

File: KDD

NEWS MEDIA RELATIONS/NEWS RELEASES

Representatives of the media will be given equal access to information about the Sharon schools. General releases of interest to the entire community will be made available to the media in a timely manner. There will be no exclusive releases except as media representatives request information on particular programs, plans or problems.

In order that school system publicity is given wide coverage and is coordinated into a common effort and purpose, the following procedures will be followed in giving official information to the news media:

1. The School Committee chairperson will be the official spokesman for the Committee, except as this duty is delegated to the Superintendent.
2. News releases that are of a system-wide or a sensitive nature or pertain to an established School Committee policy are the responsibility of the Superintendent.
3. News releases that are of concern to an individual school (or to an organization of an individual school) and are not of a sensitive nature, are the responsibility of the Principal of that particular school. All statements made to the press by other staff members of the particular school must be cleared with the Principal.

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 that will create and maintain a dignified and professionally responsible image for the school system.

Revised: February 12, 2014