



Jackson-Madison County School System

Media Protocol

Media Information

The Jackson-Madison County School System is committed to sharing accurate and timely information with the community concerning issues and events that occur in our schools. We recognize the importance of the news media in helping us in this effort. We will work as quickly as possible to pass along information, while protecting the privacy of our students and employees.

To ensure a streamlined process for the release of information, **all media inquiries must be directed through the Communications Coordinator** who will act as the official liaison and primary contact for media and spokesperson for the School System. This includes requests for any interviews, access to campuses, property and facilities and for information about policies and procedures.

Media Access to Schools

We are committed to transparency within our District and welcome members of the media to our schools and campuses. To ensure the privacy of our students and employees, we must require any member of the media first receive approval before coming onto school grounds. In advance of any visit, requests should be made to the Communications Coordinator.

Our School Board policy (1.501) requires all visitors report to the school office when arriving on a school campus. All visitors, including the media, must sign in at the front office and obtain a visitor's badge. A state issued ID is required to receive a visitor's badge. For the safety of all JMCSS students and employees, we ask you help us uphold our policy. Checking in is required even if you do not plan on coming inside the school building, but are on school property.

At the Communication Coordinator's discretion in cooperation with the school/District administrations, media access will be granted and/or interviews will be arranged. Interviews will not be conducted during school hours or on school property without the approval and presence of a school/District administrator or designee.

Before any minor is photographed, videotaped or interviewed by the media, a media consent form must be signed by his/her legal guardian.

Request for Information

The Jackson-Madison County School System ensures the protection of student/employee privacy and will:

- Not release any information that may reveal a student's identity;
- Respect the privacy of its teachers and employees and will not release any personal or personnel-related information unless required by law;
- Not comment on any case that is before the courts; and
- Refer all questions related to police investigation