

Community Relations

Media Relations

News releases prepared by District staff or students concerning the school system, except the reports of athletic games and information concerning the operation of a particular school, shall be cleared through the Superintendent's or designee's office.

Administrators, teachers, other staff members and students are urged to write school news, but such articles, with the exceptions noted below, must be coordinated by the Superintendent or designee for the following reasons:

1. Avoidance of duplication of material.
2. Maintenance of consistency of high quality with respect to school publicity.
3. Compilation of a file of releases as a protection to the schools.

The principal is responsible for the preparation and distribution of news releases concerning the activities within the building, and for seeing these are cleared with the Superintendent or designee when necessary.

Each school may, with the approval of the principal, establish a school publication for the pupils of the school and their parents/guardians. Such publications should be carefully prepared and comply to the legal statutes for students' rights and privacy.

The principal is responsible for supervising such publications to conform with the intent of board policy on communications with the public.

Legal Reference:

CALIFORNIA EDUCATION CODE

7	Delegation of Powers
35035	Additional Powers and Duties of Superintendent
35172	Promotional Activities

Lompoc Unified School District
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