

## **Public Relations**

### Overview

The Marketing Communications Specialist focuses on enhancing public awareness of William M. Davies, Jr. Career & Technical High School (Davies) and its programs and improving parental involvement in school programs. Promoting public awareness will focus primarily on the parent, business and community audiences by expanding the use of media, social media, the Davies website and printed materials. Major promotions will target the Community and Parent Relations Committee and related activities for parents, the Davies Community Showcase, and other events that promote students, teachers and programs.

# Media Relations

## 1.1 Authority

The Board of Trustees of William M. Davies, Jr. Career & Technical High School (Davies) respects the public's right to information and recognizes that the media significantly influence the community's understanding of career and technical education and related issues of public concern. In order to develop and maintain positive media relations, the Board of Trustees and Director desire to reasonably accommodate media requests for information and to provide accurate, reliable and timely information.

## 1.2 Policy

The Communications Marketing Specialist is responsible for all public relations information communicated between Davies and media representatives. Acting on behalf of the Director, they also respond to all media requests involving the Davies community.

Media representatives are welcome at public meetings of the Board of Trustees and may receive meeting agendas upon reasonable advance requests. Agendas are also posted on the R.I. Secretary of State's website [www.sos.ri.gov/openmeetings](http://www.sos.ri.gov/openmeetings) 48 hours in advance of each meeting. Meeting agendas are also available on the school's website.

Media representatives, like all other visitors to Davies, shall register immediately upon entering any Davies building or its grounds by contacting the Communications Marketing Specialist.

The Communications Marketing Specialist shall be the primary point of contact for all media communications and requests. When appropriate, they will meet with the media representatives in a designated area in Davies' buildings or its grounds. The Director, or a designee and the Communications Marketing Specialist shall provide any official statement to the media. Any media request for statements shall be directed to the Communications Marketing Specialist and the Director.

Davies shall not release information that is private or confidential as required by law, Davies policy, or regulations of the RI Department of Education. There shall be no access to student records or personally identifiable student information without the express written permission of a student's parent or guardian.

In order to protect the privacy and safety of students, a media representative who wishes to photograph or video record students in Davies' buildings or on its grounds must first obtain the prior written consent of a student's parents or guardians, and the Communications Marketing Specialist or Director.

Under general circumstances, Davies does not impose restraints on students' rights to speak freely with media representatives at those times that do not disrupt a student's educational program. However, interviews of students may not contribute to or create substantial disorder, jeopardize student safety or the educational environment, or impinge on the rights of others. Therefore, in order to minimize the potential for disruption, media representatives who wish to interview students in Davies' building or on its grounds are required to make prior arrangements with the Communications Marketing Specialist or the Director. At their discretion, parents or guardians may instruct their children not to communicate with media representatives, and parents are strongly encouraged to advise and inform their students of their wishes in this regard.

In a crisis situation, members of the media will not be permitted to speak with or interview Davies students anywhere in Davies' buildings or on its grounds.

# **Photo Release Policy**

## **1.1 Authority**

The Board of Trustees of William M. Davies, Jr. Career & Technical High School (Davies) respects the public's right to information and recognizes that the media significantly influence the community's understanding of career and technical education and related issues of public concern. In order to develop and maintain positive media relations, the Board of Trustees and the Director desire to reasonably accommodate media requests for information and to provide accurate, reliable and timely information.

## **1.2 Policy**

During any authorized Davies school related activity, pictures may be taken of a student for publication by Davies teachers and staff, Davies business partners, and members of the media. These publications could include the Davies website, social media and in media newspapers. The student's picture and name may only be printed or released with the written approval of their parent or guardian. This approval is given when the parent/guardian authorizes it on the Photo and Media Release line item on the Acknowledgment of Davies Policies and Procedures form.

Davies shall not release information that is private or confidential as required by law, Davies policy, or regulations of the RI Department of Education. There shall be no access to student records or personally identifiable student information without the express written permission of a student's parent or guardian.

## **1.3 Procedure**

- The Acknowledgement of Davies Policies and Procedures form is given to the student at the beginning of each school year.
- The Parent/Guardian indicates on the appropriate line whether to authorize to have their child photographed and name printed in the media.
- The Acknowledgement of Davies Policies and Procedures form is filed in the Guidance Office and a record of each student's release is on file with the Communications Marketing Specialist.
- The Parent/Guardian may revoke permission at any time by contacting the Communications Marketing Specialist.

# **Public Relations**

## **1.1 Authority**

The Communications Marketing Specialist is responsible for all public relations information communicated with William M. Davies, Jr. Career & Technical High School (Davies) and the external community. Acting on behalf of the Director, they coordinate a public relations program which showcases students, teachers and administrators achievements.

## **1.2 Policy**

All communications regarding Davies Public Relation opportunities sent to newspapers, media outlets and/or outside groups must go through the Communications Marketing Specialist. These requests include special events, news releases, student/teacher achievements, announcements, etc. All requests should be made on a timely basis to allow sufficient time for the Communications Marketing Specialist to prepare an effective Public Relations communication release.

## **1.3 Procedure**

- All Davies students, teachers, and staff requesting Public Relations communications must do so in writing via Davies email to the Communications Marketing Specialist.
- The Communications Marketing Specialist will discuss this request with the person to learn more about the specific event, achievement and/or news item.
- The Communications Marketing Specialist will prepare a news release and distribute it to the local newspapers and media targeted to this request as needed.

# School-Wide Announcements

## 1.1 Authority

School-wide announcements are a common way to impart information to the entire school, all at one time. All announcements will be made vocally over the intercom system during Advisory period, added to the school calendar, posted to the school website, and disbursed via various social media outlets.

## 1.2 Policy

All requested announcements will be read during the morning announcements along with the Pledge of Allegiance. The **only** exception to this is the last minute cancellation of an after school activity or last minute bus change.

All announcements must be typed with the exact wording that is to be read. Each announcement should be no more than 3-4 sentences.

The staff member requesting the announcement must specify what date(s) they wish the announcement to be read on. Announcements will not be read indefinitely.

## 1.3 Procedure

Any faculty or staff member that wishes to request an announcement is free to do so.

Announcements are requested on the school website by choosing the option for Staff Links then choosing Communications Request from the dropdown menu.

Announcement requests must be submitted by 1:30pm in order to be read with the following morning's announcements.