

INDIANA SCHOOL FOR THE BLIND AND VISUALLY IMPAIRED

Public Relations, Community Education, and Media Policy

Policy O-01

Policy: It is the policy of the Indiana School for the Blind and Visually Impaired (ISBVI) to communicate with the public consistent with Indiana law. Further, ISBVI should cooperate, to the extent allowed in law and policy, with the print and broadcast media that contact the school for information regarding ISBVI, and provide the public with information that furthers their knowledge about the capabilities, achievements, and needs of individuals with visual disabilities. The media have the same legal rights to public records as does the general public.

The ISBVI Superintendent or designee shall be responsible for responding to media inquiries. Therefore, the ISBVI Superintendent will notify the ISBVI Board Chair about requests from the media, as the Superintendent deems necessary. Media requests concerning the ISBVI Board shall be directed to the ISBVI Board Chair for response.

Further, the ISBVI administrative team shall further the public's understanding and acceptance of individuals with visual disabilities. The ISBVI Superintendent and other appropriate members of the ISBVI Administration shall attend ISBVI staff, contractors, and volunteers development training on media relations and interactions. The ISBVI Board directs the ISBVI Superintendent to ensure ISBVI staff, contractors, and volunteers, compliance with this policy by:

- 1) Developing ISBVI Administrative Directives and Procedures to implement the ISBVI Board Policy on Public Relations, Community Education, and Media which shall serve as a) notice to ISBVI staff, contractors, and volunteers and b) clearly delineate and detail their responsibilities, expectations, and procedures to follow;
- 2) Providing staff written notice and documenting their awareness and receipt of these documents by obtaining their signatures;
- 3) Affording initial and periodic on-going training to ISBVI staff, contractors, and volunteers on the ISBVI Board Policy on Public Relations, Community Education, and Media and accompanying ISBVI Administrative Directives and Procedures.

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Reviewed and Approved: 1/11/10, 10/21/13, 8/20/18, **5/17/21**

ISBVI Superintendent: _____ **Date**

ISBVI Board Chair: _____ **Date**