

NEWS RELEASES

The school district is a public institution endeavoring to serve the educational needs of the community. It is important that information be disseminated concerning school activities and problems. If this publicity is to be given wide coverage and coordinated into a common effort and purpose, the following procedures must be followed:

1. The board president will be the official spokesman for the board, except as this duty is delegated to the superintendent.
2. News releases that are of a district-wide nature or pertain to established district policy are the responsibility of the superintendent or a designated member of the administrative staff.
3. News releases that are of concern to only one school, or to an organization of one school, are the responsibility of the principal of that particular school. All statements made to the press by other staff members of the particular school must be cleared by the principal.
4. The board expects the district to maintain a vital and effective link with the media sources of the community. This includes a variety of forms and forums. This effort will be directed by the board president or his designee.

While it is impossible to know how news releases will be treated by the press, efforts should be made to obtain coverage of school activities that will adhere to the professional and responsible image for the school district.

LEGAL REF.: State Board of Education Minimum Standards 3301-35-03(J)