

Obion County Board of Education

Monitoring: Review: Annually, in September	Descriptor Term: News Releases, News Conferences and Interviews	Descriptor Code: 1.503	Issued Date: 11/03/03
		Rescinds: Sec. 11B	Issued: 02/03/97

1 The release of official news from the system and schools shall be coordinated as follows:
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- 3 1. The board chairman will be the official spokesman for the Board, except as this duty is delegated
4 to others;
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- 6 2. News releases which are of a systemwide nature or pertain to established system policy are the
7 responsibility of the director of schools or a designated member of the administrative staff; and
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- 9 3. News releases which are of concern to only one school or to an organization of one school are the
10 responsibility of the principal of that particular school.
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12 When individual board members or the director of schools express their views on any issue which is in
13 opposition to a view expressed in board policy, they have the duty to make clear that the view expressed
14 is not the official view of the Board or school system.
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16 **PRESS SERVICES**

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18 Reporters and other representatives of the press are welcome to visit schools and offices to take pictures
19 and to gather news. Personal invitations by principals and department heads to local reporters will help
20 secure coverage of special events. When this practice is followed, continuous relations with the members
21 of the press will support organized cooperation in school-press relations.
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34 Cross References:

35 Board-Community Relations 1.500
36 Board Meeting News Coverage 1.502
37 Crisis Management 3.203
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