

Media Inquiries & Policies

Lindale ISD Media Coverage Procedures

All media requests/inquiries should be directed to Courtney Sanguinetti, Director of Communications at 903.881.4008 or by email at sanguinetticd@lisdeagles.net

Members of the media are not allowed on campus without first going through the Office of Communications/Public Relations (OCPR) for approval. Campuses must receive notice from the Office of Communications before members of the media/reporters are allowed on campus.

Media Relations - Policies & Procedures

Lindale ISD supports the rights of citizens to have access to information that affects school programs and services for students. The district strives to maintain a positive relationship with all news media outlets and other communications representatives. Our goal is to ensure the dissemination of timely, accurate and newsworthy information to the community through the news media. All district staff and administrators shall endeavor to create a positive, courteous relationship with members of the news media and maintain open communications on matters of a routine nature while also keeping the welfare of students as the guiding principle in all contacts with the news media.

The OCPR coordinates news coverage of the school district and is responsible for overseeing official communications between the school system and news media. All news conferences and public events of a district wide nature, in which news coverage/promoting is requested, must be coordinated by or through the OCPR.

Media Access to District Schools & Facilities

Lindale ISD welcomes members of the media into our schools and strives to provide the most accurate and timely information available. The OCPR should be the first point of contact for all media inquiries for our district. News media will not be allowed on any district property without prior consent from the OCPR. This includes Career Days and reading to students.

Interviewing & Photographing Students

Lindale ISD operates in compliance with the Family Educational Rights and Privacy Act (FERPA). This law allows students and parents to opt out of the release of certain information about students, including photographs. Each school is responsible for maintaining a database to determine who cannot be photographed and interviewed according to FERPA guidelines via the district's Opt Out form.

Press Releases, Media Alerts & News Conferences

The OCPR is responsible for coordinating all news coverage of the school district. The department oversees official communications between the school system and news media by initiating story ideas, including press releases and media advisories, as well as facilitating requests for news coverage from media representatives and district personnel. The OCPR also provides assistance to school administrators regarding effective relations with the news media. The superintendent (or a designee) and the director of communications serve as the primary spokespersons for the district regarding all matters of district wide interest. All news conferences and public events of a district wide nature in which news coverage is requested must be coordinated by or through the OCPR. District personnel should submit story ideas via e-mail to: sanguinettcd@lisdeagles.net or through [Share Your News!](#) form.