

<p>Linn Benton Lincoln Education Service District</p>
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Code: KBCA-AR
Adopted: 6/9/99
Readopted: 10/10/07

News Release Procedures

Representative of the local press, radio and TV are important links in the communication chain between the district and the community. The maintenance of good working relationships with media representatives is essential to meeting those objectives of the district's community relations program, which require the support and cooperation of the news media.

The Board shall approve basic policies concerning relations between the news media and the district. When individual Board members receive requests from press media representatives for information about Board meetings or actions, members will refer these representatives to the Board Chair, who is the spokesperson for the Board. The Chair may designate others to speak on behalf of the Board at his/her discretion. All other district communications with the media shall be the responsibility of the superintendent, who may designate certain communication functions to a staff member or staff members.

The superintendent or designee shall be responsible for:

1. Providing media representatives upon their request with all the facts that provide a true picture to the best of his/her knowledge;
2. Keeping media representatives fully informed with regard to district programs in all aspects, district activities and changes so that any reporting will be done on the basis of a complete and valid overview;
3. Submitting, suggesting, or requesting feature stories or articles which are of interest or importance;
4. Assisting the Board in preparation of regular and special publications for the public; and
5. Making presentations about the district to various community, civic, and governing bodies.