The news media can be an important means of communicating information about the schools to the community.   The superintendent is responsible for establishing an effective working relationship with the news media. The news media should be notified whenever necessary to relay information to the public, such as when there are emergency school closings. The superintendent also is expected to identify opportunities to educate the news media regarding the goals of the board and schools system, especially as they relate to student success and the educational program. The superintendent also should inform the news media of the results of the schools' efforts to improve student achievement.

The superintendent may designate a spokesperson to provide information to the news media. The school system will respond to the media's requests for information in compliance with the board policy on public records, policy 5070/7350, Public Records – Retention, Release and Disposition.

Policy 5020, Visitors to the Schools, applies to news media. News media are expected to cooperate with the schools system in their efforts to provide a safe and orderly learning environment in which disruptions to instructional time are minimized. The principal or superintendent may require news media to leave or prevent news media from entering school grounds if the news media's presence interferes with these efforts.

Legal References: Family Educational Rights and Privacy Act, 20 U.S.C. 1232g; G.S. 115C-47, -109.3, -319 to -321, -402; 132-1 to -9; *Public Database Indexing Guidelines and Recommendations*, N.C. Division of Archives and History; N.C. Attorney General Advisory Opinion, letter to Elizabeth Buford, February 26, 1996.

Cross References: Board Meeting News Coverage (policy 2325), Visitors to the Schools (policy 5020), Emergency Closings (policy 5050), Public Records – Retention, Release and Disposition (policy 5070/7350)

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