

## **Section K: School-Community-Home Relations**

### **KDD Media Relations**

Region 8 is a public school endeavoring to serve the educational needs of the community. It is important that information be disseminated concerning activities, challenges, opportunities, and issues in our school. In order that this publicity is 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:

The Board Chair shall be the official spokesperson for the Board, except as this duty is delegated to the Director.

News releases which are of a school-wide nature or pertain to established policy are the responsibility of the Director or a member of the administrative staff whom they may designate.

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 the school.

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