

COMMUNITY RELATIONS

COMMUNICATION WITH THE PUBLIC

PRESS RELEASE AND PUBLICITY

The production of newsworthy articles shall be considered a responsibility of each school administrator in order to keep the citizens of the district informed regarding the accomplishments, affairs, procedures, and problems of the schools. All employees are encouraged to submit material appropriate for news release to the school principals or other administrators for clearance and release to the press. Copies of proposed news releases, bulletins, announcements, and other items of general interest should be submitted to the Superintendent. The Superintendent shall establish news release procedures/regulations to ensure that all local media are informed of newsworthy activities within the school system.

Legal Reference: Education Code 35160

Adopted: August 19, 1980