

Operational Services

Exhibit - Memo to Staff Members Regarding Contacts by Media About a Crisis

If the media attempts to contact you about a death or other crisis, please follow these guidelines:

1. It is perfectly correct to tell a reporter that you would rather not comment on the incident especially if it has been an emotional strain. Rather than shouting “No comment” (which makes it sound like you are trying to hide something), say something like, “this incident has affected the school community greatly, and I would prefer to not comment on it.” One should then refer the reporter to the Safety Program Coordinator, person designated for the District’s public relations, or other designated spokesperson.
2. According to School Board policy and the Family Educational Rights and Privacy Act (FERPA), the only information about a student that the school is allowed to release is a verification of his or her attendance at the school. If the parents give permission, certain *directory* information (address, participation in sports or activities, awards received, etc.) may also be released. In the event of parental approval, that information will be given to the media by the Superintendent or the designated spokesperson.
3. Comments such as the following should be avoided: “He/She was a B student,” “He/She was having trouble in class, and I had referred her to the social worker last week,” and “He/She was constantly in trouble for dealing drugs and smoking on school grounds.” Best practices are to avoid such specific comments about individual students. If a reporter persists with these questions, say something like, “Board policy prohibits me from specifically commenting on any student. Furthermore, I do not wish to infringe upon the family’s right to privacy.”
4. Do not feel compelled to correct a reporter if a reporter tells you incorrect information. For example, to try and obtain more information, a reporter might say, “I was informed the student was failing... .” Refer the reporter to the Safety Program Coordinator person designated for the District’s public relations, or the designated spokesperson.
5. For persistent reporters, it may be helpful to acknowledge that you understand that he or she has a job to do, but you have a job to do as well and you do not have authority to comment.
6. If you choose, you may make your own personal comments about how the crisis has affected you. If the incident involved an athlete, the coach might say, “_____’s death is very tragic, and the team and I will miss him/her.”
7. You may also address actions the school is taking to deal with the crisis. For example, “Although this is a terrible situation, we are fortunate to have a crisis plan to counsel students and faculty who are understandably upset.”
8. Do not agree to set up interviews with students. All requests for interviews should be directed to the Safety Program Coordinator, person designated for the District’s public relations, or the designated spokesperson.
9. Do not speculate or comment on the cause of death or other crisis, especially in an apparent suicide or murder. Tell reporters that information on the death should be obtained from the police department.
10. Remember, you do not have to answer any questions at all and may choose to simply refer all reporters to the Safety Program Coordinator, person designated for the District’s public relations, or the designated spokesperson.