



Amber Graham Fitzgerald
DIRECTOR OF SCHOOL & COMMUNITY RELATIONS

Media Guidelines – Updated October 2008

To our media partners:

Thank you very much for your support of Enid Public Schools and the students and families that we serve. Your coverage is appreciated, and it is my goal to help you with your job by providing timely and accurate information about the district. Enid Public Schools believes in transparency and open, honest communication.

I would like to take this opportunity to share several of the district's media relations guidelines, services and procedures with you:

- A list of media opportunities, including upcoming events and programs, will be emailed by the fifth of each month to organizations that request one. Updated lists may be received throughout the month. Please contact the School & Community Relations (SCR) Director or the building principal if your organization is planning to cover an event or program on the list.
- The SCR Department sends by email press releases about upcoming events, student recognitions and more. If you would prefer to receive the information in another format or if you do not currently receive releases, please contact the SCR Director. I am happy to accommodate your request.
- The Director of School & Community Relations is the first point of contact for media representatives covering school-related news, programs or events. For sports-related interviews or information, please first call the Athletic Director or the head coach of the respective sport.
- School employees and students may be interviewed during the school day when such interviews, in the judgment of the principal and the SCR Director, do not disrupt the school environment or the health, safety and welfare of students and employees.
- All visitors, including members of the media, are required to check in at the school office upon arrival. Because this provides a safer environment for our students, there are no exceptions to this rule.
- EPS is committed to protecting and respecting the privacy of its students and their families. Some parents request that their children's names and photographic images not be released to the public, and the district must, by federal law, comply with this request. Your cooperation is appreciated. (Family and Education Right to Privacy Act)
- Media organizations are reminded that, in accordance with state law, businesses and agencies are responsible for ensuring that employees they send to work on school property are not sexual or violent offenders. (57 O.S. 589)

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Pride. Success.*

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- EPS has developed an extensive crisis communication plan to keep the public informed in the event of an emergency. [For the district's crisis communication media guidelines, please click here.](#)
- News releases, board agendas, lunch menus, calendars and more are also available 24 hours a day by visiting our website, www.enidpublicschools.org.

If you have any questions, please let me know. Again, thank you for your support of Enid Public Schools. You provide a valuable service to the residents of our community and state.

Sincerely,
Amber Graham Fitzgerald
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Enid Public Schools

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