

	ABERDEEN SCHOOL DISTRICT	NEPN Code: KBC
	POLICIES AND REGULATIONS	

NEWS MEDIA RELATIONS

The Superintendent or designee will coordinate all activities relating to the publication of information concerning the schools or the issuance of news releases relating to school personnel or activities. The board president will be the official spokesman for the board, except as this duty is delegated to the superintendent or his/her designee. Inquiries from the media should initially be referred to the superintendent's office.

In addition to the use of the official newspaper as required by state law for specific announcements, the public schools will use all media available, both public and private, and the school media to keep the public informed as fully as possible on school matters.

The Board welcomes the active participation of newspapers, magazines, radio, television, and other mass communication media in promoting the cause of good education in our district and state. Positive media solicitation is a vital part of Aberdeen School District's public relations efforts. While it is impossible to know how news releases will be treated by the press, every possible effort should be made to obtain coverage of school activities and personnel which will create and maintain a dignified and professionally responsible image for the school system.

Suggestions and advice from representatives of such media as to how best to facilitate the flow of information to them by the Board and personnel of the school district will be welcomed.

Newscasts, spot announcements, sports and media coverage of other school activities and programs must be presented in the public interest. Identification of the schools with the promotion of any commercial or political enterprise will not be permitted.

ADOPTED: March 22, 2010
REVIEWED: November 10, 2014