

Title:           **Communication Through the Media**  
Category:       **Personnel**  
Number:         **2040**

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I.       **Rationale:**

This regulation is in place to provide for clear communication of district and school events to our community.

II.      **General:**

A.      The Board Chair and the Superintendent are the official spokespersons for the school district.

B.      News releases:

1.      which involve matters concerning the district as a whole or more than one school are the responsibility of the Chair, the Superintendent or their designates.

2.      which pertain to only one school shall be the responsibility of the Principal, with a copy provided to the Superintendent. All statements made to the media by other staff members about a school event shall first be approved by the Principal for the school.

C.      Clearance shall be obtained from the Superintendent before any story is released which the Principal suspects may be controversial or which may have an impact on other schools in the district.

**Received:**    May 2019

**References:** Policy 1 (Foundational Statements)  
Policy 11 (Role of the Superintendent)