

Sparta Area School District

Article 602 - Communications

It is recognized by the Board of Education that good communications is the backbone of good public relations.

Every effort shall be made by the Board of Education and the staff of the school system to promote good communications in every way possible. Examples include social media, electronic newsletter, district website and news releases.

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. For those who do not have access to electronic media, selected communications will be shared by the Communications Coordinator with local 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.

The members of the press and the public are cordially invited to attend the meetings of the School Board. Notices of meetings and meeting agendas will be provided 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 meeting law

Legal Reference:

Cross Reference:

Approved:

Revised: October 28, 2014