

Clackamas Education Service District

Code: **KB-AR**
Revised/Reviewed: 6/18/96; 05/20/09
Orig. Code(s): 2010

Public Information/Community Relations

1. The superintendent shall identify CESD's various publics, determine their information needs and concerns, and develop efficient methods to reach those publics with timely, accurate information.
2. Publics to be reached by the district public information and community relations programs may include: the general population of Clackamas County, specific communities within the county, civic and professional groups, LEA staff members, and district staff members.
3. Techniques for disseminating information may include: news releases, public service announcements, public speaking engagements, internally and externally distributed newsletters, other publications such as brochures and pamphlets, and media devices.