

SCHOOL NEWS RELEASES

The public shall be informed of the objectives, achievements, needs, and conditions of the schools by means of locally circulated newspapers and other periodicals. Coverage shall include, but not be limited to, junior through senior high school and adult education regular instructional activities, special events of unusual interest, standard curriculum, extra-curricular activities, accomplishments of students and staff, and Board of Trustees meetings.

Administrators, teachers, and other staff members are urged to write school news. Such articles, with the exceptions noted above, must be coordinated centrally for the following reasons:

1. Avoidance of duplication of material.
2. Maintenance of consistency with respect to school publicity.
3. Compilation of a file of releases as a protection to the schools.

The principal is responsible for the preparation and distribution of news releases concerning the activities within his/her building, and for seeing that they are cleared with the District Office.