



Nashua District Schools Spokesperson Statement

Objective

Nashua School District (NSD) communicates with maximum transparency and timeliness while listening with thoughtful and respectful diligence, in order to build confidence and trust by the community in the school district.

Identified Spokespersons and Key Contacts

The official spokespersons of the Nashua School District will be the Superintendent of Schools and the President of the Nashua Board of Education. Additional spokespeople, as appropriate, are

- Assistant Superintendents
- Chief Operating Officer
- Principals

Any administrator, principal, or person speaking in an official capacity will conduct his or her assignment from the standpoint of the best interests of the Nashua School District, and not as a representative of his or her personal ideas, feelings, or point of view.

The Superintendent and Director of Communications determine how and when school district information will be shared with stakeholders. The primary sources of regular communication are electronic, utilizing the school district's mass communication software.

The school district's website publishes both need-to-know and nice-to-know information accurately and in a timely manner.

Media Relations

The Director of Communications is responsible for coordinating information shared with the media, working with each school or program's administrator as needed.

District employees seek approval from the Superintendent or the Director of Communications prior to sharing school district information with the media.