



## **Media Guidelines**

It is the policy of the Buford City Schools (BSC) to work cooperatively with the news media for coverage of issues and events involving the school district, its students or staff. However, BCS is dedicated to providing all students with a safe, learning environment without unnecessary interruptions. Therefore, the following guidelines are in effect at all District campuses and facilities:

### **Media Requests**

Media who want to film, photograph, or interview Buford City Schools staff members, students, or board members are asked to make a request through the Communications Department at (770) 945-5035 or [communications@bufordcityschools.org](mailto:communications@bufordcityschools.org). Exceptions include routine athletic and/or extracurricular activity news coverage during games, tournaments and/or performances open to the general public and conducted outside the normal school day.

### **Visiting Schools**

Anytime a member of the media is on District property, a Communications staff member or designee will serve as an escort to minimize disruption at the school and to assist with additional requests. If you would like to visit a school, please contact the Communications Department. We will work with your schedule, as well as that of the students and staff in order to ensure that your visit is a successful one. Keep in mind that our schools participate in early dismissal days, standardized testing and school-wide events that may prohibit your visit on a specific day. Please note, appropriate attire is requested when attending school events.

### **Interviews with School Officials**

Buford City Schools employs educators and administrators who, often times, are leaders in education. Our staff is prepared to discuss current and important issues with reporters. If you are interested in interviewing, filming, or photographing a District employee or board member, your first point of contact is with the Communications Department. We are glad to help you find the correct resource for your story and arrange an interview time.

### **Photographing or Interviewing Students**

Buford City Schools operates in compliance with the Family Educational Rights and Privacy Act (FERPA). This law allows students and parents to opt out of the release of certain information about students including photographs. The Communications Department will work with each school to determine who cannot be photographed and interviewed according to FERPA guidelines. Before taking photos, video, and quotes from BCS students and staff, please verify the legality with the Communications Department.

### **Board of Education Meetings**

The media are invited to attend all open meetings of the Buford City Schools Board of Education. Media may film and/or record these meetings. To avoid disruption of the meeting, reporters and photographers are asked not to approach board members, guest speakers, or members of the audience in the board room during the meeting. Interviews must be conducted outside the board room in the hall or pre-arranged conference room, but must be arranged through the Communications Department. Copies of the board agenda, informational items, and other meeting materials are available online, which can be accessed on the Board of Education page of the District's website.

### **Emergencies**

It is the District's practice to work as cooperatively as possible to supply timely information to the media in an emergency and its impact on students, teachers, or staff members, provided the release of information does not jeopardize the emergency response activities, or conflict with federal privacy laws, the well-being of students or employees, or the concerns of families. During an emergency, media will not be allowed inside affected school building(s). Media will be assigned to a designated external area at the site of the emergency to allow full access to the site by emergency response teams.

During an emergency, all media calls are referred to the Communications Department to allow the crisis response team at the site to give full attention to relief efforts. The District will work as quickly as possible to provide accurate information to the media through a spokesperson, written releases, or news briefing.