## PRESS RELEASES

The Board strives to promote productive and professional relationships with media representatives which will create and maintain a dignified and professionally responsible image for the school system. The superintendent/designee will be the press liaison for coordinating the release of information concerning the school district and the actions of the Board. The Board president will be the official spokesperson for the Board, except as this duty is delegated to the superintendent/designee.

The superintendent/designee will work in cooperation with the administrative staff, and the school principals to assure that each school in the District has equitable news media coverage.

03/09/98 11/08/10