

### News Release and Home/School Communication

It is Board of Education policy that information be disseminated on activities and concerns in our schools. While it is impossible to know how news releases will be treated by the media, every possible effort should be made to obtain coverage of school activities that will create and maintain a dignified and professionally responsible image for Chenango Valley. In order that this publicity be given wide coverage and be coordinated into a common effort and purpose, these guidelines will be followed in giving official information to the news media:

1. The Board of Education president and the Superintendent of Schools are the official spokespersons for the Chenango Valley Central School District with respect to news releases.
2. News releases pertaining to crisis situations or established district policy are the responsibility of the Superintendent or designee.
3. News releases that are of concern to only one school or to an organization within one school are the responsibility of the principal of that particular school. All releases made to the media on behalf of that school building by other staff members of that particular school must be cleared with the principal.
4. News releases regarding sports activities are the responsibility of the Director of Athletics. Coaches, in the course of their duty, will be delegated the responsibility to discuss with the media the performance of their teams and individual student athletes.

On occasion the district may face an unusual situation that has the potential to affect the health or safety of the students or staff. In the interest of supporting a strong bond of communications between the school district and the home, at times written communication will be used to keep parents or guardians informed of necessary details, thereby enabling them to properly counsel and guide their children. No information will be shared with the community at-large that is of a confidential or personal nature, involving either students or staff members.

Decisions regarding the dissemination of information falling within this category resides with the Superintendent of School or his/her designee. Upon such decision, the Superintendent of Schools or his/her designee will concurrently notify the Board president. The remaining members of the Board of Education shall be notified by the most expedient method practical.