

**PRESS RELEASES, CONFERENCES, AND INTERVIEWS –
NEWS RELEASES**

Because the school is a public institution endeavoring to serve the educational needs of the community, it is important that information be disseminated concerning activities and problems in our schools. In order that this publicity be given wide coverage and be coordinated into a common effort and purpose, the following procedures shall be followed in giving official information to the news media:

1. The Board Chairman will be the official spokesman for the Board, except as otherwise delegated to the Superintendent.
2. News releases which are of a district-wide nature or pertain to established district policy are the responsibility of the Superintendent/designee.
3. News releases which are of concern to one school are the responsibility of the Principal of that school. All official statements to be made to the press by other staff members of the school must be cleared with the Principal. The Principal should make every attempt to keep the Superintendent informed and if controversial issues are involved, to clear the release through him/her prior to submission to the media.

While it is impossible to know how releases will be treated by the press, every possible effort should be made to obtain coverage of school activities which will create a professionally responsible image for the school system.

DATE ADOPTED: July 1, 2003