

PINE TREE ISD MEDIA GUIDELINES

Pine Tree ISD is committed to working cooperatively with the news media. It is the role of the Communications Department to assist schools in contacting media representatives, preparing for an onsite visit, and responding to news outlet inquiries. The district is dedicated to ensure that all students are provided a safe learning environment without unnecessary interruptions.

All media inquiries should be directed to the Director of Communications in the Communications Department including inquiries sent via email. Exceptions include routine athletic and/or extracurricular activity news coverage during games, tournaments, and/or performances conducted outside the normal school day.

Communications Department contact information: Mary Whitton, Director of Communications & Public Information, phone 903-295-5136, mwhitton@ptisd.org.

The Director of Communications and/or the Communications Department will be contacted when a representative of the media requests to visit a campus or arrives at a campus without prior approval. If a member of the media is onsite without prior approval, please send them to the Communications Department in the Community Center located at 1701 Pine Tree Road.

A member of the media may interview staff or students during the school day with prior approval from the Director of Communications or appropriate designee. Media representatives may be allowed access to a classroom only at the discretion of the Director of Communications or appropriate designee, and only if the classroom teacher and/or appropriate staff member(s) have been notified and have agreed that it will not be disruptive to the learning environment. Taking of photographs, audio, or video is at the discretion of the Director of Communications or appropriate designee.

Prior to any media visit, appropriate time must be given to district administrators to verify student privacy preferences and provide appropriate notification to the campus and building administrators.

Pine Tree ISD strictly enforces and follows student privacy preferences and release of student information as outlined in FERPA guidelines (Family Educational Rights and Privacy Act).

The Superintendent or designee shall be the official spokesperson for Pine Tree ISD.