



Capital School District

Board of Education Policy

Section: Board Governance
Title: Public Relations Programs
Policy #: 100-23
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Public Relations Information Programs:

The people in this community are interested in their schools as an extension of their homes existing to furnish a special form of aid in the development of their children. The schools closely touch the lives of all persons in this community, and every attempt shall be made by the Board to represent the people according to the best interests of their children. To this end, the Board shall attempt to:

1. Keep themselves and the public informed regarding the policies, administrative operation, objectives, and successes or failures of the schools. Business discussed in executive session shall remain confidential.
2. Provide the means for furnishing full and accurate information, favorable and unfavorable, together with interpretation and explanation.

Board-Community Relations:

As duly elected representatives of the Capital School District, each member of the Board of Education must fulfill the obligation of keeping the public aware of the normal operation of the schools. This duty may be fulfilled by either delegation to the Superintendent of Schools, or by the methods set down by the School Laws of the State of Delaware.

Each Board of Education member shall carry out this duty with discretion, veracity, and with the benefit of the Capital School District always in mind. He/she will be aware of the possible repercussions his/her individual remarks may bring and use the lines of communication established elsewhere in this book for dispersal of all school-community information.

Board of Education members shall be aware of the fact that their actions become part of all Board of Education minutes and must act accordingly, anticipating that such actions will be published and discussed by all of the Capital School District's public.

Public Participation in Board Meetings:

All meetings of the Board, except executive sessions, shall be open to the public. All actions of the Board shall be taken openly. The public is invited to attend Board meetings. Residents, students, and parents of students will be given limited time to voice opinions or problems on the Board agenda under the Public Comment section.

The Board recognizes its responsibility to conduct the business of the district in an orderly and efficient manner and will, therefore, require reasonable controls to regulate public comment to the Board. A resident, student or parent of student wishing to be heard by the Board shall sign in and fill out a

"Request to Address the Board", present the Request to the Board Secretary, identify himself/herself as a member of the Capital School District community (resident, student or parent/guardian) and proceed with his/her comments as the subject permits. The president is responsible for the orderly conduct of the meeting and shall rule on the time to be allowed for public comment. The Board as a whole shall have the final decision in determining all ruling.

School-Sponsored Information:

Publications issued by and in the name of the school of this district shall reflect the high regard and aspirations of our people for their schools. There must be no compromise with high quality of editorial content and effective format. The exercise of appropriate economy in materials is expected so long as the main purpose is not jeopardized.

All publications shall include the name of the Board and Superintendent's name either above or below the title [Capital School District] and the date of publication.

Regular and special radio and TV programs shall be consistent with the goals of our schools and the instructional guides approved by the Board. It is important that such programs also reflect the high regard and aspirations of our people for their schools.

News Media Relations:

The Board encourages a policy of sound relations with the press and other communication media in the community and surrounding geographical area. The Superintendent or designee shall plan for the periodic releases to the press and other communication media which will provide information to the community concerning its schools and various phases of the school program as guided by the following policy guidelines.

News Releases:

All news released by the Board of Education shall be made by the President of the Capital School District Board of Education, his designee, or the Secretary of the Board of Education at the President's direction. Every effort will be made to provide all available news media with such news releases. No individual Board member shall release such news releases without approval of a majority of the Board of Education before the release is made.

School News Releases:

Building principals may release educational information concerning their schools to the media, or may send such releases through the office of the Superintendent for release. All statistical information, however, must first be checked by the central office to ascertain its veracity.

Central Office News Releases:

All news releases coming from the Central Office must be first approved by the Superintendent of Schools prior to their submission to the news media to assure consistency in all such releases. This policy applies to oral as well as written releases which are to be made to the news media.

News Conferences and News Interviews:

All news conferences will be called by the President of the Capital School District Board of Education, or the Secretary of the Board, as directed by the President. A majority of Board members may request the President to call such news conferences on a given topic. All interviews of the Board of Education shall be requested thirty days in advance and the nature of the interview being requested shall be made known. All such requests shall be in writing.

Board Meeting News Coverage:

We believe that one of the paramount responsibilities of a Board of Education in a democracy is to keep the public informed of its actions. Consequently, local news media representatives shall be welcome to attend all regular, special and annual meetings of the Capital School District Board of Education. In the event that representatives of the news media are unable to attend the meeting of the Board, a summary of important Board actions shall be made available to them upon request.