

Communication with the Public

SCHOOL NEWS RELEASES

All news releases concerning the school system, except the reports of athletic games and information concerning the operation of a particular school, shall be cleared through the information office of the Superintendent of Schools.

Administrators, teachers, and other staff members are urged to write up school news, but such articles, with the exceptions noted above, must be coordinated centrally for the following reasons:

1. Avoidance of duplication of material;
2. Maintenance of consistency with respect to school publicity;
3. Compilation of a file of releases and appropriate records as a protection to the schools.

The above applies to newspaper releases; radio and television reports; programs and spot announcements; setting up of press conferences and similar activities.

This is not to be construed as preventing any school authority from using his discretion in responding to queries from news media.

The principal is responsible for the preparation and distribution of news releases concerning the activities within his/her building, and for seeing that they are cleared with the central office, when necessary.

Specific Authority: 230.22(2) F.S.

Law Implemented, Interpreted, or Made Specific: 230.23(17) F.S.

History: THE SCHOOL BOARD OF DADE COUNTY, FLORIDA

Repromulgated: 12-11-74