

MEDIA RELATIONS

News Media

It is the intent of the Monterey County Superintendent of Schools (County Superintendent) to keep the public well informed on all matters related to the education of the students within Monterey County. For that reason, the County Superintendent strongly encourages the use of the news media for informing the community about schools and their issues, such as costs, curriculum changes, programs and services, special events and other items, of general public interest.

The County Superintendent shall serve as the chief spokesperson for the Monterey County Office of Education (MCOE). The deputy and administrators will be available for interview by representatives of the news media and shall promote and enhance good relationships with media executives, editors, and reporters as appropriate. The County Superintendent directs that all responses to media inquiries and items for public release concerning the MCOE be coordinated through the Communications and Public Relations Officer.

All media inquiries concerning local school districts shall be referred to the County Superintendent, through the Communications and Public Relations Officer, or the appropriate school district superintendent's office.

Identification, Analysis, and Leadership

MCOE seeks to keep abreast of community concerns, identify emerging issues of importance, and provide factual analysis and information.

The County Superintendent encourages decision makers to seek counsel with respect to issues and to make decisions based upon established policy, sound reason, and the common public good. Prior to taking action on such sensitive matters, decision makers are advised to carefully consider differing points of view and the needs, rights, and interests of all concerned. Decision makers are encouraged to discuss decisions and strategies with the appropriate division head.