

**Community Relations****Communications with the Public****News Media Relations**

The Board invites and welcomes the active participation of newspapers, magazines, radio, television and other mass media in promoting the cause of good education in the Watertown Unified School District and elsewhere.

Suggestions and advice from representatives of such media as to how best to facilitate the flow of information to them by the Board and personnel of the school system will be welcomed. The school system will be frank and open, recognizing the privilege of the press to publish newsworthy information.

Newscasts, spot announcements, sports and other school activities coverage and programs dealing with the schools must be presented in the public interest. No identification of the schools with the promotion of any commercial or political enterprise shall be permitted.

Representatives of all news media shall be urged to attend all meetings of the Board. Meeting announcements, agendas, summaries of the minutes for each meeting, and other related supporting documents will be available to news media within the District.

**Legal Reference:** Chapter 19 Wisconsin Statutes

**Policy Approved:** June 19, 1985

**Policy Revised:** September 23, 2013  
October 22, 2018