

## **PRESS RELEASES, CONFERENCES AND INTERVIEWS**

The superintendent and the staff are encouraged to use all available school-sponsored media of communication, such as publications, radio and TV, to keep the goals, program, achievements and needs of the schools before the public.

The superintendent may delegate authority to communicate regarding the schools to the administrative staff as he or she sees fit. The ultimate responsibility for their performance is his.

It is the board's belief and faith that citizens who are adequately informed will be more positive about the school system.

The administration is responsible for all informational services to and from the public, except for such matters as the board may from time to time wish to deal with publicly itself. The superintendent or board president will act as spokesperson for the district unless the board chooses otherwise.

Materials for distribution must carry the approval of the superintendent. Copies of such materials shall be given to board members.

The principal of each school is responsible for routine school announcements to parents such as those concerning closing of school, meetings, fund drives, lunch tickets, etc. The principal will keep a file copy of all such releases for needed future reference.

Nothing in this policy is intended to limit the rights of individual board members to speak their personal opinions.