

NEWS MEDIA RELATIONS/NEWS RELEASES

Every effort will be made to assist the press and other communications media to obtain complete and adequate coverage of the programs, problems, planning, and activities of the North Middlesex Regional School District.

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.

In order that North Middlesex Regional School District publicity is given wide coverage and is coordinated into a common effort and purpose, the following procedures will be followed in giving official information to the news media:

1. News releases that are of a system-wide or a sensitive nature or pertain to established Committee policy are the responsibility of the Superintendent.
2. News releases that are of concern to only one school, or to an organization of one school are the responsibility and require approval of the Building Administrator of that particular school/building.
3. All statements made to the press by school district staff members must be cleared with the Building Administrator.
4. All press releases should be forwarded to the Superintendent or his/her designee prior to their release.

While it is impossible to know how news releases will be treated by the press, every possible effort should be made to obtain coverage of school activities that will create and maintain a dignified and professionally responsible image for the North Middlesex Regional School District.

SOURCE: MASC

CROSS REF: BDB