

# MANCHESTER CITY SCHOOLS

## Policy Manual

**Descriptor Code:** 1.503 News Releases, News Conferences and Interviews  
**Issued Date:** 10/16/06  
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The release of official news from the system and schools shall be coordinated as follows:

- The board chairman will be the official spokesman for the Board, except as this duty is delegated to others;
- News releases which are of a systemwide nature or pertain to established system policy are the responsibility of the director of schools or a designated member of the administrative staff; and
- News releases which are of concern to only one school or to an organization of one school are the responsibility of the principal of that particular school.

When individual board members or the director of schools express their views on any issue which is in opposition to a view expressed in board policy, they have the duty to make clear that the view expressed is not the official view of the Board or school system.

No school employee will be allowed to release a photograph of a staff member or student to the media without permission of the individual.

### **RELEASES ABOUT SCHOOLS MATTERS**

News releases shall be prepared about internal matters by the individual schools(s). The news releases shall be disseminated to all news media in the area.

The Director of Schools or designee will be responsible for clearance of all news releases that originate in the schools.

The school principal is responsible for media contacts relative to regular operations of the local school. The principal is expected to clear with the Director of Schools or designee releases which are unusual in nature or which deal with potentially volatile matters.

Public information that is not personal or confidential should be made available to all news media upon their request. In order to establish and maintain a cooperative atmosphere in our public relations program, close ties should be kept with persons representing the various news media.

### **RELEASES ABOUT BOARD MATTERS**

News releases about Board matters shall be prepared and disseminated to all news media in the area.

Copies of agendas for regular board meetings will be supplied to all news media at the same time they are made available to board members.

### **NEWS MEDIA**

News media representatives are allowed on school premises only at locations designated by the principal or his/her designee. When on school property, media representatives must be accompanied at all times by the principal or his/her designee. If news media representatives conduct activities which are disruptive to the educational process, they will be removed from the school premises.

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### **Legal References**

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### **Cross References**

[1.500 Board – Community Relations](#)

[1.502 Board Meetings News Coverage](#)

[3.203 Crisis Management](#)