

SCHOOL DISTRICT - COMMUNITY RELATIONS

ADMINISTRATIVE REGULATIONS REGARDING PRESS RELEASES ON THE WORLD-WIDE WEB

The Board believes that the public should be kept informed about school activities and programs in an effort to encourage the understanding of District philosophy, priorities and operations. The superintendent or his/her designee shall be responsible for coordinating all news releases to the public.

The superintendent or his/her designee shall be encouraged to communicate information to the public through a variety of media formats, including newsletters, newspaper articles, radio announcements, cable television broadcasts, and web pages on the Internet.

Before any news release is disseminated to the public, it shall be reviewed and approved in line with the following requirements:

1. The news release shall be an accurate and factual representation of official school and/or District policies, programs and positions.
2. The news release shall not contain any confidential material and other material in violation of laws, regulations or established school board policies.
3. Copyrighted material shall not be used in a news release except with permission from the materials' creator, or otherwise permitted by law.
4. The news release shall meet high editorial standards (spelling, punctuation, grammar, style, clarity, etc.).
5. The news release shall be reviewed by the building administrator or superintendent.