

Community Relations**Communications with the Public****School-Sponsored Media**

It is the Board's belief that adequately informed citizens support the schools. The administration shall be responsible for all informational services to and from the public, except for those occasional matters the Board may wish to deal with publicly.

The Superintendent shall be encouraged to use all available media of communication to keep the goals, programs, achievements and needs of the schools before the public. He/she may delegate his/her authority to the central administrative staff and the school principals, but the ultimate responsibility shall rest with the Superintendent.

All materials for district-wide distribution must carry administrative approval. Building principals shall be given the responsibility for routine school announcements to parents/guardians. Principals must keep a copy of such releases for reference if needed.

Publications issued by and in the name of the schools of the Watertown Unified School District shall reflect the high regard and aspirations of school people for their schools. There must be no compromise with high quality of editorial content and effective format. The exercise of appropriate economy in materials and production shall be expected so long as the main purpose is not jeopardized.

Regular and special radio programs and press articles shall be consistent with the goals of the schools and approved by the Board. It is important that such programs also reflect the high regard and aspirations of school people for their schools.

Policy Approved: June 19, 1985

Policy Revised: September 23, 2013