

## **PUBLIC INFORMATION PROGRAM**

The New Hanover County Board of Education will strive to keep the community it serves informed of the affairs of the school system. To achieve its goals for strong school-community relations and maintenance of open channels of communication with the public, the Board authorizes the Superintendent or designee to:

- Prepare or guide the preparation of informational materials including the New Hanover County Schools website, [www.nhcs.net](http://www.nhcs.net), blogs, newsletters, articles for periodicals and newspapers, television and/or radio releases, and special pamphlets and other assigned material;
- Maintain close contact with mass media;
- Organize speaking engagements in cooperation with civic, PTA, PTO, faith-based organizations, and other groups;
- Assist in coordinating work with civic and other groups which contribute to acknowledged school system values; and
- Serve as community relations counselor to the Board and other staff members.

### **Dissemination of News to the Media**

The Chief Communications Officer shall be the district's primary news media liaison who coordinates the release of information concerning the actions of the Board, matters of the school system and activities involving two (2) or more schools within the system.

Staff members are encouraged to prepare news releases about school and departmental activities and programs. Copies of such news releases should be provided to the Chief Communications Officer for distribution to the media. The Chief Communications Officer will clear news releases through the office of the Superintendent when necessary.

Adopted: 04/14/87

Revised: 04/05/11