



Dear News Media,

The Killeen Independent School District is looking forward to the upcoming school year and growing our partnership with the media. We will strive to continue sharing the important and continued success of the district. Our contact information is:

Taina Maya
Chief Communications and Marketing Officer
Killeen Independent School District
254-336-1707 Office

New media procedures are being implemented this year, so we ask that you carefully read over the attached documents and forward to your respective staff members. This year our goal is to provide you with additional visual mediums to enhance your coverage of the district throughout the school year. Additionally, we want to remind the seasoned staff of our policies and procedures so that the school year will be a success.



General Information:

Killeen Independent School is closed to media without prior authorization from the Chief Communications and Marketing Officer.

Campus and department staff are required to direct all media inquiries to the Chief Communications and Marketing Officer. Please do not call administrators or campuses directly. **Media is prohibited from entering district buildings and facilities for the purposes of conducting interviews, fact finding or video/digital recording to be used for immediate or future publishing, without authorization** from the CCMO and an escort from the Communications team.

The Communications Office will coordinate all interviews on campus to ensure minimal distraction for the staff and students of KISD, and to ensure any student interviewed OR photographed has a current media authorization on file, **which is required by law**. Spontaneous interviews with students, staff and parents on district property is not authorized.

Media Requests:

All media inquiries shall be submitted through the Chief Communications and Marketing Officer. Email is the preferred method of contact, Taina.Maya@killeenisd.org The Communications Office will make every attempt to respond to requests, that do not require multi-department involvement and that are made before 10:00 a.m., by 3:00 p.m. that same day. Most media requests require coordination with campuses/departments, so early notification of media/interview requests are appreciated. When time is of the essence, please contact the Chief Communications and Marketing Officer directly at 254-336-0174 and every attempt will be made to provide a response quickly.

Public Information request should be sent to publicinformation@killeenisd.org

Public Meetings & Events

Media wishing to cover public meetings should contact CCMO. Often interviews with respective individuals can be set up with advanced notice. Photographs/video at public performances and sporting events are authorized without coordination through the CCMO.

Social Media

The use of social media websites is increasingly common for district departments, students, and employees. Killeen ISD manages several social media accounts including individual campus and district pages. Pictures, videos and updates posted by the page owner can be used by the media. However, the only verifiable updates to a district post that may be used by the media are those made by the page owner. Comments made by anyone other than KISD are not to be used as an official statement or update. If you would like a higher resolution copy of the picture or video posted, please email the Chief Communications and Marketing Officer.

Athletic Media Procedures

Requests for interviews with coaches or athletes at sporting events will be coordinated through the head coach. **Reporters are prohibited from approaching athletes for a pre or post-game interview without clearance from the head coach.** Requests to interview coaches or athletes during times other than sporting events in which the coach or athlete is a participant, will be coordinated through the Chief Communications Officer in order to ensure the athlete interviewed has a current media authorization on file, which is required by law.

We look forward to expanding our communication and transparency with your media outlet as it is a priority of the district.

Taina Maya
Chief Communications and Marketing Officer