

## Community Relations

### Connection with the Community

The Superintendent is the District's chief spokesperson and shall plan and implement a District public relations program that will:

1. Develop community understanding of school operation.
2. Gather community attitudes and desires for the District.
3. Secure adequate financial support for a sound educational program.
4. Help the community feel a more direct responsibility for the quality of education provided by their schools.
5. Earn the community's good will, respect, and confidence.
6. Promote a genuine spirit of cooperation between the school and the community.
7. Keep the news media provided with accurate information.

The public relations program should include:

1. Regular news releases concerning District programs, policies, and activities, that will be sent to the news media.
2. News conferences and interviews, as requested or needed. Individuals may speak for the District only with prior approval from the Superintendent.
3. Publications having a high quality of editorial content and effective format. All publications shall identify the District, school, department, or classroom and shall include the name of the Superintendent, the Building Principal, and/or the author and the publication date.
4. Other efforts that highlight the District's programs and activities.

### Information Provided to the Media

The Superintendent and his staff are encouraged to use all available means of communication such as publications, radio, and television to keep the goals, programs, achievements and needs of the schools before the public.

Material for system-wide distribution will be kept on file in the Central Office.

The Administration is responsible for all informational services to and from the public, except for such matters as the Board may from time to time wish to deal with publicly itself.

### News Releases

Good public relations are a vital part of the Board's and Administrators' responsibility to the School District. Therefore, all news releases are to be factual and should give the public sufficient information to provide them with school district news.

News releases should be written to give proper importance and weight to issues discussed in Board meetings or on matters affecting the administration of the District. Caution should be exercised to be sure lesser important happenings are not given major coverage and vice versa.

In case of disasters and/or other controversial happenings affecting our district or surrounding districts, statements are to be issued in accordance with the Crisis Intervention Plan.

**NOTE:** This policy does not supersede those policies covering routine news matters which authorize the Superintendent, Principals and other school personnel to release day-to-day items of interest to the news media.

CROSS REF.: 2:110 (Qualifications, Term, and Duties of Board Officers)

ADOPTED: March 18, 2013