

**CLOVIS UNIFIED  
SCHOOL DISTRICT****COMMUNITY RELATIONS  
MEDIA RELATIONS**

**PURPOSE:** To establish guidelines for working with the media.

The Board believes the District belongs to and is operated for the benefit of the people who live within the District boundaries. Except as provided by law, information concerning District schools and operations is public information. It is in the interest of the District and the citizen-taxpayers that communication remain open at all times.

An open and honest relationship with the news media is important in maintaining and building continuing public confidence in education and the District.

Media representatives are welcome at all public board meetings and shall receive meeting agendas upon request in accordance with law and board policy.

District staff may provide the media, upon request, with information that may be disclosed under applicable laws and board policies.

**A. Media Contacts/Spokespersons**

Spokepersons designated to speak to the media on the District's behalf include the Board President, Superintendent, and Chief Communications Officer. Other Board members and District staff may be asked by the Superintendent or designee to speak to the media on a case-by-case basis, depending on their expertise on an issue or appropriateness given a particular situation.

District personnel contacted by the news media shall coordinate with the District's Chief Communications Officer to provide appropriate responses.

The chief communication representative for the Board shall be the District's Chief Communications Officer. Requests from the media received by Board Members should be routed through the Board President, who may work with the Chief Communications Officer.

Nothing in this policy prevents any Board Members from speaking in his/her individual capacity. The Board Member shall make clear that he/she is speaking in his/her individual capacity and not on behalf of the Board.

**B. Media Visits to District School Sites.**

Media visits to school sites must be arranged through the Chief Communications Officer's office or other District staff designated by the Superintendent. Media representatives, like all other visitors, shall register immediately upon entering any school building or grounds in accordance with board policies when school is in session.

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Adopted: 07/23/1975

Reviewed: 06/18/2007

Amended: 12/12/1979, 06/25/1980, 04/24/1987, 07/08/1992, 03/09/2005, 02/25/2009,  
09/23/2020 (BP 9101 renumbered as BP 1112)

**EDUCATION CODE**

32210-32212 Willful disturbance of public school or meeting

35144 Special meetings

35145 Public meetings

35160 Authority of governing boards

35172 Promotional activities

48907 Freedom of speech and press

48950 Prohibition against disciplinary action for first amendment speech

49061 Definition of directory information

49073 Directory information

**EVIDENCE CODE**

1070 Refusal to disclose news source

**PENAL CODE**

627-627.10 Access to school premises

**UNITED STATES CODE, TITLE 20**

1232g Family educational and privacy rights

**CODE OF FEDERAL REGULATIONS, TITLE 34**

99.3 Definition of directory information

**COURT DECISIONS**

Lopez v. Tulare Joint Union High School District (1995) 34 Cal.App.4th 1302

**ATTORNEY GENERAL OPINIONS**

79 Ops.Cal.Atty.Gen. 58 (1996)

Doc# 40838-6 (08/2020, 07/2019)