











- To get information about a recent, unexpected event such as natural disasters, thefts or arrests, accidents or injuries; parent or teacher complaints, federal, state or local regulatory actions; etc.
- To get information or comments about an action or event that could impact our school district, teachers and/or staff, students or changes in school or government policies.
- To get general information on a topical story in our community such as changes to local or state government officials or policies, problems or issues specific to the academic community.

Refer all media calls to your school's *Principal*. Please do not say you are not allowed to talk to a reporter or have to get permission to do so. Instead, tell the reporter: "JPS policy is to refer all media inquiries to the Principal."

Whenever taking a call from the media, the same courtesy and professionalism in which we approach our students and parents should be displayed toward the media. Please act quickly when approached by the media to ensure that the reporter's deadline is met. This is important because the way this call is handled may be the reporter's first impression of JPS and that first impression may end up in the story published or the news segment broadcast. In order to promote our JPS image, it is important to respond quickly, courteously and professionally to all media calls.

Please remember to contact your school's *Principal* if and when you have been approached by the media. Even though you have referred the media, the Principal will need to prepare a response. Do not let a reporter compel you to answer questions on the spot. It is always beneficial to prepare in advance in order to provide accurate and relevant information.

A similar process as described above will be used when someone from the media is requesting permission to take photographs or to film inside one of our facilities. Refer the caller to your school's Principal. No one will be given access to your facility/school for a photo or filming without approval from the Principal and equally important the Principal will not give approval without talking in advance with the District Superintendent and/or building manager.

Please know that each school's Principal will not send the media to any facility and/or building without prior approval by the District Superintendent and/or building manager. When dealing with reporters and camera crews who may show up unannounced, staff and employees should act with the same courtesy and professionalism as we approach our parents and students.

For school phone numbers and Principal names, please see the last page of this document.

## 6. BLOGGING GUIDELINES AND BEST PRACTICES

JPS continues to explore how online discourse through social media channels can empower teachers, students, parents and staff. JPS understands the importance of these interactions in helping to communicate the highlights of academic collaboration and achievement. JPS is committed to continuing to explore new technologies and their best practices.

These Blogging Guidelines and Best Practices will help you to make appropriate decision about your JPS-related blogging, blog content curation, and your responses to comments and blogs. The lines between public and private, personal and professional are often blurred in the digital world.

By virtue of identifying yourself as a JPS District employee online, you are now connected to colleagues, students, parents and the school community. You should make sure that content associated with you is consistent with your work at JPS District.

- All blogs and other media will be posted at the discretion of each school's Principal. Any blog or other social media involving JPS can be posted and/or removed at the Principal's discretion.
- All blogs and other social media sites are a communication channel of the Jackson Public School District and are to be maintained consistently throughout the school year.
- JPS District employees are personally responsible for the content they publish online. Be mindful that what you publish will be public for a long time. Remember to protect your privacy.
- As with all online interaction, as a JPS District employee, your online behavior should reflect the same standards of honesty, respect, and consideration that you use face-to-face.
- Remember that blogs are an extension of your classroom. What is inappropriate in your classroom should be deemed inappropriate online.
- You may not share information that is confidential and proprietary about JPS, its employees, students and/or staff.
- When blogging, be respectful of your colleagues. Be thoughtful and accurate in your writing, and respectful of how other JPS District members may be affected.
- Remember that blogs are *brief* and should not exceed more than 500 words. Be concise and know your audience.
- Do not comment on district or state-related legal matters, unless approved by your school's Principal. In addition, blogging about School Board decisions, financial information or other issues which may be controversial, please contact your school's Principal before publishing your post.

- When blogging online, do not post confidential student information, including grades, awards and/or disciplinary action. If you are unsure of what is considered confidential, contact your school's Principal.
- JPS District employees should include disclaimers within their personal blogs that the views are their own and do not reflect on JPS.
- Classroom blogs do not require a disclaimer, but teachers are encouraged to moderate content contributed by students.
- Remember to respect copyright and fair use guidelines. Be sure not to plagiarize and give credit when it is due.
- Blogs and comments related to JPS should always meet the highest standards of professional discretion. When posting or blogging, even on the strictest settings, staff should act on the assumption that all postings are in the public domain.

## **7. DANGERS OF STUDENT SEXTING:**

- In Michigan, we currently have no specific legislation dealing with this issue, but students and guardians should be aware that sexting between teenagers can result in prosecution under state and federal child pornography laws. This brings with it very serious penalties. If a minor is convicted of any crimes associated with sexting (which includes creating, sending or sharing with others), he/she could serve time in prison, may have to pay heavy fines, and will likely be required to register as a sex offender. These penalties and charges can take place whether or not the sharing is consensual, and in cases where both students involved are minors.
- If a student is found to be sharing or distributing such material on Jackson Public School property, s/he will be handled individually and as a violation of the district's behavioral policies, and parents/guardians will be notified of the incident. In addition, as all members of school staff are legal, mandatory reporters of serious harm, and due to the fact that an offense of this type is categorized as child pornography, school officials will be required by law to report known occurrences to Michigan law enforcement.
- When talking to your student about their personal technology use, please advise your children that teens who choose to engage in sexting (whether as the sender or the recipient) could have their lives changed forever. In addition to prison sentences and fines that can accompany a conviction, current laws also require that those who are convicted must register as sex offenders on Michigan's Sex Offender Registry. The Sex Offender Registry is a public list of people who have been convicted of sex crimes. Being on this list can make it very hard for anyone to live a normal life. Those on the registry cannot live, work, or loiter near a school, and it is often very challenging for those on the list to find employment.
- While topics and discussions of this nature may feel challenging to approach, it is important to take the time to speak with your student about the consequences of these behaviors. We at Jackson Public Schools aim to provide a safe and healthy environment for our students, and are sharing this information as a means to ensure awareness and protection for our students, and in support their successful futures.



## 2017-2018 Jackson Public Schools

### School Principals and Administrators

<b>SCHOOL</b>	<b>Principal/Administrator</b>	<b>Phone No#</b>
Jackson Public School	Superintendent – Jeff Beal	(517) 841-2201
Bennett Elementary	Jacquelyn Brock	(517) 841-2730
Cascades Elementary	Martha Kuhn	(517) 841-3900
Dibble Elementary	Martin DuBois	(517) 841-3970
Fourth Street Learning Center	Deven Moore	(517) 841-2300
Frost Elementary	Joe Zessin	(517) 841-2600
Hunt Elementary	Mary Jo Raczkowski-Shannon	(517) 841-2610
McCulloch Academy	Julie Baker	(517) 841-3940
Northeast Elementary	TBD	(517) 841-2500
Sharp Park Academy IB	Jasper Lusby	(517) 841-2860
Middle School at Parkside	Jeremy Patterson	(517) 841-2300
Jackson High School	Barbara Baird-Pauli	(517) 841-3700
T.A. Wilson Academy	Deven Moore	(517) 841-2800
Jackson Pathways	Robert Bobeda	517-841-2700

