

## Public Relations

It is the responsibility of central office administrators individual/building administrator to develop a comprehensive two-way communications process involving both internal and external publics, with a goal of stimulating a better understanding of the role, objectives, accomplishments, and needs of our school-community.

Procedures will be developed for dealing with emergencies or disasters to ensure that district personnel are safe and that the public is informed in an appropriate manner.

The Public Relations/Public Information supervisor will establish an internal communications committee whose responsibility will be to improve the internal communications, He/she will also establish an external communications committee whose function will be to develop activities for information dissemination to the public and to gather public input for consideration of district programs, plans, and goals.

Minimal elements of district and building level and district public relations/public information programs include the following:

### 1. District Level Activities

- a. Personal Contact--District personnel will attempt to be visible in the community and available to discuss educational topics with any group or individual;
- b. Information dissemination to community:
  - (1) Regular press releases in newspapers;
  - (2) Feature stories in newspapers;
  - (3) Pictorial stories in newspapers;
  - (4) District newsletter--UP-FRONT;
  - (5) Welcomes brochures;
  - (6) Levy election materials;
  - (7) Superintendent communication by visitations and staff meetings. Also to be done by other administrators.
- c. Information input from community;
  - (1) Questionnaires and surveys;
  - (2) Speakers Bureau and make public speaking appearances;
  - (3) Regular Board and Budget meetings;
  - (4) Regularly scheduled informal discussion groups with community and staff.

- d. District goals and objectives for the Public Relations/Public Information program may be determined from input received from either the internal or external public;
2. Building level activities
- a. Personal Contact--District personnel will attempt to be visible in the community and available to discuss educational topics with any group or individual;
  - b. Information dissemination to community:
    - (1) Regular news sheets/press leases;
    - (2) Feature stories in newspapers;
    - (3) Pictorial stories in newspapers;
    - (4) School newsletters.
  - c. Information input from community:
    - (1) Use of questionnaires/surveys;
    - (2) Parent Advisory Committee input.
  - d. The principal should establish a small public relations committee to help improve internal communications with staff and students and external communications with the public;
3. Staff Communication:
- a. Monthly Staff Newsletter;
  - b. Superintendent/Board Chair Visitations.