

KDA

PUBLIC INFORMATION PROGRAM

The School Board will do its best to keep the people informed of the affairs of the district. To achieve its goals for good school-community relations and maintenance of open two-way channels of communication with the public, the Board authorizes the Superintendent to:

1. Prepare or guide the preparation of informational materials including newsletters, articles for periodicals, newspapers and/or radio releases, special pamphlets and other assigned material and to maintain close liaison with mass media and public organizations.
2. Establish and maintain the District's website (www.rochesterschools.com) and social media as applicable.
3. Provide public access to School Board Meetings, Committee Meetings, and Sub-Committee meetings via coordination with the Local Government Channel (RTV Channel 25) and links on the District website.
4. The Superintendent, or designee will be the press liaison person for coordinating the release of information concerning the school system and the School Board chair, or designee will be the press liaison for coordinating the release of information concerning the actions of the School Board.
5. Organize or assist in development of speaking engagements with civic, PTO, church and other groups.
6. Provide staff members with assistance for preparation of material for community and staff consumption (handbooks, information leaflets, web pages, etc.).
7. Assist in coordinating work with civic and other groups which contribute to school system values.
8. Serve as community relations counselor to the Board and other staff members.

Legal References:

NH Code of Administration Rules, Section Ed. 306.(a)(11), Policy Development
NH Code of Administration Rules, Section Ed. 306.04(k), Policy Development

Adopted: April 8, 1993
Amended: October 9, 2014, March 9, 2023