

## NEWS RELEASES

Because the District 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 Superintendent shall be the designated spokesman for the District.
2. News releases which are of a Districtwide nature or pertain to established District policy are the responsibility of the Superintendent or a member of the administrative staff whom he may designate.
3. News releases which are of concern to any one school, or to an organization of one school, are the responsibility of the principal, who shall clear the release with the Superintendent.

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 which will create and maintain a dignified and professionally responsible image of the District.

[Adoption date: August 6, 1991]

LEGAL REF.: State Board of Education Minimum Standards 3301-35-03(J)