

## Community Relations

**SUBJECT: PUBLICITY - PRINTED MATERIALS**

Each principal and/or teacher will be on the alert for human interest stories suitable for newspaper publication. All news releases (written, audio and video) will be approved by the appropriate administrator and/or Superintendent except for interscholastic athletic contest results.

At the building level, the principal will publish or cause to have published through his/her office, a newsletter to parents/legal guardians at least once in each school month. This release will be concerned with activities in his/her building and the District and may be used as a means for the building principal to build good public relations with the residents of the District.

At the District level, the Superintendent of Schools will publish or cause to have published through his/her office, a bulletin to parents and residents of the District at least four times each year. This bulletin will deal with affairs of the overall District and will be used to explain Board activities and note progress in building and instructional programs.

Newspaper reporters will be invited to attend functions of the District when it seems the affair is of general interest.

Pictures by newspaper photographers will be requested and when not available, pictures will be taken locally and submitted to the papers for their use.

Adopted: 2/13/01

Reviewed: 6/2/05-no changes