

CODE: KDD

MEDIA RELATIONS

Because the school system is a public institution endeavoring to serve the educational needs of the community, it is important that information be disseminated concerning activities and concerns in our schools. In order to gain wide coverage and promote a coordinated effort and purpose, the following procedures shall be followed in providing official information to the news media:

- A. The School Committee Chair shall be the official spokesperson for the School Committee, except as this duty is delegated to the Superintendent.
- B. News releases which are of a system-wide nature or pertain to established policy are the responsibility of the Superintendent or a member of the administrative staff whom he/she may designate.
- C. News releases which are of concern to only one school, or to an organization of one school, are the responsibility of the Principal of that particular school. All statements made to the press by other staff members of the particular school must be cleared with the Principal.

While it is impossible to predict how news releases will be treated by the media, efforts should be made to obtain coverage of school activities for the purpose of creating and maintaining a positive and responsible image for the school system.

Adopted: May 7, 2013