

Community Relations

News Media Relationships

Because schools are public institutions serving the educational needs of the community, it is important that information be disseminated concerning programs, activities, and significant school events. To ensure that this publicity be given wide coverage and coordinated with a common effort and purpose, the following procedures shall be followed with news media (whether the newspapers, broadcast media, internet or social media):

1. The Board of Education Chairperson shall be the official spokesman for the Board. The Superintendent of Schools may report on actions of the Board.
2. News releases of a system-wide nature, or which pertain to established school system policy, are the responsibility of the Superintendent of his designee and will be issued through his/her office.
3. News releases which are of concern to only one school, or to an organization of one school (including but not limited to music programs, athletic events, clubs/organizations and other non-curricular activities), should be funneled to the superintendent upon receiving the approval of the building principal.
4. Only the Board of Education chair and Superintendent may authorize mass communication to the district, as may be permitted by law.

Policy adopted: January 4, 1993
Revised: March 2, 2020

REGIONAL SCHOOL DISTRICT NO. 14
Bethlehem and Woodbury, Connecticut