

## Community Relations

**SUBJECT: COMMUNITY/MEDIA COMMUNICATIONS**

Adequate public support is dependent upon the maintenance of good public opinion. Opinions are formed on the basis of available information, or the lack of it. Misinformation grows where information voids exist. One of the main purposes of good school public relations is to stimulate people to learn more about the schools so that they can participate more intelligently in the solution of educational problems. In accomplishing this purpose, a second aim can be fulfilled: that of gearing the operation of the schools to public intent and desires. Good school-community relations, then, require a two-way current of communication: from school to community, and from community to school.

The community relations program shall involve communications with the public and participation by the public. Communication and participation may include news releases to the media, surveys, regular Board of Education meetings, special meetings, open house, Parent-Teacher Organization(s), conferences and visits to the school.

All news releases concerning the District will be released by the Superintendent and/or through the Superintendent's designee.

All official statements of the Board will be released through the Office of the Superintendent.