

NEWS MEDIA RELATIONS

The Superintendent or designee will coordinate all activities relating to the publication of information concerning the schools of the appearance of news releases relating to school personnel or activities.

In addition to the use of the official newspaper as required by state law for specific announcements, the public schools will use all media available, both public and private, and the school media to keep the public informed as fully as possible on school matters.

The Board welcomes the active participation of newspapers, magazines, radio, television, and other mass communication media in promoting the cause of good education in our district and state.

The Superintendent will act as the Public Relations Officer and official spokesperson for the district. Any news media that wishes to speak with staff should clear it through the Superintendent beforehand. The Board President will act as the official spokesperson for the Board, unless this responsibility is delegated to the Superintendent.

The Superintendent will be responsible for coordinating the release of information concerning the school district and the actions of the Board. 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 and personnel, which will create and maintain a dignified and professionally responsible image for the school system. The Superintendent will do all within his or her power to assure that each school in the district has equitable news media coverage.

Legal Reference:

Cross References:

Adopted: July 9, 2012