

## **Chinook School District**

### **COMMUNITY RELATIONS**

4120

#### Public Relations

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

- Develop public understanding of the school operation.
- Gather public attitudes and desires for the District.
- Secure adequate financial support for a sound educational program.
- Help citizens feel more direct responsibility for the quality of education provided by their schools.
- Earn the schools' 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 may 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, school department, or classroom and shall include the name of the Superintendent, the building principal, and/or the author, the publication's date; and,
4. Other programs which highlight the District's programs and activities.

Legal Reference: Article II, Sec. 10 Montana Constitution

#### Policy History:

Adopted: June 1999

Revised: