

## Cottonwood Joint School District No. 242

### COMMUNITY RELATIONS

4100

#### Public Relations

The District shall strive to maintain effective two-way communication channels with the public. Such channels shall enable the Board and staff to interpret the schools' needs to the community and provide a means for citizens to express their needs and expectations to the Board and staff.

The Superintendent shall establish and maintain a communication process within the school system and between it and the community. Such a public information program shall provide for news releases at appropriate times, arrange for news media coverage of District programs and events, provide for regular direct communications between individual schools and the citizens they serve, and assist staff in improving their skill and understanding in communicating with the public.

Community opinion may be solicited through parent organizations, parent-teacher conferences, open houses and other such events or activities which may bring staff and citizens together.

#### Newsletters

District newsletters may be published and sent to all patrons of the District periodically when school is in session. Newsletters may contain information such as legal notices, policy changes, calendars and schedules, and general interest items concerning budgets, programs, activities and students.

#### News Releases

School personnel are encouraged to maintain positive relationships with the media. Carefully prepared releases are an excellent way to communicate school related information to the general public. The following guidelines should be observed:

1. Confidential information about students or other staff shall be released only as permitted by statute and District policies and procedures;
2. Releases concerning a single school or building must first be approved by the building principal;
3. Releases that concern more than one building or school must first be approved by the Superintendent's office; and
4. Information concerning District policies and all Board matters shall be cleared through the Superintendent.

#### Policy History:

Adopted on: November 21, 2016

Revised on: