

Jefferson School District 14J

Code: **KAA-AR**
Adopted: 4/11/05
Readopted: 9/10/07
Orig. Code(s): 8100

Public Relations

1. All news released to the media or public shall be approved by the principal, superintendent or the district.
2. Each school will participate in a district-wide public information program, including the news media.
3. The administrator will regularly inform parents of all school events and activities.

Procedures

Minimum Public Relations Plan – Jefferson School District 14J

Newsletters

Newsletters will be prepared and distributed a minimum of twice each year by each school and the district office. Normally, one newsletter will be produced each semester. Any school may send newsletters more frequently, and are encouraged to do so.

Open House

Each school will host one open house during the school year.

Newspaper

The district office will prepare newspaper articles for *The Jefferson Review*. Each school is encouraged to have student work in *The Jefferson Review* and each principal is encouraged to write articles for the *Review*. These should be coordinated through the district office. Copies of all articles submitted should be provided to the district office prior to publication. Contact with additional print media should be made when the buildings sponsor special events, receive special recognition or have projects of interest to the surrounding communities.

Pamphlet

The district office will create and maintain a pamphlet about the district, and will make the publication available to realtors, district patrons and new community members.

District Website

The district office will create, host and maintain a website for the district, including comprehensive information about the schools, school report cards and the district publications.

Other

Parent nights, programs, grandparents' day, senior citizen luncheons, etc.