

POLICY #10201 NEWS RELEASES

In serving the educational needs of the community, the Surrey Board of Education recognizes its duty to make every reasonable effort to disseminate information on activities and concerns in School District No. 36 (Surrey). In order that district and school news be given the best news coverage, with a minimum of inaccuracies reported, the board desires that the release of official news from the district and schools be coordinated as follows:

1. The board chairperson or designate will be the official spokesperson for discussions or actions of the board.
2. News releases on matters that have been delegated to administration are the responsibility of the superintendent. Where appropriate, the superintendent may delegate this responsibility.
3. News releases which are of concern to only one school are the responsibility of the principal of that particular school. The principal is expected to consult with the superintendent or designate on news releases that may have some district impact.

Prior to the release of news on major and important developments in the district, individual trustees will be informed by either the board chairperson, the superintendent or designate.

In releasing information to the media, every effort will be made to create and maintain a dignified and professionally responsible image for the school district.

Revised: 1999-10-21

Approved: 1986-01-09

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