

BISMARCK PUBLIC SCHOOL DISTRICT NO. 1 BISMARCK, NORTH DAKOTA, 58501 ADMINISTRATIVE RULE: Communication with News Media during School Emergencies	Descriptor Code:	Issued Date:
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	Rescinds:	Issued:

The Bismarck Public School District recognizes the responsibility of news media to provide information to the community concerning issues and events that occur in the District's schools. During emergencies, it is the District's intent to safeguard students and staff, as well as their families, while managing the safety and security of our schools. It is also our intent to cooperate with news media. The following guidelines will govern the District's communication practices during an emergency:

1. The main focus of the District during any emergency will be on the security and safety of all students and staff. Our secondary focus is to return the school to its instructional program while supporting and meeting the emotional and physical needs of the members of our educational community.
2. District officials will work with local law enforcement to secure and manage the emergency, and to provide information to the community via the news media and other methods.
3. Spokesperson(s) for the District will be designated by the Superintendent of Schools or his/her designee to provide information to news media. Only spokesperson(s) authorized by the District or law enforcement will provide official updates during an emergency.
4. A Media Staging Area will be established to provide media access to information/updates. Potential sites include the board rooms at Hughes Educational Center, 806 N. Washington St., or the Tom Baker Room in the basement of the City-County Building, 221 N. 5th St., if it is available for live broadcasts. All media representatives are asked to show credentials and sign in with the district's Community Relations staff at the staging area. If adequate space for all media becomes an issue, some events may be handled by media pool assignment.
5. District officials will determine the access news media will be granted on school grounds. Media requests to interview/photograph students or staff in school during school hours must be made through the district's Community Relations office. Requests by students or staff to have a parent or school administrator present during the interview will be honored. Students whose parents have not given permission for media interviews will be exempt.

