

NEWS MEDIA RELATIONS

Because the school is a public institution endeavoring to serve the educational needs of the community, it is important that information be disseminated concerning activities and problems in our schools. In order that this publicity be given wide coverage and be coordinated into a common effort and purpose, the following procedures shall be followed in giving official information to the news media:

- A. The Executive Director shall be the official spokesperson for the board, except as this duty is delegated to the Board chair.
- B. News releases which are of concern to the school, or to an organization of the school, are the responsibility of the Executive Director. All statements made to the press by other staff members of the particular school must be cleared with the Executive Director.

While it is impossible to predict how news releases will be treated by the press, every possible effort should be made to obtain coverage of school activities which will create and maintain a dignified and professionally responsible image for CRCS.

Adopted: 11/7/2012