

**Community Relations**

**Public Relations**

The Superintendent is the District's chief spokesperson and shall plan, implement, and evaluate a District public relations program which will:

- develop public understanding of school operation.
- gather public attitudes and desires for the District.
- secure adequate financial support for a sound educational program.
- help citizens feel a more direct responsibility for the quality of education provided by their schools.
- earn the public's good will, respect, and confidence.
- promote a genuine spirit of cooperation between the school and the community.
- keep the news media provided with accurate information.

The public relations program should include:

1. Regular news releases concerning District programs, policies, and activities, which will be sent to the news media,
2. News conferences and interviews as requested or needed. Individuals shall not speak for the District without prior approval from the Building Principal with regard to a building issue or from the Superintendent with regard to the District,
3. Publications having a high quality of editorial content and effective format. All publications shall identify the District originating school, department, or classroom and shall include the name of the Superintendent, the Building Principal, and/or the author and the publication date, and
4. Other programs which highlight the District's programs and activities.

LEGAL REF.: IL23 Ill. Admin. Code secs. 1:210

ADOPTED: September 20, 2004