

Chapter 10: SCHOOL-COMMUNITY RELATIONS  
Section 5: PUBLIC RELATIONS

**News Media Relations**

The Board of Education supports open, balanced, and honest communication with the public, and recognizes the critical value of the news media in helping accomplish this goal. Members of the news media are welcome and encouraged to attend open meetings, including committee meetings. Agendas for all Board and committee meetings are posted in advance of the meeting in accordance with Iowa law.

The President is the spokesperson for the Board, and the Superintendent of Schools and Director of School and Community Relations are the spokesperson for the District. They are authorized to respond to inquiries from the news media about the District and its governance and operations.

Members of the news media seeking information about, or access to, the District are requested to first direct their inquiries to the Director of School and Community Relations. Inquiries from the media will receive a timely, accurate, professional, and courteous response. At its discretion, the District may decline comment on confidential matters and/or may direct inquiries regarding matters under police investigation to appropriate law enforcement officials.

The Director of School and Community Relations, on behalf of the Board and the District, may schedule news conferences, approve news releases, and/or respond to requests for an interview with, or access by, the news media.

It is the responsibility of the Superintendent to keep the Board apprised of news conferences, press releases and interviews. It is the responsibility of other staff in the District to inform the Director of School and Community Relations of any media contact. Individuals should communicate as district representatives only on those topics that are within the realm and scope of their responsibility.

In order to avoid duplication of material, maintain consistency, and ensure that public information is released to all appropriate media outlets on a fair and equitable basis, proper clearance of all media releases shall be required. District staff should forward information to be considered for release to the Director of School and Community Relations for approval.

Board meetings of the Dubuque Community School District will generally be broadcast live and scheduled for re-broadcast on a published schedule. Agendas and minutes from Board and committee meetings will be posted on the district's website; minutes will be published, as required by law, in appropriate newspaper(s).

Media may record Board meetings and other public District events in audio or video format as long as such recording does not interfere with or disrupt the event and does not create an undue burden in adapting a building or site to accommodate a specific request.

Media coverage of public events in which students of the Dubuque Community School District are participants is welcomed and encouraged. Each student/parent or guardian will be given an opportunity to opt out of such exposure to media coverage at the beginning of the school year or at the time of enrollment during the year. The District will recognize only those "opt out" directives that it receives in writing. The District will use reasonable measures to ensure that any student who has exercised such an option is not exposed to media coverage.

Adopted: November 12, 2007

Revised: March 11, 2013