

BOARD POLICY

Community Relations and News Release Program

- A. The superintendent shall provide for a public relations and information program to keep the people of the community informed about the activities of the schools and to keep the schools in touch with the ideas and opinions of the community.
- B. The superintendent shall be responsible for the coordination and release of information to the public through communication media in accordance with the following guidelines:
 - 1. The information is accurate, school-related, and deemed to have educational significance for the community.
 - 2. Procedures and responsibility for the development of public information will be established at the superintendent's direction.
 - 3. The news release program will represent a consistent and balanced flow of information enabling the public to maintain awareness and understanding of the district's operation.
 - 4. Impartial use of available news media will be assured.
- C. The superintendent will establish procedures for release of information relating to extreme emergencies such as major fires, explosions, or other disasters. Such procedures will encourage early and complete coverage by press, radio, and television reporters and photographers. Authorized news media reporters may be provided with guided access to school facilities and will receive factual information. Facilities for reporting those facts to their respective outlets may also be provided. Estimates of dollar damage will be made only by the superintendent or by proper civil authorities.

Ref: EC Sections 35020, 35172

Adopted: November 26, 1968

Revised: August 27, 1979

Reviewed: March 4, 1986

Reviewed: July 1, 2000