

MEDIA RELATIONS AND NEWS RELEASES

Media Relations

The board of education recognizes the need for the district to be accessible to the media and charges the superintendent with the responsibility for the dissemination of information and informational materials to the news media. The superintendent shall develop procedures by which district employees and others shall channel information directly to the media or to the superintendent or his or her designee for release.

News Releases

The board of education supports the right of the public to know about the programs and services of the district, and will encourage all efforts to disseminate appropriate information about the district, its people and programs. The superintendent or designee shall be responsible for preparing and disseminating frequent news releases about the district and its programs to the news media.