

COMMUNICATION WITH THE PUBLIC

Baldy View Regional Occupational Program (ROP) shall establish and maintain effective communications with the community by:

1. Promoting ROP public relations at both the high school and the participating districts' community level
2. Aggressively carrying out its public relations program on a consistent basis
3. Anticipating the information needed by the public and providing the information in a timely, understandable and appropriate way
4. Facing controversial issues squarely and presenting the public with the information it needs to understand any arising problems

(cf. 1113 -ROP Website)

(cf. 1150 - Public/Employee Recognition Program)

The ROP shall provide members of the community opportunities to become involved in ROP programs and to express their interests and concerns.

(cf. 1220 - Citizens Advisory Committee)

(cf. 1260 - Educational Foundation)

Media Relations

The ROP shall supply newspapers and other news media serving the ROP with information concerning students, staff, and actions of the Baldy View Regional Occupational Program Commission in addition to activities and events as appropriate.

Route all media inquiries to the Superintendent or designee.

Legal Reference:

EDUCATION CODE

35145.5 Board meetings, public participation

35172 Promotional activities

38130-38138 Civic Center Act

GOVERNMENT CODE

54957.5 Meeting agendas and materials

82041.5 Mass mailing

89001 Newsletter or mass mailing

CODE OF REGULATIONS, TITLE 2

18901 Mass mailings sent at public expense

COMMUNICATION WITH THE PUBLIC (continued)

Management Resources:

CSBA PUBLICATIONS

Mass Mailings at Public Expense, Legal Advisory, January 2007

911: A Manual for Schools and the Media During a Campus Crisis, 2001

Political Activities of School Districts: Legal Issues, rev. 2001

Maximizing School Board Governance: Community Leadership, 1996

WEB SITES

CSBA: <http://www.csba.org>

California School Public Relations Association: <http://www.calspra.org>

Fair Political Practices Commission: <http://www.fppc.ca.gov>