

NEWS MEDIA RELATIONS

The Board recognizes that freedom of the press rests on the public's right to know about its institutions, including school systems. Unless prohibited or governed by local, state or federal regulations, the board encourages the news media to gather and release information about the schools and encourages district personnel to avail themselves of services extended by the news media.

Suggestions and advice from representatives of the media as to how best to facilitate the flow of information to them by the board and personnel of the school system will be welcomed.

The Board encourages staff to submit articles and photographs relating to school activities or programs to the news media for publication. Generally, the district submits news articles and pictures to the following newspapers: *The Daily Press*, *The County Journal* and the *Superior Evening Telegram*. All press releases pertaining to particular grade levels or programs shall be cleared through the building principal. Press releases pertaining to the district as a whole shall be cleared through the district administrator.

LEGAL REF.:	Sections	19.81 19.90	Wisconsin Statutes
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APPROVED: January 12, 1989

REVISED: August 19, 1993
 January 13, 2010