



GREENVILLE COUNTY SCHOOLS

Communications Department

Media Guidelines

Our Goal: The goal of the Greenville Schools Communications Department is to provide clear, timely and accurate information. Our staff is available to coordinate news coverage with local and national media, arrange interviews and video opportunities and provide responses to information requests.

How to Reach Us: The Communications Department is staffed during regular business hours, Monday through Friday 8:00am-5:00pm during the school year and Monday through Thursday 7:30am to 5:30pm during the summer. Our direct line is 355-8870. We understand that news is a 24 hour operation. The Director of Communications can be reached after hours or on weekends in breaking news situations or if a district response is required for coverage of a potentially controversial story.

Access to Greenville County Schools and Staff: Greenville County Schools strives to be open and accessible to media. The Communications staff has a network of “tipsters” inside each school to get the scoop on story ideas and newsworthy events. Those ideas are shared through news releases via email on a weekly or as-needed basis. Events that are sent in a news release are available for coverage and do not require advance permission. For other stories or inquiries, media outlets are asked to coordinate with a Communications Department staff member. We are a large school district with more than 75,000 students, 10,000 employees and 100 schools and centers. We are protective of instructional time. Principals and teachers are only allowed to speak with the media during school hours if the visit has been approved by the Communication team. Members of the media who appear at a school without prior permission will be asked to leave.

Video/Photo Permission: Exterior shots of our schools and buildings are allowed without permission if the photographer is on public property and not school grounds. A courtesy call is appreciated so school staff is not alarmed. Photographs on school property and inside school buildings require advanced permission. Parents are asked to sign an information release form that allows their child’s photo be used in print, on television or on the internet. Many parents chose to restrict access for safety, privacy or custody reasons. Always check with the principal or an administrator when filming in an open classroom, auditorium or cafeteria so children with restrictions can be identified or removed from the area.

Available Content: Media outlets are welcome to use videos and photos from our website and social media accounts with permission and “courtesy.” The Communications Department can also provide broadcast quality b-roll and interviews upon request. Our



GREENVILLE COUNTY
SCHOOLS

Communications Department

department has two videographers/editors on staff and has a significant video and photo archive.

Crisis communication: A principal's priority in a crisis is to work with students, staff and parents. The Communications Department will coordinate media coverage in any crisis. Media will be sent timely information through email. Updates will also appear on social media @gcschools on Twitter and Facebook and on the front page of our website. Please do not call a school directly during a crisis; phone lines at schools need to be open for staff to communicate with parents and emergency responders. If the situation warrants, a district spokesperson will be on-location at the school to coordinate the release of information and provide on camera interviews or live press conferences. Please adhere to police and district instructions for parking and any other access during a crisis.

Contact Information:

Beth Brotherton, Director of Communications, Primary Spokesperson: (864) 355-8872,

Communications Department Main Line: (864) 355-8870

Ginger Johnston, Communications Secretary: (864) 355-8870

Teri Brinkman, Executive Director of Strategic Communications and Engagement, (864) 355-8871

Susan Clarke, Communications Coordinator, (864) 355-8874