

MEDIA RELATIONS

As a public institution endeavoring to serve the educational needs of the community, it is important for RSU 29 to disseminate information to the public 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 Board Chair shall be the official spokesperson for the Board, except as this duty is delegated to the Superintendent.
- B. News releases that are of a system-wide nature or pertain to established policy are the responsibility of the Superintendent or a member of the administrative staff whom he/she may designate.
- C. News releases that are of concern to only one school or to an organization affiliated with one school within RSU 29 are the responsibility of the Superintendent or designee of that school.
- D. All statements made to the media must be cleared with the Superintendent.

Although it is impossible to predict how news releases and other information to the media will be covered, the Board, Superintendent, Principal and other staff members shall strive to obtain coverage that will create and maintain a dignified and professionally responsible image for RSU 29.

Adopted: February 1, 2016