

NEWS RELEASES

The District is a public institution endeavoring to serve the educational needs of the community. It is important that information be disseminated concerning school activities and problems. The Superintendent develops procedures to provide wide coverage and to coordinate publicity which enhances the image of the District.

While it is impossible to know how news releases will be treated by the press, efforts should be made to obtain coverage of District activities that adhere to professional and responsible images for the District.

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CROSS REF.: EBD, Crisis Management