

SANTA CRUZ COUNTY OFFICE OF EDUCATION

Santa Cruz, California

BP 1112

Community Relations

MEDIA RELATIONS

The Santa Cruz County Board of Education respects the public's desire for and right to information and recognizes that the media significantly influence the community's understanding of county educational programs, student achievement, and school safety. In order to develop and maintain positive media relations, the County Board shall reasonably accommodate media requests for information and provide accurate, reliable, and timely information.

The County Board may work with the County Superintendent of Schools to periodically establish priorities and key messages for proactively communicating with the media regarding current county office of education (COE) issues, activities, or needs.

(cf. 0460 - Local Control and Accountability Plan)

Media representatives are welcome at all public County Board meetings and shall receive meeting agendas upon request in accordance with County Board policy.

(cf. 9321 - Closed Session)

(cf. 9322 - Agenda/Meeting Materials)

The County Board is committed to protecting the privacy of students and their families. The County Board shall not release information that is private or confidential as required by law or County Board policy. Media requests relating to COE employees or to student directory information shall be referred to the County Superintendent.

Interviewing and Photographing Students

The County Board shall not impose restraints on students' right to speak freely with media representatives. However, interviewing and photographing students shall not create substantial disruption to the orderly operation of the school or impinge on the rights or safety of students. Therefore, the County Board encourages media representatives who wish to interview or photograph students at school to make prior arrangements with the County Superintendent or designee.

Media Contacts/Spokesperson

The County Board president shall be the designated spokesperson to speak to the media on behalf of the County Board. The County Board may designate other board members to speak to the media on a case-by-case basis.

Adopted: August 20, 2020

Crisis Communications Plan

During a disturbance or crisis situation, the first priority of the County Board is to ensure the safety of students and COE staff. However, the County Board recognizes the need to provide timely and accurate information to students, parents/guardians, and the community during a crisis or natural disaster. The County Board also recognizes that the media have an important role to play in relaying this information to the public. The County Board shall refer media inquiries during a crisis to the County Superintendent.

Legal Reference:

EDUCATION CODE

1011 *Time and place of meetings*

1012 *Special meeting*

1040-1042 *Duties and responsibilities of County Boards*

35160 *Authority of governing boards*

48907 *Freedom of speech and press*

48950 *Prohibition against disciplinary action for first amendment speech*

49061 *Definition of directory information*

49073 *Directory information*

EVIDENCE CODE

1070 *Refusal to disclose news source*

UNITED STATES CODE, TITLE 20

1232g *Family educational and privacy rights*

CODE OF FEDERAL REGULATIONS, TITLE 34

99.3 *Definition of directory information*

COURT DECISIONS

Lopez v. Tulare Joint Union High School District, (1995) 34 Cal.App.4th 1302

ATTORNEY GENERAL OPINIONS

79 *Ops.Cal.Atty.Gen. 58 (1996)*

Management Resources:

WEBSITES

CSBA: <http://www.csba.org>