

SUBJECT: PUBLIC RELATIONS PROGRAM

Communication With the Public

It will be the policy of the Board to place a high priority on maintaining a continuing information program for compiling and distributing news of events, noteworthy facts, statistics, plans and forecasts necessary for the education of an interested and informed public.

Release of Information

In keeping with the policy to maintain a continuous program for informing the public about the District, the Board encourages the release of information through the following procedures:

- a) Information regarding the Board itself will be issued only by the president of the Board, the Superintendent of Schools or designated spokespersons.
- b) Information about school and PTA activities, student performances, athletic events, instructional or social programs conducted at individual schools will be released through the office of the principal or through the office of public information.
- c) Information about the District as a whole will be released by the public information office. Such communications covered in this policy include, but are not limited to:
 1. Newsletters
 2. Special reports
 3. Informational calendars and handbooks
 4. Notices
 5. Fairs
 6. Exhibits
 7. Performances
 8. Displays
 9. School newspapers and bulletins
- d) Representatives of the media who are developing material for release must have the prior written approval of the Superintendent, or his/her designee, in order to be allowed in the school building or on school grounds. The specific purpose and nature of the visit must be stated at the time of the request. If individual students are to be interviewed, consent of the parent, guardian or principal will be obtained prior to the interview. This does not apply to media coverage of public events such as Board meetings, athletic meets and student performances or to District programs receiving media coverage at the invitation of the School District.

Adopted: 6/16/99