

Brockton Public Schools School Committee Policy

NEWS MEDIA RELATIONS/NEWS RELEASES

All representatives of the media will be given equal access to information about the schools. General releases of interest to the entire community will be made available to all the media simultaneously. There will be no exclusive releases except as media representatives request information on particular programs, plans or problems.

The following guidelines will be followed in giving official information to the news media:

1. The School Committee chair will be the official spokesperson for the Committee, except as this duty is delegated.
2. News releases that are of a system-wide or a sensitive nature or pertain to established Committee policy are the responsibility of the Superintendent.
3. News releases that are of concern to only one school, or to an organization of one school, are the responsibility of the principal of the school.

Effort should be made to ensure that coverage of school activities create and maintain a dignified and professionally responsible image for the school system.