

Media Relations

The Yolo County Board of Education ("County Board") recognizes that the media significantly influences the public's understanding of school issues and can greatly assist the district in communicating with the community about school needs.

The County Board respects the public's right to information and recognizes that the media has a legitimate interest in the schools and a responsibility to provide the community with news.

Media representatives are welcome at all County Board meetings and shall receive meeting announcements and agendas upon request.

Media representatives, like all other visitors, shall register immediately upon entering any school building or grounds operated by the Yolo County Superintendent of Schools ("Superintendent") when school is in session and/or during business hours.

The Superintendent or designee shall coordinate the release of information concerning the Yolo County Office of Education ("YCOE"), its programs, and the actions of the County Board.

YCOE employees are encouraged to cooperate with members of the press, radio, and television. Employees should always make it clear that they are expressing their own personal viewpoints when so doing. They should not express viewpoints on behalf of the YCOE without express authorization by YCOE..

During a disturbance or crisis situation, the first priority of the Superintendent and County Board is to ensure the safety of students and YCOE staff. However, the Superintendent recognizes the need to provide timely and accurate information to school districts, parents/guardians, the community, and the media during a crisis. During crisis situations, all media inquiries shall be routed to the Superintendent or designee, who shall:

1. Prepare an official statement responding to the particular situation.
2. Update the official statement as events unfold.
3. Keep staff and students well informed.

The YCOE is committed to protecting the privacy of its students and their families. The YCOE shall not release information which is private or confidential as identified by law and County Board policy. Media requests relating to YCOE employees or to student directory information shall be referred to the Superintendent or designee.

To protect the privacy and safety of students, a media representative who wishes to photograph students on school grounds should first make arrangements with the Superintendent or designee. When interviewing or photographing a special education student, they shall not be identified as a special education student without prior, written permission from the student's parent/guardian.

The County Board President, in conjunction with the Superintendent or designee, shall authorize public statements to be made on behalf of the County Board.

All public statements on behalf of the County Board shall be made by the County Board President, the designee, or, if appropriate, the Superintendent.

The Superintendent and staff are encouraged to use all available YCOE-sponsored methods of communication (such as publications, radio, television, and social media) to keep the goals, programs, achievements, and needs of the YCOE available to the public.

Legal References:

Education Code, 32210, 32211, 35144, 35145, 35145.5, 35146, 35172

ADOPTED: 09/24/84

REVISED: 01/25/93 [7-7-23]