



Superintendent's Circular

NUMBER:
COM-02
Version 01

MEDIA RELATIONS POLICY

This Circular will remain in effect unless rescinded or superseded by a subsequent version.

The Boston Public Schools is committed to cultivating and maintaining an open and productive relationship with the news media. The district recognizes that the media provides a public service, are viewed as a reliable source of news about the Boston Public Schools and seeks to provide timely and accurate information toward that end.

The district maintains that the top priority of schools is to educate students and ensure the safety and privacy of all students, staff, and families.

To balance the responsibilities of schools and the need to provide information to the media, *all* press inquiries about the Boston Public Schools or any individual school, student, staff member, program, or initiative *are to be directed first* to the Communications Office.

Any staff member contacted directly by a member of the news media must refer the reporter to the Communications Office, who will work with staff and the media outlet to respond appropriately to the inquiry.

District officials, schools, and staff must cooperate with the news media to the extent required and appropriate by law while ensuring that media coverage does not interfere with teaching and learning.

It is critically important to protect the privacy of students and staff while fulfilling the requirements of public records laws. The Communications Office works closely with the Legal Advisor to determine what information is a matter of public record and what must remain confidential. Only a student whose parent or guardian has signed and returned a Media Appearances form may be recorded, filmed, photographed, or interviewed. Students for whom no such consent is on file in the school office may not participate in any media-related activities, and their name and image are not to be released to the media or anyone else outside of the school. For more information, see the *Guide to the Boston Public Schools for Families and Students*.

For more information about this circular, contact:

Owner:	Chief of Communications
Department:	Chief of Communications
Mailing Address:	Bruce C. Bolling Building, 2300 Washington Street, Roxbury, MA 02119
Phone:	617-635-9265
Email:	communications@bostonpublicschools.org

Mary Skipper, Superintendent