

NEWS RELEASES

The superintendent or his/her designee will be the press liaison for coordinating the release of information concerning the school district and the actions of the Board. The Board president will be the official spokesman for the Board, except as this duty is delegated to the superintendent or his designee.

The superintendent or his/her designee will work in cooperation with the administrative staff, and the school principals. He/She will assure that each school in the district has equitable news media coverage.

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 and personnel, which will create and maintain a dignified and professionally responsible image for the school system.