

SCHOOL PUBLIC RELATIONS

It is the policy of the Board of Education that the parents, citizens, students, and taxpayers of the school district shall be kept well informed about the school system. The superintendent of schools shall be responsible for organizing and administering all school public relations activities. These shall include but not be restricted to:

1. Public notification of the date, time, and place of school board meetings and annual and special meetings;
2. Newsletters to all residences containing general information about the schools;
3. Utilization of social media and other electronic applications for dissemination of information;
4. Providing informative programs for community groups and organizations and making staff members available for such programs;

The primary focus of all of the district's public relations activities and publications shall be on the services the schools are providing for the youth of the community and any other relevant news that may impact the fiscal condition or operation of the District. The secondary focus of all public relations activities shall be on developments in public education in the state and nation.

On any occasion when a press release or other type of public information program or activity deals primarily with the Board of Education as a whole, its policy, its activity, or its intent, the superintendent of schools shall consult with the president of the school board before authorizing release of such information to the public. On any occasion when a press release mentions the name of any individual board member, the superintendent of schools shall clear such release with the board member involved prior to its release. Other than this all public information releases, programs, or activities shall require only the approval of the superintendent of schools.

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School Public Relations (Continued)

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