

POLICY 1210

COMMUNICATION - SCHOOL SPONSORED (INCLUDING CRISIS)

Communication sponsored by individual schools shall be encouraged as a means of further informing the public regarding school activities. School sponsored communication shall be conducted with the knowledge and approval of the building principal or designee.

Parents/guardians/caregivers shall be informed, as appropriate and necessary by the building principal, of incidents occurring on school premises that pose a threat to the future health, safety and/or life of their children. All such communication shall be consistent with legal and ethical principles regarding the privacy rights of students and their families.

LEGAL REF.: Wisconsin Statutes  
Sections 19.31 [Public policy on access to record information]  
118.125 [Confidentiality of student records]  
Family and Educational Rights and Privacy Act [Confidentiality of student record information]

CROSS REF.: 1200, Public Relations Program  
1211, Parent/Guardian/Caregiver Information Program  
1212, Non-English Language Version Printed Materials  
1220, Cable Television  
1520, Notification of Materials and Literature to Students  
2810, Incident Reporting  
3600, School Safety  
5910, Children of Divorced or Separated Parents  
6470, Student Records  
*Crisis Response Manual*

ADMINISTRATIVE REGULATIONS: 1210, School Sponsored Communications (Crisis)

AFFIRMED: December 28, 1990

REVISED: May 11, 1999  
February 25, 2003  
December 19, 2006

RULE 1210

COMMUNICATION– SCHOOL SPONSORED (INCLUDING CRISIS)

1. General
  - a. All school sponsored communications shall be conducted as authorized by the building principal or designee.
  - b. School sponsored communications shall be objective, ethical and factual in keeping with accepted journalistic standards. Such communications shall not include material of a partisan political or religious nature.
  - c. Copies of all school sponsored communications shall be furnished to the Superintendent of School's Office.
2. Communications Related to Incidents Threatening the Health, Safety and/or Life of Students
  - a. Incidents of a health, safety and/or life threatening nature occurring on school premises or during school sponsored activities that pose an immediate threat to a student(s) shall be communicated immediately to the parents/guardians/caregivers of students who are directly involved with the specific incident.
  - b. In health related situations, instructions from the Kenosha County Department of Health concerning parent/guardian/caregiver notification will be followed.
  - c. In safety related situations, the District will cooperate with the Kenosha County Department of Emergency Services, law enforcement and fire departments in determining appropriate parent/guardian/caregiver notification procedures.
  - d. Incidents of a health, safety and/or life threatening nature that have occurred on school premises or during school sponsored activities for which the school has intervened on a school-wide basis shall be communicated to all parents/guardians/caregivers of students attending the affected school.
  - e. In the case of situations where all parents/guardians/caregivers are notified, the Superintendent or designee shall be consulted prior to the release of information and shall approve the content of the communication and method for releasing the information.
  - f. The District's Crisis Response Manual and the school "Crisis Response Team" are to be consulted for guidance in preparing informational releases.
  - g. The communication shall be made in the most expeditious manner possible. (i.e., direct letter sent home with students, telephone contact, media release, etc.)
  - h. Information included in the communication shall be based on facts related to the incident and not on speculation or rumors and shall be in line with legal and ethical principles regarding the privacy rights of students and their families.