

# **Brockton Public Schools School Committee Policy**

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## **PUBLIC RELATIONS**

1. All public relations activities will be coordinated by the Athletic Director.
2. Coaches are expected to promote the positive aspects of team play and the abilities of individual players in their relations with the media.
3. Coaches are responsible for reporting varsity games to the press according to established guidelines.
4. Press Releases on Significant Stories to the Communications Director

APPROVED: June 4, 2019