

"MUSD, in partnership with our diverse communities is dedicated to all students achieving their academic and personal potentials. We are committed to providing a safe environment where quality education establishes the foundation for life-long learning."

Friday Fast Facts

All you need to know to stay current on the educational issues facing MUSD

A Newsletter for the Manteca Unified Staff and Community

Fast Facts is published on the first and third Friday of each month. Read it to stay current on the local, state, and federal issues which are being addressed by Educational Services.

A newsletter from Educational Services

- **Update on Policy 1112 Media Relations**
- **The District has an authorization form which the District must follow; however, the media does not have to have parent permission to photograph students.**

Manteca Unified

In this, our second issue of Friday Fast Facts, I will focus on the issues of communication which seem to continue to affect Manteca Unified. One of the newer policies which affects communication is Board Policy 1112 and the accompanying Administrative Regulation.

What a site staff member needs to know about media relations!

In the most current revision to the Media Relations Policy, the Board made some changes to how we work with the media. Some of these changes were in response to changes in legislation made after the last time the Policy and Administrative Regulation had been revised. Other changes were made to give clear direction to staff on how we should be addressing the full range of issues related to communication. Here are some of the key points from the Administrative Regulation:

- The Superintendent is the District Spokesperson.
- The Assistant Superintendent of Educational Services is the Communications Officer.
- All media inquiries should be routed to the Communications Officer or the site principal.
- Media representatives should sign in at the office. Those who don't should be asked for identification and the office should be notified immediately.
- Complaints against a member of the press should be communicated to the Communications Officer.
- In the case of a crisis at any facility, only the Superintendent/designee shall communicate with the press.

“Each of you, for himself and on his own responsibility, must speak.” - Mark Twain

Public Relations Authorization!

While the District collects a Public Relations Authorization form, with which we are required to abide. the press is not obligated to abide by the wishes of the parents in photographing children. What can we do about this? Let parents and students know that if a student does not want to have his/her picture taken by the press, the student needs to tell the press, “I don’t want my picture taken.” Students should also be encouraged to let their parents know when a reporter has taken their picture or talked with them either at school or on their way to or from school. It is always appropriate for Manteca Unified staff to communicate with parents and let them know when the press has talked directly with a student and/or taken his/her picture.

to the community and staff via e-mail and/or voice mail in the hope that they will assist the District in communicating with all stake-holders.

A New District Phone System has been purchased which allows us to contact all Manteca Unified families and all staff in less than 20 minutes. This system is already proving to be well worth the investment.

Friday Fast Facts is now being distributed twice a month to key communicators and MUSD staff. While a limited number of copies are still being produced in hard copy, starting in July, Friday Fast Facts will only be distributed electronically either through e-mail or via the District Web Site.

Improving Communications

With the establishment of the Communications Officer position, the Superintendent and the School Board have asked that the Assistant Superintendent of Educational Services focus on improving communications. So.... what is happening?



Communications goes both ways

As part of our effort to improve communications, the Communications Office has developed an e-mail contact list of local reporters and now regularly distributes press releases to the local media. If you have an event or activity coming up that you want to have covered by the local media, simply e-mail harmastong@sjcoe.net, or send a copy of the information to the District Office. Make sure to submit information well in advance as we often hold information to combine into one press release.



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Complaint Policies are being aligned. A new brochure, which explains which complaint procedure to follow and how to file a complaint, has been developed and is now available at all school site offices as well as the District Office.

Key Communicator Groups are being developed at the District level. These groups, once identified, will receive information which is important