

San Felipe Del Rio CISD Communication Plan

SFDR CISD has established a Public Information Office and a Public Information Officer for the purpose of communicating effectively. The district has established a cable TV channel and a website providing in-depth information on an on-going basis. Furthermore, the Public Information Office receives calls from the media as well as from other stakeholders and responds to public information act or "open records" requests.

In accordance with district policy, the SFDR CISD Public Information Office is expressly assigned as the point of contact with media (Policy GB Legal and GBBA Local). Campuses, groups, teams, clubs, and other organizations representing San Felipe Del Rio CISD will provide information and photos to the Public Information Office to be submitted to the media. The Public Information office will represent the district in accordance with parental permission granted for release and non-release of information.

In addition, the Public Information office will provide fair and balanced reporting. A balance will be kept with the media, on the SFDR CISD website, in print and on line, and with TV and radio productions among schools having the same programs.

In an effort to better communicate with those we serve, this communication plan has been established. Means by which the district will communicate include, but are not limited to, the following:

Press and Media Releases, Spectrum Cable Channel 1301, SFDR Highlights, Website (www.sfdr-cisd.org), Facebook, Twitter, Instagram, YouTube and SFDR Alerts.

Emergency Situations

The following procedures will apply:

Death of Student/Employee, Armed Student/Hostage/Bomb Threat, Physical/Sexual Assaults

The Superintendent or Designee will serve as the spokesperson. Interviews with the District Staff will be granted as appropriate. The media will be asked to stay away from the campus(es); however, at some point we may need a spokesperson from the campus.

Explosion/Fire/Hazardous Material, Severe Weather

The Superintendent or Designee will serve as the spokesperson. Information will be placed immediately on Spectrum Cable Channel 1301, www.sfdr-cisd.org, Facebook and Twitter. In addition, in the event that school is delayed or will not be held on any given day, the media will be notified by on the District's media outlets.

Positive News

The following procedures will apply in response to positive news:

The Public Information Officer will serve as the contact person. Each campus will have a Key Communicator, appointed by the principal, who will send news and photos to the Public Information Office. Those most directly connected with the news may be interviewed. With regard to students, parent permission forms will be reviewed. Positive news may also be recognized at school board meetings.

Positive news topics may include but are not limited to the following:

- Test scores
- Individual awards/honors
- Campus awards/honors
- Teacher/Principal of the Year
- TEA designations
- National Merit Scholars
- Sports
- Photos with captions

All questions regarding communication should be directed to the SFDR CISD Public Information Office, Student Performance Center, 315 Griner St., Del Rio, TX 78840.

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