made through the Central Administration. For media coverage related to district-wide policies or issues, below the level of the Board of Education and Superintendent, the appropriate Central office administrator will facilitate media access to information and other staff as needed or requested. 3. Principals/other administrators may initiate contact with the media to request coverage of newsworthy events or activities in their school or department. When such contact is made, the Personnel Office shall be notified. The Personnel Office may also be requested to help with arranging news media coverage and in preparing news releases. 4. When contacted by the media, Principals, other administrators and other school personnel may respond to the media on news items that relate to their building or department. Administrators may also respond to the media on district-wide policies or issues. Administrators may request assistance from a district resource person in responding to the media or may refer the media to a district spokesperson. Arrangements for a resource person can be made through the appropriate central office administrator. 5. Administrators and other school personnel may ask the media representative about the direction and context of a story to help them respond to questions. 6. Administrators shall contact the Superintendent's Office or the Personnel Office when they have been contacted by the media and identify the information requested. 7. When making arrangements for media coverage, Administrators will give consideration to not disrupting the school schedule and educational process. 8. There may be times when a crisis communications plan will be established to insure timely and accurate release of information to the public. This plan will designate a district spokesperson for assisting school staff and the media during such events. 9. When appropriate, Administrators and other school personnel will insure that the confidentiality and privacy rights of students are protected when students are the subjects of media coverage. 		