



OFFICE OF COMMUNICATIONS

160 S. Hollywood Street • Memphis, TN 38112 • (901) 416-5628 • www.scsk12.org

MEDIA GUIDELINES

In alignment with **Policy 7001**, all interaction with the media on behalf of schools and/or the District and stories/interviews about school or District matters should always be approved by the Communications Department in advance.

1. All media inquiries or questions (including positive stories) should be routed to the media relations team – mediarelations@scsk12.org. Reminder – media should have clearance from Communications to be on a school campus or other SCS property.
2. Employees are not obligated to speak to the media. In addition to gaining approval from the Communications Department to be interviewed on school or District matters, employees should always make their direct supervisors aware as well.
3. We recognize that many employees are active on social media, but please remember that individuals should not comment publicly on behalf of a school or the District. While personal views and opinions cannot be censored, employees should be reminded that their posts impact the credibility and image of our schools and District. The District can take appropriate action if employees speak about confidential matters and official business. Additionally, disparaging personal remarks about another individual, including co-workers, supervisors or District leaders, can be considered as slander.
4. Please send positive news and potential events and activities that may make good media pitches to the SCS Newsroom – newsroom@scsk12.org.
5. If you have a personal contact in the media who may be able to assist in getting positive coverage, please contact Communications before approving anything. We want to take advantage of the positive media relationships we have within the District, but it's important to notify Communications so we can properly track all coverage and ensure media follows protocol by submitting requests to mediarelations@scsk12.org.

Thank you for your continued cooperation.

- SCS Communications