

## **PRESS RELEASES, CONFERENCES AND INTERVIEWS**

*Code* **KDDA** *Issued* **5/05**

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Purpose: To establish the board's vision for press releases, conferences and interviews.

Because the schools are public institutions endeavoring to serve the educational needs of the community, it is important that information be disseminated concerning their activities and problems. In order that district and school news be given the best press coverage, with a minimum of inaccuracies reported, the board desires that the release of official news from the district and school be coordinated as follows.

- The board chairman will be the official spokesperson for the board, except as this duty is designated to the superintendent or another member of the board.
- The superintendent or his/her designee has the responsibility for news releases that are of a districtwide nature or pertain to established district policy.
- The principal of the individual school has the responsibility for news releases that are of concern to only one school or to any organization of one school. However, the superintendent or his/her designee must clear all news releases issued by any individual school. All statements made to the press by other staff members of the particular school must first be cleared with the principal and then the superintendent.

Adopted 8/13/91; Revised 5/10/05

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Legal references:

- A. S. C. Code, 1976, as amended:
1. Section 30-4-10, et seq. - South Carolina Freedom of Information Act.