



FLOUR BLUFF

INDEPENDENT SCHOOL DISTRICT

Media Guidelines

Flour Bluff ISD is committed to working in partnership with the news media for coverage of questionable issues, crisis, general news and events involving the district. Please respect the following FBISD media guidelines that will ensure the integrity of our instructional day and allow us to provide consistent and accurate information to our media representatives.

The following guidelines are in effect at all Flour Bluff ISD facilities:

- All media inquiries should be directed to the Public Information Office, 2505 Waldron Road, Corpus Christi, TX 78418. You may contact via phone at 361.694.9713 or email to info@flourbluffschoos.net.
- The Public Information Office should be contacted prior to a representative of the media visiting a district facility. If the media visits a Flour Bluff ISD campus or facility without prior approval from the Executive Director or Communications, he or she will be asked to leave and directed to the Public Information Office.
- Cameras/reporters will not be allowed inside a district facility unless the appropriate staff members have been notified and it is determined that such a visit will not disrupt instruction. The Executive Director of Communications and campus Principal will work together to coordinate an appropriate time for media visits to ensure a visit by media is appropriate and the visit is successful. At times, altered school schedules, standardized testing and assemblies may prohibit a media visit on a specific day.
- Photographs and video may be taken by the media at the discretion of the campus administrator and/or the Public Information Office.
- The Family Educational Rights and Privacy Act (FERPA) **must** be followed at all times. The law allows students and parents to opt out of the release of certain information (i.e. name, address, picture). The Public Information Office and the campus will work together to determine who cannot be photographed and interviewed according to FERPA guidelines.
- During an emergency, all media inquiries must be directed to the Public Information Office to allow the emergency response team the ability to focus on the crisis. During a crisis, media may be directed to a designated area. The District will work as quickly as possible to provide accurate information to the media during an emergency or crisis situation through a spokesperson, written correspondence or news briefing.
- The Superintendent or designee shall be the official spokesperson for Flour Bluff ISD.

If you have any questions, please contact the Executive Director of Communications, at 361.694.9713.