The Board of Education recognizes that an open and transparent relationship with the media can facilitate positive communication with the community.

1. News media representatives (television, print, radio and electronic) will have access to all public records and meetings. District staff members will make every effort to provide timely information to media representatives that facilitates complete and accurate coverage of the programs and activities of the Aurora Public Schools.

2. The Board requests that media representatives follow District protocol by working directly with the APS Communication Office. Communication staff will arrange for media visits and interviews with staff and students.

3. In accordance with Colorado state law, principals or their designees may require that media representatives leave school property if it is determined that their presence could interfere with any school functions.

4. General public releases of interest to the entire District shall be made available to all media simultaneously. There shall be no exclusive releases except as media representatives request information on particular programs, plans or incidents.

5. To ensure safety, all media representatives visiting schools shall report to the school office when entering, show proper identification and indicate the reason for being at the school. Media representatives shall sign in and wear visitor name tags or passes. Whenever possible, APS Communication staff will join media representatives on these visits to ensure minimal interruption to instruction.

6. Requests for coverage of sports and activities must be submitted to the APS director of athletics/activities and the chief communication officer in writing at least five days prior to the event. Requests should indicate the type of advertising, date of broadcast and needed accommodations.

No exclusive rights of broadcast or cablecast will be granted.
Any payments related to sports coverage shall be sent to office of the director of athletics/activities at least 24 hours prior to the event.

LEGAL REFS.: C.R.S. 18-9-109  
C.R.S. 24-72-201 et. seq.

CROSS REFS.: KI, Visitors to Schools