

MILFORD SCHOOL DISTRICT  
Milford, Delaware 19963

POLICY

1001

**MEDIA AND COMMUNITY RELATIONS**

The Milford Board of Education is committed to maintaining positive communications with the Milford School District-community. The Superintendent, or designee, is the official spokesperson for the District. The Board President is the official spokesperson for the Board.

All media contacts concerning district programs, events and issues will be conducted through the Office of the Superintendent, Public Information Officer (PIO). The PIO shall maintain a current list of relevant media contacts that service the district-community. The PIO will publicize official district news releases through a variety of communication strategies. The PIO will coordinate media interviews and school visits with appropriate district and school personnel.

School administration and staff are encouraged to inform the PIO of educational programs, events, initiatives and student activities that would be of interest to the district-community. School staff contacted by the media shall inform the PIO, who will then decide how to proceed in collaboration with the Superintendent, or designee.

The Board supports the rights and privacy of students and staff, as well as protection from potential abuses through district informational releases. At the beginning of each school year, schools will provide parent/guardians the opportunity to decline consent to publish names and/or pictures of their student(s). Directory information requested by the United States military will be provided unless the family informs the District in writing that consent to provide directory information is withheld. Release of information contained in individual student records will be protected under Milford School District Board Policy 5313 Protection of the Privacy of Students.

If information during or following a school emergency is necessary to communicate, the Superintendent, or designee, will collaborate with the PIO for an official school or district release of information. If necessary, the PIO may communicate follow-up releases with updated information relative to a school emergency.

The purpose of Milford School District sponsored social media pages is to share information about the Milford School District and its schools. The district social media sites serve as a limited public forum. User-generated posts may be rejected or removed when the content includes any of the following:

- Incitement of violence or violent behavior;
- Copyrighted or commercial material;
- or
- Obscene or illegal material.

ADOPTED: 8/17/70

REVISED: 7/19/82; 10/26/09; 4/25/22