

## NEWS RELEASES

The procedures regarding news releases are as follows.

1. The Board President is the official spokesperson for the Board, except as this duty is delegated to the Superintendent or another Board member.
2. News releases that are of a Districtwide nature or pertain to established Board policy are the responsibility of the Superintendent or a designated member of the administrative staff.
3. News releases that are of concern to only one school, or to an organization of one school, are the responsibility of the principal of that particular school.
4. The Board expects the administration to maintain a vital and effective link with the media sources of the community. This includes a variety of forms and forums. This effort is directed by the Board President or his/her designee.