

NEWS MEDIA RELATIONS

The Board of Education invites and welcomes the active participation of all forms of mass media, print and electronic, in educating the public and improving education within the District and the wider community. The Board and Superintendent will make every reasonable effort to cooperate with the media by providing accurate information about District operations, to the extent permissible by statute and regulation.

The Board President is designated as the spokesperson for the Board when the Board is making a statement on an issue. No other member of the Board individually will speak for, or in the name of, the Board unless by explicit direction of the Board.

The Superintendent of Schools is designated as the spokesperson for the District. The Superintendent of Schools shall establish all necessary procedures to govern day-to-day interactions between the schools and the news media.

The Board and the Superintendent agree that a blog (short for weblog), which is a log posted on the World Wide Web which may be accessed from the District's homepage, can be a beneficial mechanism for communicating with the community. All postings to the blog will be treated with the same care and consideration as any other communication which the Superintendent generates on behalf of the district. If Board members choose to blog on their own, the blog must contain a permanent disclaimer that indicates that the postings do not represent the Board as a whole.

Adopted: 09/02/03

Revised: 04/01/09