



Policy 0912-00

Media Relations

- ⁷ To accomplish communications goals within the community, the District will provide professional, proactive, and structured contact with our partners in the news media.
- ⁹ All official West Ada School District press releases, including those for individual schools, will be initiated and distributed by the Chief Communications Officer in coordination with the Superintendent.
- ¹¹ Media inquiries to a school building including request for comment, interviews, request for data or information, and formal public records requests per Idaho law shall be referred to the District's communications team.
- ¹³ The principal of each building may be authorized to release crisis communications in coordination with and after approval by the District's Chief Communications Officer.
- ¹⁵ Nothing in policy restricts an employee from appropriately speaking as a private citizen, so long as it is made clear that the individual is speaking as a private citizen and is not representing the District in an official capacity.
- ¹⁷ A list of procedures for handling media requests will be provided by the District's communications team.