ENNIS INDEPENDENT SCHOOL DISTRICT

Media Guidelines and Procedures

It is the policy of the Ennis Independent School District to work cooperatively with the news media for coverage of issues and events involving the school district, its students, and/or staff. Outlined below are the Media Guidelines and Procedures for Ennis ISD. These guidelines and procedures are designed to promote the success of our students and staff, while keeping school day and event interruptions to a minimum and student safety at the forefront. Therefore, the following administrative guidelines and procedures are in effect for all Ennis ISD campuses and school sponsored events.

1. **Ennis ISD is a closed district.** All media inquiries should initially be directed to the Communications Department. The Communications Officer, or his/her designee, will work with the Superintendent, Assistant Superintendent, Campus Principal, and/or the Athletic Director to determine the district's response to each media request.

2. **Media personnel are prohibited from entering district buildings and facilities without prior authorization from the Communications Department, Athletic Department, and/or the District Administration.** The District will coordinate **ALL** interviews on campuses to ensure minimal distraction for the staff and students of Ennis ISD and to ensure that any student interviewed OR photographed has a current release on file. **Spontaneous and, otherwise, unscheduled interviews with students, staff, and parents _on district property_ is not authorized. These guidelines and procedures extend to school buses and any other forms of District Transportation.**

3. Media personnel may be allowed on campus to interview staff and/or students during the school day only with prior approval from the District. **As a general rule, interviews are granted only when coverage is in the best interest of Ennis ISD, its students, and staff.**

4. For **ALL** Ennis ISD events and performances, permission and/or credentials must be obtained by media personnel in order for them to be granted access to these, as well as any areas within these events and performances that

may be restricted. Those lacking credentials and/or permission may not be permitted access. Permission and/or credentials for events and performances can be obtained through the Communications Department, Athletic Department, and/or the Campus Administrator. **EISD events and performances include, but are not limited to the following: All EISD athletic competitions, all EISD fine arts performances, all EISD banquets and award ceremonies, EHS Graduation Ceremony, EHS Prom, and Ennis ISD Ag facility shows and auctions.**

5. A minimum of a 48 hour notice is required from media personnel to request permission and/or credentials to gain media access for events and performances. Those requesting permission and/or credentials with less than a 48 hour notice may not be granted media access.

6. Media will not be allowed to interact with students, staff, or officials prior to, during, or after events and performances until permission has been granted by a representative from the Communications Department, Athletic Department, and/or the District Administration.

7. When the media request focuses primarily on an individual student, Ennis ISD will attempt to notify the parent or guardian of that student before granting media permission for the student to be interviewed.

8. Media personnel are required to check in to the campus office prior to any authorized interview on that campus. If a member of the media visits a school campus without prior approval, he or she will be detained in the campus office until a district administrator can be notified. Once notified, it will be up to the discretion of the district administration whether or not to grant media access at that time.

9. The district will honor a parent or guardian's written request not to have a child's name or photograph released to the media.

10. **The Superintendent, or his/her designee, shall be the official spokesperson for the district.**