

## **SCHOOL PUBLICATIONS AND MEDIA PRODUCTIONS**

The Board of Education believes that informed citizens support the schools. The Board encourages the Superintendent of Schools and his/her delegates to use all available media to inform the public regarding the goals, programs and needs of the schools, and of the achievements of students and staff.

The highest standards possible should be applied to the production of publications and radio and television programs by and in the name of the School District, for their content will reflect the high regard and aspirations of our people for their school.

Spot announcements, sports, school activities coverage and other programs dealing with the schools must be presented in the public interest. No identification of the schools with the promotion of any commercial or political enterprise will be permitted. No material may be distributed to students in the schools of the District without the permission of the Superintendent or his/her designee.

The Superintendent is granted the authority to issue staff and student handbooks and to review and approve handbooks prepared by other administrators. All handbooks shall conform with up-to-date Board policies, administrative regulations and other directions of the Superintendent. It is also important that all handbooks bearing the name of the District, a school or other organizational unit be of a quality that reflects credit upon the District. The Superintendent has the authority to ensure that handbooks are accurate, of proper quality and available for Board members.

District and school publications, including electronic communication, whenever possible, and other District/school media shall include the School District's name, address, phone number, motto, logo, Board members' names and the Superintendent's name. Likewise, school publications/media shall include the items above and the school's name, address, phone number, logo, motto and the principal's name.

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