

Communications with Parents and Media

Communications with Parents

Written and oral communication reflects on the professional esteem by which our district is held by the recipients of the communication. Every effort must be directed to insure that all communications are of the highest professional level and reflect positively on the district. Communications and notices of a personal nature that may cause embarrassment, either to the parents or to the children, if read by persons other than the ones concerned should be sent to parents or guardians in sealed envelopes.

Media Release

The district encourages all employees to assist in fostering and maintaining effective media contacts. Employees must provide accurate facts and information to the media. Great care must be taken to distinguish between employees speaking as private citizens and speaking in a capacity as school district representative or official.

The superintendent is the official spokesperson of the district. Principals are the official spokespersons for matters that pertain specifically to their building. The board recognizes that the nature of some positions other than superintendent and principal, require responses to media requests and interviews. Employees such as coaches, activity directors and supervisors will respond to such requests for information in a clear, concise and positive manner.

Nothing in this policy restricts an individual from speaking on their own behalf, but they must clearly represent that they are speaking individually and not as a representative of the district.

Policy History:

Adopted on: 03/25/08

Revised on: