

9400 NEWS MEDIA RELATIONS

Every effort shall be made to assist all communications media in the community to gain complete and adequate coverage of the programs, problems, planning, and activities of the school system.

General releases of interest to the entire district shall be made available to all the media simultaneously. There shall be no exclusive releases, news conferences or interviews except as media representatives request information on particular programs, plans, or problems.

In general, the Superintendent shall be responsible for establishing relations with news media, and providing information to each through the means found most suitable. Particularly, he/she shall ensure that the media receive all school report cards as required by the administrative code.

The Board encourages public presentation of the programs, policies and progress of the schools through press, radio and television. Administration shall clear proposed presentations with the Superintendent. The Superintendent or designee shall ensure that the parent(s) or legal guardian(s) of pupils who participate in such presentations are informed.

The Superintendent or designee shall devise procedures for optimum benefit from such presentations.

The Board shall make a periodic review of its relations with the news media.

Adopted: 26 May 2009

