



Jefferson City Public Schools
315 East Dunklin Street
Jefferson City, Missouri 65101

Media Contact Protocol

The Jefferson City Public Schools believe in the importance of working with media representatives to help keep our community informed about school issues. The Office of School-Community Relations is the primary resource for all school information and the first link for media representatives to contact should they wish to pursue a school-related story.

Our school district includes in its board policies information specific to the protocol of **how staff provide stories to the Office of School-Community Relations**. A part of the policy is as follows:

*FILE: KB
CRITICAL
PUBLIC INFORMATION PROGRAM*

School-Sponsored Information Media

The public school system has in its employ a Director of School-Community Relations whose charge is to provide the public with school district-related information. Positive public relations and communications are vital to the school district. As part of public relations and communications, staff should report such items they believe worthy of news releases to the building principal, and then to the Office of School-Community Relations in written memorandum form or by electronic mail. Staff should provide all the main information and other pertinent data that would regularly be included in a news story.

Media outlets are requested to follow the Jefferson City Public Schools protocol when wishing to do a story that involves the school district or any of its employees or students:

1. Always contact the Office of School-Community Relations prior to making contact with any other school employee or student. The phone number for the Office of School-Community Relations is (573) 659-3018.
2. The Director of School-Community Relations will provide media outlets with key information. If necessary, the director will also assist in providing key employees to discuss school issues with the reporter.
3. Media representatives are also reminded that no student may be interviewed or photographed without the school first determining that the student's parents have signed a media release form.
4. As with interviews, media representatives must contact the Office of School-Community Relations prior to taking photographs or videotaping on school grounds.
5. Once permission is granted by the director, media representatives are asked to check in with the office of any school that they may be using in a story, photograph, or videotape prior to continuing with their work.