

## **MEDIA RELATIONS**

The Rapid City Area Schools are public institutions, accountable to taxpayers. The board of education believes in the importance of working with media representatives to keep the community informed about school issues and thereby, invites the participation of newspaper, radio, television, and electronic media personnel in providing information to the public. In addition to direct communication with its constituents, the superintendent will use public media to keep the goals, programs, achievements and needs of the district before the community.

The Office of the Superintendent in conjunction with the Public Information Manager is the primary resource for all school information and the first link for media representatives wishing to pursue a school-related story.

The superintendent or Public Information Manager will coordinate all activities relating to the publication of information concerning the schools or the appearance of new releases relating to school personnel or activities. All media conferences will be coordinated through the Office of the Superintendent.

The board of education welcomes the active participation of newspapers, magazines, radio, television, and other mass communication media in promoting the cause of good education in our district or state. Suggestion and advice from representatives of such media as to how best facilitate the flow of information to them by the board of education and personnel of the school district is welcome.

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