



MEDIA INQUIRIES PROCEDURE (COM-P003)

Clarksville-Montgomery County School System

1.0 SCOPE:

- 1.1 This procedure outlines the process for responding to media inquiries.

The online version of this policy is official. Therefore, all printed versions of this document are unofficial copies.

2.0 RESPONSIBILITY:

- 2.1 Communications Department

3.0 APPROVAL AUTHORITY:

- 3.1 Communications Director

4.0 DEFINITIONS:

- 4.1 Media: Any person working for a medium that publishes or broadcasts news.
- 4.2 Spokesperson: The person designated to speak to the media at any given time. In most cases the spokesperson will be the Communications Director but the Director of Schools or Communications Director may designate another employee of the school system.
- 4.3 CMCSS: Clarksville-Montgomery County School System
- 4.4 Crisis: A crisis could be any of the following: a sudden military deployment; weather-related; accident-related; health-related; violence-related; or personnel-related. Common elements of a crisis include: sudden occurrence, demands quick response, interferes with organizational performance, creates uncertainty and stress, threatens organizational credibility, escalates in intensity, and alters the organization in some manner.

5.0 PROCEDURE:

- 5.1 Media inquiries are directed or referred to the CMCSS Communications Director/designee.
 - 5.1.1 If referred, the district employee informs the Communications Director/designee about media contacts and possible public feedback.
 - 5.1.2 If an employee is contacted by the media about work related matters or crises they can refer to Employee Source Book (ref. [HUM-M001](#)) for guidance.
- 5.2 Communications Director/designee will meet with essential personnel to obtain needed information, if necessary.
- 5.3 Communications Director/designee makes every effort to answer inquiries or provide media representatives with access to personnel most knowledgeable about the inquiry.
 - 5.3.1 Information provided by the Communications Director/designee will ensure consistency and fairness as well as present accurate information while protecting the rights of students, staff and families.
 - 5.3.2 Students will be interviewed only with an administrator or parent present and only with parental or guardian consent (ref. [COM-F005](#)).



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5.4 In the event of a crisis, CMCSS will designate one spokesperson at a central location for media information.

5.4.1 If crisis involves multiple departments/issues more than one spokesperson may be designated.

6.0 ASSOCIATED DOCUMENTS:

6.1 Release Form ([COM-F005](#))

6.2 Family Educational Rights and Privacy Act (FERPA)

6.3 Waiver Release Form ([COM-P007](#))

6.4 Employee Source Book ([HUM-M001](#))

7.0 RECORD RETENTION TABLE:

<u>Identification</u>	<u>Storage</u>	<u>Retention</u>	<u>Disposition</u>	<u>Protection</u>
Release Form (hard copy)	Communications Office	9 months	Discard as Desired	Secured Building

8.0 REVISION HISTORY:

<u>Date:</u>	<u>Rev.</u>	<u>Description of Revision:</u>
9/14/04		Initial Release
11/04/04	A	Add crisis definition, combine 6.2 & 6.3
5/09/05	B	Add new 5.2, renumber, add 5.4.1, add 6.3 & 6.4 and revise flowchart

9.0 FLOWCHART:

9.1 A flowchart detailing this process can be found in "Exhibit A" of this procedure.

***** End of Procedure *****

