



MEMO

To: DeSoto ISD Staff

From: Tiffanie Blackmon-Jones, DeSoto ISD Director of Communications

Date: Ongoing

Re: Media Relations Protocols

All media inquiries, interviews, or appearances must be cleared through DeSoto ISD Communications.

Please do not respond to media calls or direct questions from the media.

DeSoto ISD Communications, in conjunction with district leadership, will designate a spokesperson on a case-by-case basis.

If the media arrives on your campus or approaches students, staff, or parents for questions, comments, or responses, please do not issue a response. Request that they contact DeSoto ISD Communications.

Note that media is not permitted on campus but can position themselves across the street from a school.

Remind parents and students that they can and should redirect media to the Communications Office regarding district concerns.

For questions, concerns, or additional information, please direct all media inquiries to DeSoto ISD Chief Communications Officer Tiffanie Blackmon-Jones at 972.223.6666 ext. 8414 or 214.244.9627.