

<b>COMMUNITY RELATIONS</b>	<b>1000</b>
<u>COMMUNICATIONS WITH THE PUBLIC</u>	1100
NEWS MEDIA RELATIONS/NEWS RELEASES	1105

Every effort will be made to assist the press and other communications media to obtain complete and adequate coverage of the programs, schools, cost, curriculum, changes, concerns and special events.

All representatives of the media will be given equal access to information about the schools. General releases of interest to the entire community will be made available to all of the media simultaneously. There will be no exclusive releases except as media representatives request information on particular programs plans or problems.

In order that School Department publicity is given wide coverage and is coordinated into a common effort and purpose, the following procedures will be followed in giving official information to the news media:

1. The Committee Chair will be the official spokesperson for The Committee, except as this duty is delegated to the Superintendent.
2. News releases that are of a City-Wide or sensitive nature or pertain to established Committee policy are the responsibility of the Superintendent.
3. News releases that are of concern to only one school, or to an organization of one school, are the responsibility of the Principal of that particular school. All statements made to the press by other staff members of the particular school must be cleared with the Principal.

While it is impossible to know how news releases will be treated by the press, every possible effort should be made to obtain coverage of school activities which will create and maintain a dignified and professionally responsible image for the Melrose Public Schools.

Of increasing importance when dealing with critical incidents, particularly those within a school facility or at school related events, is the role which the media can play. The STARS program will address the issue of the role of the media and seek to establish formal relationships with the media (print and electronic) to develop protocols which will allow for mutual cooperation and benefit when incidents or the threat of incidents occur.