

## **Press Releases, Conferences and Interviews**

The superintendent's office will issue all news releases on events and activities of a district-wide nature. This will include the assignment of staff and news concerning new personnel in any school.

Releases pertaining to the athletics and physical education programs will be the specific responsibility of the director of athletics and physical education but will be issued through the superintendent's office. However, coaches will report the results of games directly to newspapers.

Otherwise the release of news pertaining to an individual school will be the responsibility of the school principal who will send a copy of all releases issued to the superintendent's office.

Every effort shall be made to report news of school programs and activities adequately, regularly and well. News releases should be sent to all of the papers and radio stations serving the community.

Approved: May 22, 2012