

820 PUBLIC INFORMATION PROGRAM

The administration is responsible for all informational services to and from the public, except for those occasional matters the Board may wish to deal with publicly. The superintendent is encouraged to use all available media of communication to keep the goals, program, achievements and needs of the schools before the public. He/she may delegate authority to the central administrative staff and principals but the ultimate responsibility belongs to him/her.

Materials for district-wide distribution will be developed in the central office and carry the approval of the appropriate division head. Copies of such materials shall be made available to Board members.

Superintendent Responsibilities

As executive officer for the Board and chief administrator for the school district, the superintendent is responsible for implementing the Board's public relations policies and assuming leadership in the school-community relations program. He/she involves all school district employees, instructional and non-instructional, in the total public relations effort, and includes leaders of the social, political and civic segments of the community in active support of the schools.

The superintendent is responsible for interpreting Board policies to the staff and to the public; he/she will require an active and comprehensive informational program to be conducted for the promotion of widespread understanding of the educational program.

The superintendent will take precautions necessary to avoid exploitation of schools, school personnel or students in the interest of commercial, ideological or other non-school organizations under the guise of creating good relationships.

Teacher Responsibilities

Teachers' stature in the community imposes upon them a serious responsibility for exercising professional judgment when discussing school matters with non-school acquaintances. Therefore, the Board wishes teachers to be well informed concerning the educational philosophy, goals, policies and regulations of the school district and be familiar with and understand the educational program.

APPROVED: November 11, 1974

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