

Press Releases

Because the schools are public institutions endeavoring to serve the educational needs of the community, it is important that information be disseminated concerning their activities and problems. In order that district and school news be given the best press coverage, with a minimum of inaccuracies reported, the School Committee desires that the release of official news from the district and schools be coordinated as follows:

1. The School Committee chairman will be the official spokesman for the School Committee, except as this duty is delegated to the superintendent.
2. News releases which 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 which are of concern to only one school, or to an organization of one school, are the responsibility of the principal of that particular school, but all news releases issued by an individual school must be cleared through the superintendent or his designee.

While it is impossible to know how news releases will be treated by the press, every possible effort should be made to obtain coverage of school activities which will create and maintain a dignified and professionally responsible image for the school.

Policy
Adopted
09/17/81