

San Angelo ISD Communication Plan

SAISD has established a Communications Department and a Director of Communications for the purpose of communicating effectively. The district has established a cable TV channel, a website, and social media channels providing in-depth information on an on-going basis. Furthermore, the Communications Department 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 SAISD Communications Department is expressly assigned as the point of contact with media (Policy GBA Local and GE Local). Campuses, groups, teams, clubs, and other organizations representing San Angelo ISD will provide information and photos to the Communications Department to be submitted to the media. The Communications Department will represent the district in accordance with parental permission granted for release and non-release of information, and will communicate with the district’s attorneys on matters in which legality may be a concern.

In addition, the Communications Department will provide fair and balanced reporting. A balance will be kept with the media, on the SAISD website, on Top of the Morning, 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:

Media Release, Suddenlink Cable Channel 4, Website (www.saisd.org), Facebook, Twitter, Instagram, and Nixle

EMERGENCY SITUATIONS

The following procedures will apply:

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

The Superintendent or Director of Communications will serve as the spokesperson. Interviews with the director will be granted and with others, 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 Director of Communications will serve as the spokesperson. Information will be placed immediately on Suddenlink Cable channel 4, www.saisd.org, Facebook, Nixle 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 6:00 AM.

POSITIVE NEWS

The following procedures will apply in response to positive news:

The Director of Communications 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 Communications Department. 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 SAISD Communications Department, 1621 University, San Angelo, TX 76904.

The Director of Communications is Derrick Jackson.

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