

Media Guidelines

- Duncanville ISD is committed to working cooperatively with the news media. It is the role of the Communications Department to assist schools in contacting media representatives, preparing for an onsite visit, and responding to news outlet inquiries.
- All media inquiries should be directed to the Chief Communications Officer in the Communications Department and the appropriate campus principal, including inquiries sent via email. Exceptions include routine athletic and/or extracurricular activity news coverage during games, tournaments, and/or performances conducted outside the normal school day.
- Communications Department contact information: Carol Rittiman at Phone 972-708-2015 critti@duncanvilleisd.org.
- The Chief Communications Officer and/or the Communications Department should be contacted when a representative of the media requests to visit a campus or arrives at a campus without prior approval. If a member of the media is onsite without prior approval, he/she should be asked to leave. Please send them to the Communications Department at the Education Plaza (710 S. Cedar Ridge Dr.).
- A member of the media may interview staff or students during the school day with prior approval from the Chief Communications Officer or appropriate designee. Media representatives may be allowed access to a classroom only at the discretion of the Chief Communications Office or appropriate designee, and only if the classroom teacher and/or appropriate staff member(s) have been notified and have agreed that it will not be disruptive to the learning environment. Taking of photographs, audio, or video is at the discretion of the Chief Communications Officer or appropriate designee.
- Prior to any media visit, appropriate time must be given to district administrators to verify student privacy preferences and provide appropriate notification to the campus and building administrators.
- Duncanville ISD strictly enforces and follows student privacy preferences and release of student information as outlined in FERPA guidelines (Family Educational Rights and Privacy Act).
- The Superintendent or designee shall be the official spokesperson for Duncanville ISD.