

## 8:10 Public Relations

### Public Relations

The Board President is the official spokesperson for the School Board. The Superintendent is the District's chief spokesperson. The Superintendent or designee shall plan and implement a District public relations program that will:

1. Develop public understanding of school operation.
2. Gather public attitudes and desires for the District.
3. Secure adequate financial support for a sound educational program.
4. Help citizens feel a more direct responsibility for the quality of education provided by their schools.
5. Earn the public's good will, respect, and confidence.
6. Promote a genuine spirit of cooperation between the school and the community.
7. Keep the news media accurately informed.
8. Coordinate with the District Safety Coordinator to provide accurate and timely information to the appropriate individuals during an emergency.

The public relations program may include:

1. Regular news releases concerning District programs, policies, activities, and special event management for distribution by, for example, posting on the District website, using social media platforms, e.g., Facebook, Twitter, etc., or sending to the news media.
2. News conferences and interviews, as requested or needed. The Board President and Superintendent will coordinate their respective media relations efforts. Individuals may speak for the District only with prior approval from the Superintendent.
3. Publications having a high quality of editorial content and effective format. All publications shall identify the District, school, department, or classroom and shall include the name of the Superintendent and/or the author and the publication date.
4. Other programs which highlight the District's programs and activities.

LEGAL REF.:

23 Ill.Admin.Code §1.210.

CROSS REF.: 2:110 (Qualifications, Term, and Duties of Board Officers)

Adopted: July 21, 2020

**Rondout SD 72**