



MEDIA INQUIRIES PROCEDURE (COM-P003)

Clarksville-Montgomery County School System

1.0 SCOPE:

- 1.1 This procedure outlines the process for responding to media inquiries.

The online version of this policy is official. Therefore, all printed versions of this document are unofficial copies.

2.0 RESPONSIBILITY:

- 2.1 Communications Department

3.0 APPROVAL AUTHORITY:

- 3.1 Chief Communications Officer (CCO)

4.0 DEFINITIONS:

- 4.1 Media: Any person working for a medium that publishes or broadcasts news.
- 4.2 Spokesperson: The person designated to speak to the media at any given time. CMCSS: Clarksville-Montgomery County School System
- 4.3 Crisis: A crisis could be any of the following: a sudden military deployment; weather-related; accident-related; health-related; violence-related; or personnel-related. Common elements of a crisis include: sudden occurrence, demands quick response, interferes with organizational performance, creates uncertainty and stress, threatens organizational credibility, escalates in intensity, and alters the organization in some manner.

5.0 PROCEDURE:

- 5.1 Media inquiries are directed or referred to the CMCSS Chief Communications Officer/designee.
 - 5.1.1 In most cases, the spokesperson will be the Chief Communications Officer but the Director of Schools or Chief Communications Officer may designate another employee of the school system.
 - 5.1.2 If referred, the district employee informs the Chief Communications Officer/designee about media contacts and possible public feedback.
 - 5.1.3 If an employee is contacted by the media about work related matters or crises they can refer to Employee Handbook ([HUM-M001](#)) for guidance.
- 5.2 Chief Communications Officer/designee will meet with essential personnel to obtain needed information, if necessary.
- 5.3 Chief Communications Officer/designee makes every effort to answer inquiries or provide media with access to personnel most knowledgeable about the inquiry.
 - 5.3.1 Information provided by the Chief Communications Officer/designee will ensure consistency and fairness as well as present accurate information while protecting the rights of students, staff and families.
 - 5.3.2 Students will be interviewed only with an administrator or parent present and only with parental or guardian consent ([COM-F005](#)).



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5.4 In the event of a crisis, the CCO or designee will designate one spokesperson at the designated command center for media information.

5.4.1 If crisis involves multiple departments/issues more than one spokesperson may be designated.

6.0 ASSOCIATED DOCUMENTS:

6.1 Release Form ([COM-F005](#))

6.2 Family Educational Rights and Privacy Act ([FERPA](#))

6.3 Waiver Release Form ([COM-F007](#))

6.4 Employee Handbook ([HUM-M001](#))

7.0 RECORD RETENTION TABLE:

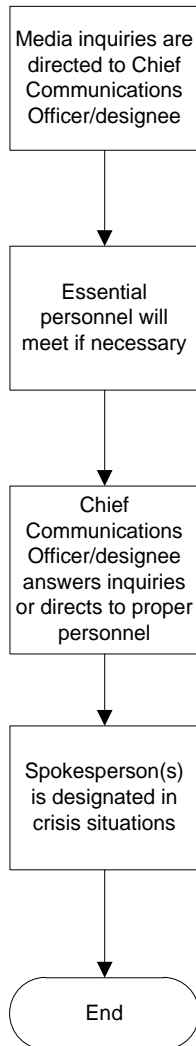
<u>Identification</u>	<u>Storage</u>	<u>Retention</u>	<u>Disposition</u>	<u>Protection</u>
Media Release Form (COM-F005)	Communications Office	9 months	Shred	Secured Building
FERPA Waiver Release Form (COM-F007)	Communications Office	Indefinite	N/A	Secured Building

8.0 REVISION HISTORY:

<u>Date:</u>	<u>Rev.</u>	<u>Description of Revision:</u>
9/14/04		Initial Release
11/04/04	A	Add crisis definition, combine 6.2 & 6.3
5/09/05	B	Add new 5.2, renumber, add 5.4.1, add 6.3 & 6.4 and revise flowchart
2/20/12	C	Updated Logo
12/10/12	D	Updates from internal audit – Title of Chief Communications Officer, Employee Handbook, typo correction in 4.2
2/19/19	E	Updates from internal audit: 4.2, remove procedural information and move to 5.1. Updated logo. 5.4, replace CMCSS with CCO or designee and change "central location" to "command center". 6.2, add hyperlink to communications page. Update record retention table. Remove flowchart. Update COM-F005 and COM-F007 (waiver forms).

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***** End of Procedure *****