

Community Relations

Public Relations Connection with the Community

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

1. Develop ~~public~~ *community* understanding of school operation.
2. Gather ~~public~~ *community* attitudes and desires for the District.
3. Secure adequate financial support for a sound educational program.
4. Help ~~citizens~~ *the community* feel a more direct responsibility for the quality of education provided by their schools.
5. Earn the ~~public's~~ *community's* good will, respect, and confidence.
6. Promote a genuine spirit of cooperation between the school and the community.
7. 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~~ *that* will be sent to the news media.
2. News conferences and interviews, as requested or needed. Individuals shall ~~not~~ speak for the District ~~without~~ *only with* 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 and the publication date.
4. Other ~~programs~~ *efforts* which highlight the District's programs and activities.

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

CROSS REF.: 2:110 (Qualifications, Term, and Duties of Board Officers)

ADOPTED: November 6, 2001

AMENDED: