

Communication and Public Information

Communication with the Media

The Racine Unified School District, Racine County (hereinafter referred to as the District) belongs to and is operated for the benefit of the students and citizens of the District. The public has an important interest in District activities.

The Director of Communication and Public Information serves as the official District spokesperson. Inquiries from the news media should be immediately referred to the Director of Communication and Public Information.

Whenever possible, staff member contact and discussion with the news media should be coordinated by the Communication and Public Information office.

If individual staff members speak with the news media, they are responsible for contacting their supervisors and the Director of Communication and Public Information promptly thereafter.

In the event of a crisis or emergency situation, the Director of Communication and Public Information will handle all contact with the media and will coordinate the information flow from the District to the public. In such situations, all departments and schools should refer calls from the media to the office of Communication and Public Information.

Legal Reference: Wisconsin Statute 120.13, 120.40

Policy adopted: February 14, 1977

Policy edited: September 18, 1995

Policy reviewed: July 15, 1996

Administrative Regulation modified: July 16, 2012