

MEDIA RELATIONS

P1130

The Board of Education invites and welcomes the active participation of all forms of mass media in promoting the cause of good education within the school district and elsewhere. The Board encourages suggestions and advice from representatives of the media as to how best to facilitate the flow of information to them from the Board and others within the school system.

All publicity concerning school affairs, except reports of athletic contests, must be cleared by the Superintendent of Schools, the School Information Specialist, or the Superintendent's designee. To maintain a consistent policy with regard to school publicity and to avoid duplication, contacts to arrange for newspaper stories or pictures or for radio or television coverage must also be made through the Superintendent of Schools or the School Information Specialist.

School personnel are encouraged to contact the Information Specialist about potential news or feature stories that highlight the educational values derived from a particular student or staff project. Names of students and staff members involved should be included.

Reviewed April 1997