

## **Community Relations**

### **School News Releases**

Because the school system is a public institution serving the educational needs of the community, it is important that information be disseminated concerning activities and issues in our schools. In order that the 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 Chairperson shall be the official spokesman for the Board. The Superintendent may report on actions by the Board.
2. News releases which are of a system-wide nature or pertain to established school system policy are the responsibility of the Superintendent and will be issued through the Superintendent's office.
3. News releases which are of concern to only one school, or to an organization of one school, are the responsibility of the Building Principal.