

Community Relations

Communications with the Public

News Releases

The Superintendent shall be responsible for coordinating the release of information concerning the school system and actions of the Board.

The use of all information media for keeping the public continuously informed concerning schools, finances, curriculum changes, expansion, special events and other items of public interest shall be encouraged. Good relationships with publishers, editors and reporters are vital not only to the best interest of the school, but also in the best interest of the public who needs to be accurately informed.

All news releases concerning the school system, except the reports of athletic games and information concerning the operation of a particular school, shall be cleared through the office of the district administrator, or a person designated by him/her.

Administrators, teachers and other staff members are encouraged to prepare school news releases, but such articles, with the exceptions noted above, must be coordinated centrally for the following reasons:

1. Avoidance of duplication of material;
2. Maintenance of consistency with respect to school publicity; and
3. Compilation of a file of releases as a protection to the schools.

The principal is responsible for the preparation and distribution of news releases concerning the activities within his/her building and for clearance with the central administrative offices.

Policy Approved: June 19, 1985

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