

## NEWS RELEASES

The procedures regarding news releases will be as follows:

1. The Board President will be the official spokesperson for the Board, except as this duty is delegated to the Superintendent or another Board member.
2. News releases which are of a District wide nature or pertain to established District policy are the responsibility of the Superintendent or a designated member of the administrative staff.
3. News releases which 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 District to maintain a vital and effective link with the media sources of the community. This includes a variety of forms and forums. This effort will be directed by the Board President or his/her designee.

(Approval date: September 25, 1995)