

9400 NEWS MEDIA RELATIONS

Public Information

The success of the school system is dependent upon the cooperation and participation of many people. The Board believes that the advancement of education is served when the community has confidence in the school system, and that such confidence is grounded in an understanding of the Board's purposes and an awareness of the school's programs and facilities.

Any position statement of the Board shall be approved by the Board at a regular meeting and made a part of the official minutes.

Board of Education Communications Committee

The Board recognizes the need for maximum Board-school-community interaction relating to the policy and operation of the Randolph schools. In addition to utilizing the appropriate media to keep the public informed, the Board solicits the views of individuals and organizations on present and future educational programs and processes.

The Board Communications Committee will establish a regular meeting schedule and encourage the public to inquire, learn about, and express a continuing interest in the operation of the schools. The committee will keep the Board apprised of questions, comments and suggestions which are expressed by residents of the community.

In support of this policy, the Board shall utilize appropriate media through which the purposes, values, and needs of the schools may be communicated and shall assist representatives of such media in presenting a true picture of the school system.

The Board and the Superintendent shall follow a continuing program of information designed to acquaint the citizens of the community and the public with the achievements and the needs of the schools. For this purpose, the Director of Communications and Digital Media shall be responsible for:

1. New releases and the publication of education reports; and
2. The photographing of school activities for publication.



POLICY

3. The District website and social media accounts.

In order to coordinate the dissemination of student and staff information, staff members will submit articles slated for publication to the Building Principal, supervisor or the Director of Communications and Digital Media.

The Superintendent prior to release to the media shall approve all press releases on district programs or procedures representing the official position of this district by any of its employees.

The President of the Board of Education prior to release must approve official Board press releases representing the Board's position.

Adopted: 17 July 2012

Revised: _____

