

## NEWS 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 Board desires that the release of official news from the District and schools be coordinated as follows:

1. The Board President shall be the official spokesperson for the Board, except as this duty is delegated to the Superintendent or another Board member.
2. News releases which are of a Districtwide 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 or multiple school settings, or to an organization of one school, are the responsibility of the School Community Relations Coordinator.
4. The Board expects the administration to maintain a vital and effective link with the media sources of the community. This includes a variety of forms and forums.

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 that will create and maintain a dignified and professionally responsible image for the school system.

[Adoption date: August 14, 2001]