

**Linn Benton Lincoln
Education Service District**

Code: **KBCA**
Adopted: 7/8/98
Revised: 12/05
Readopted: 5/09/07

News Releases

Information about ESD activities and issues will be provided to the component districts and communities in a manner that will create and maintain effective communications for the ESD.

Representatives of the local press, radio and TV are important links in the communication chain between the ESD and the community. The maintenance of good working relationships with media representatives is essential to meeting those objectives of the ESD'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 ESD. When individual Board members receive requests from media representatives for information about Board meetings or actions, members may 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 ESD 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 ESD programs in all aspects, ESD 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 that are of interest or importance;
4. Assisting the Board in the preparation of regular and special publications for the public;
5. Making presentations about the ESD to various community, civic, and governing bodies.

The procedures listed below will be followed in giving official information to the news media:

1. The Superintendent or designee shall serve as the ESD spokesperson unless designated otherwise by the Board;
2. News releases that are of ESD-wide interest or that pertain to established ESD policy will be the responsibility of the superintendent;

3. The Superintendent will establish administrative procedures for the dissemination of news releases pertaining to the ESD.

END OF POLICY

Legal Reference(s):

[ORS 192.640](#)

[ORS 334.125\(7\)](#)