Public Information Distribution

GENERAL DESCRIPTION: This procedure applies to 1) the creation and distribution of information, e.g., press releases, photographs, news items for the Insider, production of other public information materials; and 2) response to media inquiries.

PRIMARY RESPONSIBILITY: Superintendent

REFERENCE OR AUTHORITY: Policy KB – Public Information/Community Relations and Administrative Rule KB-AR – Public Information/Community Relations

PROCEDURAL STEPS:

Creation and Distribution of Information:

1. The originator submits the news item, photograph, or public information request to the superintendent’s executive assistant.

2. The request is approved by the superintendent.

3. The superintendent’s executive assistant is responsible for publication of the Insider and for sending approved press releases to the media.

4. Prior to publication or posting on the website of any photograph of a minor, CESD will obtain a signed “Photo Release Form” from the parent or guardian.

Response to Media Inquiries:

1. All inquiries pertaining to Clackamas ESD from the media (newspaper, radio, television, online publication, etc.) are directed to the superintendent or designee for response. No information will be released to the media without superintendent approval.