

PUBLIC INFORMATION PROGRAM

The Board of Education believes that all reasonable means should be employed to keep the public informed on matters of importance regarding its actions, policies, finances, programs, personnel, and the details of its educational and business operations. The Board encourages study, discussion, and active participation by all concerned in the promotion of the best possible program of education in the community. It is the practice of the Board to utilize the advice and assistance of interested individuals and groups in the solution of its educational and financial problems. Therefore, the Superintendent shall direct an information program designed to inform the community of the achievements and needs of the schools that includes, at a minimum, annual reports of progress for each school and the District.

The School District's information program will:

- A. Encourage a better understanding of the role, objectives, accomplishments, and needs of the School District.
- B. Be a planned, systematic, two-way process between the Board and the Superintendent and their internal and external constituencies.
- C. Use a variety of media including meetings, letters, circulars, seminars, publications, and personal contacts.
- D. Provide the channels necessary for resolving grievances and eliminating misunderstandings.
- E. Inform concerned persons as to their rights, privileges, and responsibilities.

A school's information program will:

- A. Encourage informal, as well as formal, methods of communication.
- B. Include the use of a variety of media including meetings, seminars, bulletin boards, publications, and personal contacts.
- C. Provide channels for resolving grievances and/or misunderstandings for students, staff, and community members.
- D. Inform concerned persons as to their rights, privileges, and responsibilities.
- E. Supplement and support the general communications program of the School District.

News Releases

It is important that information be disseminated on activities about and in the schools. In order that this publicity be given wide coverage and be coordinated into a common effort and purpose, these guidelines will be followed in giving official information to the news media:

- A. The Board President will be the official spokesperson for the Board, except as this duty is delegated to the Superintendent.
- B. News releases that are of a District-wide nature or pertain to established District policy are the responsibility of the Superintendent or a member of the staff whom he/she may designate.
- C. News releases that are of concern to only one school, or to an organization of one school, are the responsibility of the principal of that particular school. Statements made to the press by others representing themselves as staff members of the particular school must be cleared with the principal.

While it is impossible to know how news releases will be treated by the press, every possible effort should be made to obtain coverage of school activities which will create and maintain a dignified and professionally responsible image for the School District.