

Sparta Area School District

Article 112 - News Media Relations

The Sparta Area School District is committed to maintaining regular and ongoing communications with all stakeholders. The school district will coordinate and share these regular and ongoing communications through a variety of means, including print, electronic, and visual. Regular district communications about district and school programs, activities and happenings will be shared by the district Communications Coordinator through electronic recognition including but not limited to the school district's website (www.spartan.org) and social media sites as well as an electronic newsletter. For those who do not have access to electronic media, selected communications will be shared by the Communications Coordinator with local media.

District Spokesperson and Key Contacts for Media

The Superintendent, Communications Coordinator and/or designee will serve as the official media liaison(s) for the Sparta Area School District. Individual district employees are requested to make their building administrators aware of any communication with the media. The Communications Coordinator will coordinate news releases with the Superintendent, Building Administrators and Staff involved. News releases will be sent to a developed news media list.

Coordination of Communications

The District will coordinate information sharing at the district, school site and education program levels through the Communications Coordinator. An online Communications Request Form should be filled out at least (3) days prior to any activity, event or announcement district staff would like promoted through the District website, social media or with the local media. Examples include an upcoming event, a success story about your school, recognizing a teacher or student(s) for their work, promoting a new program, promoting an upcoming event or activity, a special classroom activity, etc. The form is available by clicking this link: <https://secure.jotform.us/form/50495308386159> or on our District website under Communications and Grants. News releases and story ideas/pitches are shared on an as-needed basis. The SASD social media sites are updated frequently.

Within this general policy, the School Board expects to operate according to the letter and spirit of the public meeting laws. In order to implement the provisions of the law, the administrative staff is directed to deliver notices of meetings and meeting agendas to the School District's official newspaper and all other bona fide news media who request delivery in a timely manner and according to the requirements of the open meetings law.

Legal Reference: Wisconsin Statute 19.82

Cross Reference: Article 106 – Meetings of the Board of Education

Adopted:

Revised: September 28, 2004
 October 28, 2014
 June 23, 2015