El Paso ISD 071902

SCHOOL COMMUNICATIONS PROGRAM NEWS MEDIA RELATIONS

DELETE POLICY

News Releases	News releases concerning political or controversial issues or the overall operation of District schools, or involving more than one campus, shall be made only by the Superintendent or designee.
	Other news releases concerning athletic events, programs, and ac- tivities at an individual campus shall be made by the principal or designee.
Communications	In any crisis situation affecting the District or an individual campus,
During a Crisis	the deputy superintendent, operations and administration, shall be
-	the official District spokesperson and shall be responsible for all
	communication with the news-media.
Individual Board	Nothing in this policy shall be construed to restrict or limit individual
Member Interviews	Board members from granting interviews to the media. A Board
	member shall identify the statements as his or her opinions and
	shall not represent the opinions of any other Board member or the
	Board.