

Willamette Education Service District

Code: **KBCA**
Adopted: 7/8/03
Readopted: 10/11/05; 8/10/10
Orig. Code(s): None

Media Relations

The Board authorizes ESD staff to prepare and release news items that may be of general interest to the public, provided such items have been approved by the Superintendent or his/her designee.

All news and publicity concerning policy or program clarification is to be channeled through the Superintendent. Mass media employees are to be referred to the Superintendent on school/ESD issues. The dissemination of information about programs and activities is desirable and shall be encouraged. When employees are involved in the promotion of their programs through the use of mass media, speaking to civic clubs, etc., the activity and the material to be used should be reviewed with the supervisor and the Superintendent.

Prior Review Procedure

1. Definition of distribution for purposes of prior review: Distribution is any written or verbal information other than routine correspondence concerning student behavior and progress that is sent to the home. This would include such items as behavioral descriptions, summary of work, announcements about upcoming school events, and other needed correspondence between home and school. Any distribution of a general nature or general topics that would have an impact on or seem to represent an employee of the ESD in their official capacity would be subject to prior review.
2. Any material needing prior review and approval shall be submitted to the supervisor and will be returned within three working days with approval or disapproval.
3. If no approval or disapproval is given by the fourth working day, the employee should contact the administration office to clarify the status of the submission. If no verbal or written disposition is given, after the fifth day the employee may assume approval of the presented material.
4. If the employee wishes to appeal a decision of a prior review by the supervisor, he/she may submit an appeal to the Superintendent's office within three working days of the disapproval. A disposition of this matter will be given within five working days.

If students are involved in public activities or news releases, written parental approval shall be obtained prior to the activity.

The Superintendent shall approve of any presentation by ESD staff to local school Boards.

END OF POLICY

Legal Reference(s):

[ORS 192.640](#)
[ORS 334.125\(7\)](#)