

Community Relations

Public Relations

The Superintendent is the District's chief spokesperson. The Director of Communications, with the approval of the Superintendent, 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.

The release of official news for the District shall be coordinated as follows:

1. News releases which pertain to District policy are the responsibility of the Director of Communications, subject to the Superintendent's approval in consultation with the Board President.
2. News releases which are of concern to only one school, or an organization of one school, are the responsibility of the school's Building Principal.

LEGAL REF.: 23 Ill. Admin. Code § 1.210.

Adopted: October 11, 1995

Revised: November 1996

Reviewed: April 2017