

**Internal Policies and Procedures
of the
Utah State Board of Education**

Policy #:	02-07
Subject:	Mass Media
Date:	March 1, 2023
Policy Owner:	Director of Strategic Communications
Policy Officer:	Chief of Staff
References:	Utah Code Annotated, Title 63G, Chapter 2, Government Records Access and Management

I. PURPOSE: To guide Utah State Board of Education (“USB”) employee practices when releasing information publicly, to establish guidelines for responding to media inquiries with accurate information in a timely manner, and to follow Utah law regarding information classification and restrictions.

II. POLICY: All information and records created by the Board and its sections are available to the public and news media representatives, except as restricted by Utah’s Government Records Access Management Act (GRAMA) or other statute.

III. PROCEDURES:

1. Handling Media Inquiries:

a. When contacted by a member of the media, or any outside person or entity asking for an interview about USBE's positions, policies, or procedures (inquirer), record the time of the inquiry and record all information requested by the inquirer. Remember to note the name of the inquirer, the name of the organization the inquirer represents (if applicable), the purpose of the inquiry, and the deadline for the request.

b. With the exception of USBE's superintendency, only USBE's communications team, which includes the director of strategic communications and the director of public affairs (or PIO) may handle inquiries that seek agency opinion, or that go beyond basic factual information. Basic factual information includes the type of information that is available on the USBE website.

c. If the inquirer is seeking basic factual information, a USBE employee may respond directly without contacting USBE's communications team prior to responding to the inquiry.

d. If the inquirer is seeking USBE's opinion on an issue, or if the inquirer's question goes beyond basic factual information, USBE's communications team must be contacted before information is provided to the inquirer. Let the inquirer know that you will be reaching out to the agency's PIO and that the PIO will be responding to their inquiry as soon as possible.

e. Contact the PIO and provide the details of the inquiry. The PIO will then work with the appropriate staff to get answers and respond to the inquirer directly and promptly.

2. Additional Media-Related Information:

a. All agency news releases and news media events must be coordinated with the communications team.

b. Most USBE sections have content experts who provide occasional and/or regular interviews for live segments with local media organizations (safety tips, child nutrition tips, etc.). USBE's content experts may continue to

provide these interviews, but they should contact the PIO prior to the interview so that the communications team can keep a record of USBE media appearances.

c. Reach out to the communications team at any time if you have media-related questions, or if you need help preparing for a media interview.

IV. HISTORY: The effective date of this policy was October 6, 2010 (procedures were in previous public information policy), with a revision September 25, 2017. On May 12, 2022, this policy was formatted to comply with USBE Internal Policy 00-01. Additional revisions were made on March 17, 2023.