

## **Press Releases, Conferences and Interviews**

It is important that information about the activities and problems of the schools be provided to the community in a way which will create and maintain a dignified and professionally responsible image for the school district.

Therefore, the procedures listed below shall be followed in giving official information to the news media:

1. The Board president shall be the official spokesperson for the Board, except as this duty is delegated to another board member or the superintendent.
2. News releases which are of a district-wide nature or pertain to established district policy shall be the responsibility of the superintendent.
3. The superintendent shall establish regulations for the dissemination of news releases pertaining to individual schools and athletics.